Welcome

Welcome to the latest edition of the Food Marketing Enterprise newsletter. The Food Marketing Enterprise consists of all those activities related to food marketing in the Haub School of Business, Saint Joseph’s University, Philadelphia, Pennsylvania. The goal of this newsletter is to communicate to the food marketing world the leadership and range of activities undertaken at the university by the Food Marketing Enterprise.

The newsletter is distributed electronically during the spring and fall semesters to current students, alumni, Academy of Food Marketing board members, Food Industry Summit attendees, food trade organizations, food trade media, and other interested individuals or organizations.

This edition focuses on the beginning of 51st year of food marketing education at Saint Joseph’s University. The following articles/updates are included:

- Department of Food Marketing
- Food Marketing Ambassadors
- NGA Case Study Winning Team
- NGA Press Release
- Enactus
- Food Marketing Week
- Recruiting
- Placement
- Food Marketing Cooperative Program
- Faculty Achievements
- Meet Cathy Quinn
- Executive Masters in Food Marketing
- Food Industry Summit #7
- Academy of Food Marketing
- Academy of Food Marketing Strategic Plan
- Sonia Bennett Milestone
- Center for Food Marketing
- Survey Research Center

This newsletter represents the collective efforts of all those who toil in the food marketing vineyards. A special thank you to Cathy Quinn, Administrative Assistant for the Department of Food Marketing for her efforts in designing and producing this issue. Also, thanks to Terri Breslin for her editing of the newsletter input from over 15 contributors. Finally, thanks to Bob Higgins and the Academy of Food Marketing for their generous support of this key initiative.

Feel free to contact me with any suggestions, comments, news items, etc. you would like to add. I can be easily reached via email (rgeorge@sju.edu).

Take good care!

Richard J. George, Ph.D.
Chair and Professor
Department of Food Marketing

After celebrating 50 years (1962-2012) of food marketing education at Saint Joseph’s University, we are continuing our pursuit of excellence. This calendar year builds nicely on the academic results of the recently completed fall semester.

Largest Major in the Haub School of Business

• As of the beginning of the spring semester, 520 students have declared food marketing as their major. The breakdown is as follows:
  1. Non Co-op = 412
  2. Co-op = 108
• The freshmen number will increase as it does every year as the “word of mouth” about this terrific major circulates around campus. The Academy has been a great help in recruiting not only high school students but also undeclared majors and other majors through a series of sponsored lunch and learn sessions.

Food Marketing Ambassadors (see related article)

• Last year we took 30 students to various food conferences and conventions. We are able to do this with the financial support of the AFM and individual food companies.
• This year we increased that number by at least 50 percent to 45 students and a number of new industry meetings. Included in this number were 17 students who attended the National Grocers Association Convention in February in Las Vegas. This is the largest number of students we have ever taken to the NGA Convention. Of the 17, five represented Saint Joseph’s University in the Food Industry University Coalition Case Study Challenge. See section 3 for more details on the Case Study Challenge. Six served as NGA Ambassadors and six as Produce Marketing Association Ambassadors. Below is the latest listing of industry conferences and conventions we have attended or will attend during this academic year. Please let me know if there are other industry events that our students should attend.
  • The New York Produce Show
  • The Private Label Convention/Chicago
  • NGA Convention/Las Vegas
  • The Produce Marketing Food Summit/Anaheim
  • Snaxpo/Tampa
  • Sweets and Snack Food Convention/Chicago
  • National Restaurant Association Convention/Chicago
  • Promotion Optimization Institute/Chicago
  • International Boston Seafood Show
  • Symphony IRI Summit/Las Vegas

NGA Case Competition (see related article)

• Last year a team of food marketing students earned third place in NGAs case study competition. The finalists were invited to compete at the NGA Convention and Conference in Las Vegas in February. The topic was “How Can Independent Retailers, Wholesalers and Co-ops Implement Mobile Coupons to Drive Sales and Profits?”
• This year’s case study was a “real” problem posed by an active NGA member.
• Question: Chief Super Market, Inc. (Defiance, Ohio) a twelve store independent “...exists to delight customers with great food and experiences.” The company wanted the students to determine what the company should do to fulfill the mission and grow market share. Chief will share trade area demographic information and provide an overview of the market(s) in addition to being available twice during the November - January time frame to provide additional information and respond to student questions.
• The Saint Joseph’s University Food Marketing team won first place this year. The other teams in the finals included Cornell, Arizona State, and Fresno State.

Summer Scholars

• For the past several years, food marketing students have been selected as summer scholars; they worked on food marketing research with a faculty member. Historically, Food Marketing has had the largest number of summer scholars in the Haub School of Business.
• This past summer, Lizzie Sclafani continued the trend of focusing on consumers needing assistance. Her work is intended to help consumers depending on Supplemental Nutrition Assistance Program (SNAP) and Women, Infants & Children (WIC) to make better choices regarding product options and nutritional well-being. Lizzie’s summary captures the problems confronting these consumers. Her solution of using Social Media to address the issues of purchasing and preparing nutritious foods, including links to easy recipes and information for stores that accept these benefits, offers those who are less fortunate a chance to maintain a sustainable diet. In addition, the anonymity associated with Social Media interactions saves consumers the embarrassment often associated with receiving such benefits. This is a terrific example of using technology to solve real everyday consumer issues. Lizzie has recognized the challenges posed to recipients of SNAP and WIC benefits and has conducted research that will make a difference.

Food Marketing Association (FMA)

Fall 2012 Activities

• September 22: Alexis Putzel, C&S Wholesale Foods
• October 23: Mark Plamondon, President of Tandem Associates - Guest speaker
• November 3: Kristen’s Krusade, participated and donated a Gift Card Tree for the raffle
• November 13: Kerri McCreight, Nestlé, Guest speaker

Spring 2013 Activities

• January 22: Christine Smalarz, MARS logistics
• February 12: Enactus project introduction
• February 19: Frito Lay, Guest speaker and interviewing tips/workshop
• February 23: AFM Recruitment Dinner
• March 19: Freshman/Sophomore meeting with faculty and current board/incoming board
• April 16: President of Whole Foods lunch, part of FMK week
• Week of April 15: The second annual Food Marketing Week

Enactus (see related article)

• Members of the Enactus student board attended the Fall 2012 Leadership Conference and World Cup Competition. The experience was outstanding.
• A full Enactus student board has been appointed and all compliance issues for a SJU/FMK Enactus chapter to proceed.
• 501C3 identified for Enactus projects(s). Planning is underway.
• Enactus advisory board formed. Current members include the following: Walmart, Campbell’s, Unilever, Frito Lay, Avis/ Budget, McCormick, Procacci Brothers, and BJ’s Wholesale Club.
• Enactus FMA kickoff meeting was held during the February 12, 2013 FMA meeting. World Cup winning presentation shown (Belmont University). Student sign-ups were completed.
**Food Marketing Co-op Program** *(see related article)*

- As noted in previous departmental reports, the Co-op program is one of the department's best success stories. We have increased the number of students in the program in the past few years and we expect it to grow even more. More importantly we have made this academic program more powerful by upgrading its requirements. Students leave not only with “job experience” but also with an in-depth understanding of the industry and the competitors.

- The faculty has recently reviewed the program and has made a number of changes to enhance the learning experience.

- The Co-op program which began in 1999 with four students now has over 100 students and is growing dramatically. The Department of Food Marketing appreciates the support of the AFM in this program as they help find student job opportunities.

**Food Marketing Electronic Newsletter**

- This spring witnesses the third publication of the Food Marketing Enterprise Newsletter. This publication will be distributed electronically each semester and will provide the industry with an update of activities and accomplishments of our students, faculty and the various components of the food marketing enterprise, such as the Department, the Academy, the Center for Food Marketing, the Co-op Program, the Executive Masters in Food Marketing, and the Campbell Library.

**Curriculum Updates**

The faculty are working on a number of curriculum issues:

- Review of the Executive Food Marketing MBA
- Developing online courses
- Development of a Food Studies Minor (with the College of Arts and Sciences)
- Potential for a dual major between food marketing (FMK) and family business and entrepreneurship (FBE)

**Study Tours**

- Two study tours will take place this spring/summer. Rich George will lead an Executive Food Marketing Masters study tour in Bradford, England. In addition to an international retailing course and store tour, students will take a course on Supply Chain Management taught by professors in Bradford who are recognized logistics experts.

- Mark Lang will lead an undergraduate study tour of the gastronomical wonders found in the Italian cities of Venice, Milan, and Florence.

**Executive Food Marketing Masters Potential Collaborations**

- Currently, we are in discussions to partner with CENTRUM Católica in a program awarding academic degrees of Master in Global Business Administration, awarded by the Pontificia Universidad Católica del Perú and the Master of Science in Food Marketing, awarded by the Erivan K. Haub School of Business at Saint Joseph’s University.

- The food industry is one of the engines of the Peruvian economy and its importance has a favorable impact on the country’s economic development. The boom in Peruvian cuisine has created an industry around food that extends into various markets worldwide and requires the design and development of new products, sales channels, packaging, etc. In addition, different products of the agricultural and fishing industry have become sources of business opportunity as a result of the potential demand in developed and emerging markets.

- These opportunities can be exploited to the extent that supply meets the requirements of the markets. An important factor is to have a specialist in the management of marketing of the food industry who is able to develop strategies to adapt the supply of innovative food products to a world-class demand.

- Since last March discussions have been ongoing between the chief academic officers of Centrum and HSB. In mid-January, Rich George and Mark Lang traveled to Lima and met with the Centrum team to discuss the details and potential implementation of such a program.

- In addition, a dialog is taking place regarding potential collaborations with the following organizations:
  - Bradford University (UK)
  - These collaborations run the gamut from joint programs to faculty exchanges to study tours. The Bradford opportunity includes undergraduate as well as graduate opportunities as well as the possibility of working with Morrisons, the fourth largest UK supermarket.

**Food Industry Summit (FIS)** *(see related article)*

- The topic for March 7, 2013 Food Industry Summit was, “Leveraging Shopper Insights at the Moment of Truth.”

- This year’s event was intended to provide our audience with insights into what to expect in today’s challenging marketplace and how to respond. Speakers provided their perspectives on how they are using shopper insights at “the moment of truth.”

- Our principal speakers included presidents, CEOs and senior executives from Google, Wakefern (Shop Rite), Weis, McCormick, Con Agra, Nielsen, Spire, Symphony IRI, Technomic, Acosta, and MyWebGrocer.

- George Latella, coordinator of the FIS.

- In addition, this was our second year of inviting undergraduates to apply for 15 FIS Scholar appointments. The presence of our best and brightest undergraduates at FIS was noted by the industry attendees. Also, the networking opportunity for the students and learning from the speakers was outstanding.

**Food Marketing Week** *(see related article)*

- This year Food Marketing Week will be celebrated the week of April 15th. As part of our 50th Anniversary celebration last spring, we ran our first ever Food Marketing Week, which included three company tours (Herr’s, Tastykake, and Campbell Soup), plus a dozen corporate vendors offering food and beverages all week long. Please see the attached for the tentative schedule of this year’s events.
Food Marketing Ambassadors at Saint Joseph’s University

The Food Marketing Ambassador program provides an opportunity for junior food marketing students to gain hands-on experience at trade shows.

Food Marketing Ambassadors are students who are selected each spring to experience food marketing up close and personal through trade shows and conferences. Students get to work in the booths with the suppliers and also walk the trade show floor with faculty and executive mentors. For example, this year the students who attended the NACS show were sponsored by Ocean Spray and had the opportunity to work alongside sales executives from the company.

All food marketing juniors and 4th year co-op students are eligible to apply. We send out an email to all eligible students in the spring; we then review the applications and make recommendations for students and shows. This year we are sending almost 50 students to trade shows. Typically, they are offered the same time each year in rotating cities like Las Vegas, Orlando, New Orleans, Chicago, Phoenix, and Anaheim.

If you are interested in learning more about the program, please contact George Latella at glatella@sju.edu or 610-660-2254.

2013 Food Industry Summit (see article, page 8)

Saint Joseph’s University Food Marketing department presented the 7th annual Food Industry Summit on Thursday, March 7 in Philadelphia. The topic for 2013 was “Leveraging Shopper Insights at the Moment of Truth.”

Senior Executives (see below) from Google, Ahold (Giant/Stop N Shop), Wakefern (Shop Rite), Weis, Con Agra, Nielsen, Symphony/IRI, Spire, Acosta, and Technomic shared how their companies are using “Shopper Insights” to communicate with key stakeholders in the “Path to Purchase.”

Erik Keptner, Giant & Jeff Gregori, Nielsen
Cheryl Williams, Wakefern & Jerry Wolfe, McCormick & Rich Tarrant, My Web Grocer
Paul Price, Acosta
Brian Holt, Weis & Megan Margraff, Spire
Kevin Higar, Technomic
Liz Mohr Con Agra & Shristi Gupta, Symphony IRI
Bill Sickles, Google

The Food Industry Summit was established as a forum for senior executives to share their views on the major issues and trends shaping our business. It is attended by food industry executives, students, and the trade press.

NACS – National Association of Convenience Stores
PMA Fresh – Produce Marketing Association
PLMA – Private Label Manufacturers Association
New York Produce Show
NGA – National Grocers Association
Boston Seafood Show
SFA Snaxpo – Snack Food Association
Symphony IRI Shopper Insights Conference
NRA – National Restaurant Show
NCA Sweets & Snacks – National Candy Association

This year’s event was standing-room only as over 280 people filled the Teletorium. We also had six undergraduate Food Marketing Scholars in attendance as well as over 20 of our Executive Education Food Marketing students. Proceeds from the event help fund our Food Marketing Ambassadors program which provides our students with an opportunity to attend a trade show or conference.
National Grocers Association Competition

PHILADELPHIA (February 22, 2013) – A team of Saint Joseph’s University students won first place in the annual Food Industry University Coalition Student Case Competition. The National Grocers Association (NGA) presented the award to the SJU team at the 2013 NGA Show in Las Vegas. (see NGA press release)

The annual case competition offers professional development opportunities for students from participating university food and retail programs. It also provides student teams with the opportunity to address a real-world issue currently impacting the industry.

Teams from 11 universities across the U.S. were tasked with addressing this year’s NGA case study question from Chief Super Market, Inc., an independent grocer. Students were asked to determine creatively what the company should do to fulfill their mission and grow market share.

SJU seniors Lauren DeLeon, Norene Drici, Edward Fagan, Mary Sisti, and Devin Tanney were awarded a combined $8,000 for their first-place efforts.

The students’ advisor Mark Lang, Ph.D., assistant professor of food marketing, says that this win “reinforces our program’s reputation as the top Food Marketing Program in the nation. In addition to winning this year, SJU was the only school to make it to the final four in each of the previous four years.”

Each year, seniors in the food marketing program are invited to submit an application to be a part of the NGA case competition team. Applicants are reviewed and selected based on academic and extra-curricular accomplishments.

The SJU case team meets Saturday mornings over the period of a few months to work on case preparation. Team members perform a significant amount of research and presentation development outside the meetings and in addition to their regular coursework and commitments.

“We set out to make a winning plan,” says Mary Sisti, SJU case team member. “Our team spent countless hours working on the strategic plan for the problem presented to us by the NGA. We owe so much to the SJU food marketing faculty who supported us throughout the planning and conference.”

Sisti adds, “Each team member brought something different to the table. We all supported each other throughout the project and pushed each other to think deeper and surpass expectations.”

Team member Devin Tanney adds, “I learned how to take a real-world situation and develop a plan from inception to execution. The experience far exceeded my greatest expectations. I could not be more proud to associate my name with Saint Joseph’s University and the food marketing program.”

Academy of Food Marketing

Significant highlights of the Board’s work during the past several months are as follows:

• Finalized a five-year strategic plan for both the Academy and the Foundation. (See sidebar story).

• Concluded initiative of the Strategic Plan by conducting a survey of the Board of Governors to identify the appropriate scope of Food Marketing Education to support our students and the evolving needs of the Industry.

• Concluded a fundraising effort with Wakefern Food Corporation and its Shop Rite members to tally a $1,000,000 net contribution to the food marketing program. This is the largest fundraising event ever conducted in the 50+ years of the Academy.

• Significant funds were made available to faculty and students to attend industry-sponsored trade association shows and conferences.

• Instituted an “Academy of Food Marketing Scholarship Initiative” with the development group at Saint Joseph’s to solicit support from food industry companies and foundations to increase significantly the scholarship aid support of our students studying food marketing at Saint Joseph’s University.

• The nexta fundraising event is scheduled for October 5, 2013 in Boston, MA when a Citation Dinner will honor C & S Grocers and their outstanding support to our food marketing program. 1,500 people are expected to attend the black-tie gala.

• Four new members have been elected to the Academy of Food Marketing and the Food Marketing Educational Foundation Board of Governors:

Brian Holt – Vice President Marketing, Weis Markets
Jack Kelly – President, KG Associates
Jim Mackey – Senior Vice President, Merck Consumer Care
Mike Sherlock – Vice President, Wawa, Inc.

• Scholarship support to incoming freshmen for the fall of 2013 will be given consideration based on GPA, SAT, Financial need

Expect to increase funding of scholarship support to next year’s entering class.

The Academy Board of Governors has agreed to provide scholarship support to the Executive Masters in Food Marketing program beginning with the fall of 2013 class.
Food Marketing Cooperative Education

Fifty-seven fourth and fifth year co-op students are currently interviewing for the summer — fall 2013 co-op cycle. Students will be located in work assignments in Los Angeles, San Francisco, Metro New York, Hershey, Bentonville, Arkansas and Naas, Ireland to name a few.

Some of the companies that our students will be working for are: Merck Consumer Care, Mondelez, Johnson & Johnson Consumer Products, Irish Dairy Board, Hormel, Hershey Food Products, Burris Logistics, Origlio Beverage, Bimbo Bakeries, Dietz & Watson, the Pennsylvania Department of Agriculture, Lehigh Valley Dairy, Wegmans, and CH Robinson.

New companies that have come to interview this cycle are: Mondelez, Tastykake, Mrs. Ressler’s Meats, Dannon, Boston Beer, Fuchs NA, and Catalina Marketing.

Our 2013 graduating class is finishing up the academic studies program, and 12 of our class of 24 students have already received job offers; more are expected after spring break.

The 25 students of the sophomore class are currently working in their first assignment from January – August.

Freshman students interested in the FMK co-op must apply by the end of spring semester of their freshman year, have a GPA of 2.8 or higher, and submit an essay on why they want to be a co-op student. Students must also be willing to relocate for work assignments.

Decisions will be made by June 1 and students will be placed in the new FMK Co-op Major. The job interview process will start the first week of class in September.

Food Marketing co-op students are highly motivated students in and out of the classroom. They are willing to make sacrifices from the regular day-to-day college experience to become tomorrow’s food industry leaders.

If you are interested in hiring a co-op student, contact Jerry Bradley, Director of Cooperative Education, at jebradle@sju.edu. If you are a student interested in joining the co-op program, contact Mr. Bradley or Dr. Wirth at fwirth@sju.edu. Students may also stop by the Food Marketing Suite 221, Mandeville Hall for an application form or go to www.sju.edu/int/hsb/foodmarketing/academy to apply.

Executive Food Marketing

Induction of Five Alumni Caps Celebration of 50 Years of Food Marketing

The close of our year-long celebration of 50 years of excellence in food marketing education, research and scholarship was marked by the inaugural Hall of Honor event. At this event on November 1, 2012, five exceptional alumni of the food marketing program were inducted into the Food Marketing Hall of Honor:

Daniel Cassidy ’79,

PRESIDENT AND CEO, KEY IMPACT SALES & SYSTEMS

Timothy G. Fallon ’76,

CEO AND PRESIDENT, COLUMBUS FOODS, INC.

John B. Lord, Ph.D. ’71,

PROFESSOR OF MARKETING, SAINT JOSEPH’S UNIVERSITY

John Machuziak ’78,

PRESIDENT BAKERY & FOODSERVICE (RETIRED),

GENERAL MILLS

John M. Orbono ’72,

SENIOR VICE PRESIDENT, ARAMARK

The day included an outstanding panel discussion by the honorees with our undergraduate majors, lunch with the President, Father C. Kevin Gillespie, S.J., a provocative lecture given by Scott Aughenbaugh of the Center for Strategic and International Studies, a Washington, D.C. think tank, and the induction ceremony with Dr. Richard George presiding. Our five honorees shared the stage with their families as they donned crimson jackets commemorating their induction.

Master of Science in Food Marketing in Global Top 10

Our M.S. in Food Marketing was again named to the TOP 10 IN THE WORLD in its category by Eduniversal. The Eduniversal Evaluation System (EES) is a global, ranking and rating system for academic institutions that encompasses 154 countries and measures the international influence, reputation, and quality of programs in business schools. In addition, EES checks the accreditations of schools, membership in international accreditation associations, and other international and national ranking results, and solicits votes by deans across the globe to obtain peer assessments.

Come to “Taste of Hawk Hill” on May 4th

Come to “Taste of Hawk Hill” on May 4th. Mark your calendars for Saturday, May 4, 2013 for the seventh annual Taste of Hawk Hill from 7:00 – 11:00 p.m., Hagan Arena. More than 40 local restaurants and beverage companies will serve their signature dishes along with beer, wine, raffle baskets, door prizes, silent auction, and music from the Rich Sound. Bring your friends and family to a fun, casual evening with proceeds going toward scholarships in the Executive Master’s in Food Marketing program. Tickets are $35 each. We appreciate your attendance, participation to sample your company’s delicacies, and donations to the raffle and silent auction. For tickets, Buy 9, Get 1 Free offer and information, contact Kathy (kkennedy@sju.edu; 610-660-3152) or visit the Web site: www.sju.edu/tohh. MUST BE 21 OR OVER TO ENTER.

Congratulations to Jeremiah Thomas, student in the Executive Master’s in Food Marketing program and National Accounts Manager for Herr Foods, who was inducted in February into the International Jesuit Honor Society. Alpha Sigma Nu recognizes those students who distinguish themselves in scholarship, loyalty and service. The only honor society permitted to bear the name Jesuit, Alpha Sigma Nu encourages its members to a lifetime pursuit of intellectual development, deepening Ignatian spirituality, service to others, and a commitment to the core principles of Jesuit education. Selection to Alpha Sigma Nu is the highest honor awarded on a Jesuit campus. Jere distinguished himself with his meritorious service his country in the U.S. Marine Corps and is one of only seven SJU graduate students recognized with this honor this year.

Hartmann Named to Irish Education 100

Christine Hartmann, Director of the Executive Masters in Food Marketing program, was named to the 2012 Irish Education 100, a recognition of 100 of the most influential individuals of Irish descent across the nation in the field of education, particularly higher education. Christine received her award last December from the Irish General Consul, Noel Kilkenny, at his residence in New York City. Additionally, Christine received a Special Recognition merit award from SJU for her work on the Hall of Honor.
Food Marketing Week 2013
A fun-filled week of speakers, tours, alumni, and vendors!

MONDAY, APRIL 15 • 6:15PM
TELETORIUM
Guest Speaker Marc Summers
Marc Summers is an American television personality, comedian, game show host, producer, and talk show host. He is best known for hosting the Nickelodeon game show Double Dare, hosted Unwrapped on the Food Network, and currently is the executive producer of shows like Restaurant: Impossible.

TUESDAY, APRIL 16TH @ 11:30AM
NORTH LOUNGE
Lunch with Whole Foods
Alumni invited to this event. Store Team Leaders will join us to talk to the students about opportunities with Whole Foods, company background and offer samples.

WEDNESDAY, APRIL 17TH @ 10 AM
20 STUDENTS, DEPART FROM SJU @ 9 AM
TOUR OF QVC STUDIO - QVC STUDIO PARK IN WEST CHESTER, PA
QVC Studio Park in West Chester, PA, has become a popular destination for thousands of visitors interested in seeing live television at its best. A one-of-a-kind guided walking tour through the fantastic world of multimedia retailing. At this state-of-the-art broadcasting facility, guests will see and experience how QVC products are sourced, tested, brought to life on air, and delivered to millions of QVC customers.

The Food Marketing Week event will include a glimpse at the food stylists who set up all of the sets for any on-air food sales.

THURSDAY, APRIL 18TH @10AM
TOUR #1 - ZIEGLER’S tour in Lansdale, PA: limit 20 students, depart from SJU @ 9AM
TOUR #2 - DIETZ & WATSON facilities at 5701 Tacony Street, Philadelphia: limit 20 students, departure from SJU @ 9AM
Tour #1: Season after season, year after year, Zeigler’s has been producing the freshest apple cider. Enjoyable on a snowy winter day, a warm summer night, or a brisk fall evening, Zeigler’s has been making the same fresh, delicious cider for 75 years. The tour will include the manufacturing plant and a sampling of the product.

Tour #2: Dietz & Watson is one of the largest preparers of premium deli meats and artisan cheeses with distribution at the finest supermarkets and neighborhood delis throughout the United States and select foreign countries. It is head-quartered in Philadelphia with facilities in Baltimore, Corfu, New York, and Delanco, NJ. The tour will include the Philadelphia facilities and a sampling of products.

FRIDAY, APRIL 19 • ALL DAY
A Day-long Vendor Fair with various food companies sampling product including Dietz & Watson’s Grillabration and other local supporters will be held outside Mandeville Hall.

The Campbell Collection for Food Marketing and Sonia Jeremiah-Bennett
The Department of Food Marketing wishes to extend congratulations to Sonia Jeremiah-Bennett on her 25 years at SJU and her anniversary as custodian of the Campbell Collection for Food Marketing. Fully supported by the Academy of Food Marketing, the Campbell Collection contains a wealth of up-to-date information that supports faculty, students, and visitors from the food industry.

As Library Assistant for the Campbell Collection, Sonia supervises work-study students and maintains the various resources in the collection for the Food Marketing Program, including books, trade publications, market research reports, and directories that provide information on all aspects of the food industry.

Congratulations, Sonia, for your service to the university and thank you for the support you provide to the Department of Food Marketing.
Survey Research Center

LEAD GENERATION
The Survey Research Center continues to look for new opportunities to engage our students in Market Research. SRC is working with an outside client to conduct lead generation for a foodservice. Students are conducting telephone interviews within designated Fortune 500 companies in the US to determine their dining needs.

ACADEMY OF FOOD MARKETING INDUSTRY SURVEY
SRC launched a web survey to the AFM board to gain insights into future needs of the industry so that our students are prepared for the workforce when they graduate. From the pre-test the survey has been re-designed and will be launched to retailer, CPG, industry associations and foodservice key executives in the industry for their insights. In addition, the survey will be sent to students who have graduated between 2000 and 2010 who are currently working in the food industry. Their insights of what skills or education were missing while attending SJU will provide a total picture of what should be included in the current program offerings. The findings will be presented to the Food Marketing department for structuring the future of the Food Marketing Program.

POLLING CAPABILITIES ARRIVING IN FISCAL YEAR 2014
SRC is partnering with the College of Arts and Sciences Political Science department to provide political and policy polling. The SRC phone room and web capacities will help provide data to the newly formed Polling Group. Our polling capabilities will be capable of extending beyond political and policy polling to include consumer insights or how consumers feel about current trends in the food industry. Have a question? Contact the SRC for answers.

CAREER DEVELOPMENT SURVEY
SRC provided support to the SJU Career Development to complete a survey with 77 percent of the students who graduated in 2012. The survey results were presented in “Career Destinations - Class of 2012,” the Career Development Center’s annual report on the post-graduate activity of Saint Joseph University’s Class of 2012. The report provides detailed information on the employers, industries, average salaries and continuing education of graduates of Undergraduate Day, the College of Professional and Liberal Studies and graduate programs.

For more information or a tour of SJU facilities, please contact: Marie Strasser – mstrasse@sju.edu or 610-660-3485

2013 Food Industry Summit (see article, page 4)
The 2013 Food Industry Summit was held Thursday March 7, 2013 on the campus of Saint Joseph’s University in Philadelphia, PA. Food Marketing is one of the largest majors on campus, and we have been delivering Food Marketing education for almost 50 years.

Attendance was approximately 250 people. The $250 charge for attendance includes continental breakfast and lunch. Five presenters speak for approximately 45 minutes and take several questions from the audience. Presenters are CEO’s and presidents of leading retailers, manufacturers, and institutions.

Our first Food Industry Summit was held in March of 2007, and we have hosted the event each year since then. The past topics and principal speakers are listed below.

2007 – Doing the Right Things for Shareholders and Society
Jeff Ettinger, Chairman, President, CEO of Hormel Foods
Pat Mulhern, President, Monarch Food Group
Christine Henisee, President & CEO, Ranir LLC

2010 – Meeting the Challenges of Today’s Food Marketplace: Lessons from Industry Leaders
Fred Morgenthaler, President Harris, Teeter
Andre Hawaux, President Consumer Foods, ConAgra
Pamela Bailey, President and CEO, GMA
Scott Young, SVP Retail Sales, Coca Cola North America
Jeffrey Brown, President and CEO, Brown’s Super Stores

2011 – Sales and Profit Growth through Direct Marketing, E-Commerce, and Social Media
Carl Schlicker, COO, Ahold USA
Dan Sanders, President, ACME Markets
Rick Brindle, Customer VP for E-Sales and Industry Affairs, Kraft Foods
Rich Chavie, VP Solutions Marketing, NCR Retail Group
Tim Hassett, SVP Sales, Campbell’s North America

2012 – Eat with Us...Leveraging Digital Technology for Profitable Meals
Todd Hale, SVP Consumer & Shopper Insights Nielsen
Larry Pulliam, Executive VP and Group President, Sysco
Brendan Foley, President U.S. Foodservice, Heinz
Kim Bartley – VP Marketing & Menu Development, White Castle
Edna Morris – Managing Director, Axum Capital Partners
Danna Vetter – VP Corporate Planning Strategic Assets Group, Aramark
Howard Stoeckel – President and CEO, Wawa

GUEST SPEAKER PAUL PRICE
EXECUTIVE VICE PRESIDENT, ACOSTA

2008 - Food on Demand: The Battle for Share of Stomach
Kevin Havelock, President, Unilever United States
Bill Shaner, President and CEO, Save a Lot
Alan Wilson, President and CEO, McCormick & Co., Inc.
Mark Allen, CEO, IFDA (International Foodservice Distributors Association)
Hank Mullany, Senior Vice President & President, Northeast Division, Walmart

2009 - The New ROI: Insuring Success through Results-Oriented Innovation
Lawrence Benjamin, COO, Ahold USA
Joe Sheridan, Executive Vice President, Wakefern
Faculty Achievements

The food marketing faculty could be characterized as “educators who are professionals and professionals who are educators.” Every faculty member has had significant industry experience that matches their formal education. Below are highlights of faculty activities, including their two most recent publications. Feel free to contact individual faculty members for additional details.

**Eileen Acello**

joined the food marketing faculty as a visiting instructor. She is the co-founder/Chief Marketing Officer of Acello Media Solutions, a multimedia consulting firm specializing in broadcast, social media and marketing. Eileen is teaching Food Marketing Communications and Understanding the Food Customer and Consumer. In addition, she is the faculty advisor to the Food Marketing Association.


**Nancy Childs**

New Peck Fellow. Member of White House Committee on Healthy Communications and Dietary Guidance Messages and member of the USDA Secretary’s Advisory Board as the National Representative for Food Retailing and Marketing.


**Richard George**

Current department chair and most recent Peck Fellow. One of 19 professors nationwide named as their favorite undergrad business professor and profiled by Business Week in a feature titled “Class Acts.” Developed the first foodservice industry collaboration model.


**Mark Lang**

Recently earned Ph.D. Temple University’s Delegate to the AMA Seth Doctoral Consortium, Ohio State University. Current faculty advisor to SJU National Grocers Association Case Study competition.


**George Latella**

Coordinator of the fifth, sixth and seventh Food Industry Summits. FIS #6 “Eat With Us… Leveraging Digital Technology for Profitable Meals.” FIS #7 “Leveraging Shopper Insights at the Moment of Truth.”

Former faculty advisor to SJU National Grocers Association Case Study competition. Faculty coordinator of the Food Marketing Ambassadors program.

**Marty Meloche**

Critical leadership with Philabundance and Food Deserts initiatives.


**John Stanton**

Two USDA grants valued at over $450,000 (with Neal Hooker and Ferd Wirth). Awarded honorary degrees from the Romanian American University and the Carol Davila Medical University of Romania for contributions to Food, Nutrition and Health.


**Ferd Wirth**

USDA grant valued at $128,000 (with John Stanton). Academic Director, Co-op Program.


**STUDENT PLACEMENT**

The on-going spring interviews have brought many employers interested in hiring our talented students for employment within the food industry. To date, more than 25 May 2013 food marketing graduates have received full-time jobs with an average salary of $52,000.

Interviews are scheduled through the second week of April and include full-time and internship opportunities. The positions that have been offered for full-time employment include retail, operations, sales, and marketing. A few of the many companies that are interviewing this spring include Acosta, BI/MBO, Campbell Soup, C&S Worldwide, C.H. Robinson, Catalina, Dannon, Dietz & Watson, Domino Foods, Giant Supermarket, Heinz, and many more.

All employers are welcome to interview our talented students for your growing possibilities. Please call Kristi Goldstein-Taverno, Student Placement Coordinator of the Academy of Food Marketing, for further assistance with making you part of our team: (O) 610.660.1985 or email: kgoldstte@sju.edu.
The Academy of Food Marketing — Strategic Plan

**Academy of Food Marketing Mission**
To promote and support Food Marketing education; to provide services to food marketing students, including scholarship aid, recruiting, internships and cooperative education employment opportunities, counseling and placement; to support the Food Marketing Enterprise, with and through the University; and to support the development of talented graduates to serve all aspects of the food and allied industries.

**FMK Educational Foundation Mission**
To create, retain and manage the financial resources and expertise through the Foundation Board of Governors to support the Food Marketing Enterprise at Saint Joseph's University.

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**INITIATIVE ONE**
To identify the appropriate scope of food marketing education to support our students and the evolving needs of industry.

- **Goal 1:** Prioritize the scope (food marketing, food service, retail operations, logistics, etc.).
- **Goal 2:** Expand the Food Marketing Program’s reach beyond regional to national and international.
- **Goal 3:** Develop new graduate offerings (credit/noncredit, regional and national) along with financial support for graduate students.

**INITIATIVE TWO**
To create and manage the financial resources necessary to make the Academy/Foundation of Food Marketing self-sustaining.

- **Goal 1:** Hold one major citation dinner per year (Retailer).
- **Goal 2:** Hold one major Citation Dinner per year (Food Service).
- **Goal 3:** Initiate an AFM Capital Campaign.
- **Goal 4:** Secure grants and gifts from Food Industry Foundations (gifted to the Foundation and/or Academy).

**INITIATIVE THREE**
To determine structure, staffing & succession plans to support Food Marketing’s Strategic Initiatives (Scope, Financial Sustainability, Corporate Partnerships).

- **Goal 1:** Design optimum structure and staff roles with skilled experts. Each entity of the FMK enterprise will decide on structure and staffing choices.

**INITIATIVE FOUR**
To grow mutually supportive relationships with strategic Food Industry partners; develop corporate partnerships for student success.

- **Goal 1:** Increase the number of companies recruiting students for internships, co-op assignments and permanent job placements.
- **Goal 2:** Engage industry for mentoring, executive in residence, and trade association sponsorships.
- **Goal 3:** Create, design and deliver Food Industry Trends Lecture Series; Include faculty from FMK and other departments.
In September 2012, the Center was selected by the U.S.D.A. Cochran Foundation to educate food ingredients professionals from Chile, Venezuela, and the Dominic Republic. The 10-day program opened with George Latella and the group attending the New Product Conference in Florida. Faculty members Latella, Nancy Childs, and Roseann Termini led sessions on new product development, health policy issues, and food law. Eileen Acello led a study tour to a food ingredient company and to niche restaurants and food companies in south Philadelphia, while Neill Crowley visited selected area supermarkets to bring the discussion of product assortment, food labeling, and supermarket food service to life.

The Center, in partnership with the Snack Food Association, launched the inaugural Snack School Program that ran from October 14-16. The Snack School is the SFA’s management development program and was attended by about 48 SFA members and staff. The session topics spanned an array of learning opportunities including key industry trends, government relations, and Six Sigma in operations.

Nancy Childs facilitated discussion with an industry panel on issues relative to health, wellness, and food policy. George Latella and Neill Crowley led concurrent study tours to the Tastykake plant and to selected area supermarkets respectively.

Leadership vision, values and effectiveness was the focus of the Snack School, and Ron Dufresne of our Department of Management facilitated leadership education to open and close the program, and Coach Phil Martelli provided shared his perspective on leadership during a motivational after-dinner speech at the National Constitution Center in Philadelphia. The Snack School 2013 will run October 13-15, 2013 at Saint Joseph’s University. Check updates on www.sju.edu/snackschool2013 for registration and information.

Also in October, Ferrero Germany collaborated with the Center on a program for its largest retail partner, EDEKA. Although the program was curtailed by Hurricane Sandy, the group of about 20 arrived and the show still went on! The scheduled study tour to the Toronto marketplace was cancelled, but George Latella conducted a local tour to a couple selected supermarkets, and Rich George facilitated a lively presentation and discussion off-campus about the current industry trends and the reaction and response of U.S. food retailers.

FastForward, an educational and business consulting company serving Eastern Europe, called on our expertise to educate three client groups in October, December, and February. In October, we customized a program to serve the diverse interests of FastForward’s clients spanning food, electronics, and home improvement industries.

In December, we customized a program to serve the interests of executives working in fashion and food retailing and retail technology. Brent Smith of our Department of Marketing provided insights on the influences of trends, channels of distribution, and technology on the U.S. fashion industry, and Neill Crowley led a study tours showcasing various fashion and food retail concepts.

In October, executives from the leading savory snack food industry in Ukraine took advantage of our expertise. The group is interested in learning more about trends, processes, and “best practices” of the U.S. snack food industry. George Latella and Neill Crowley provided an overview of the food industry and snack industry trends in the U.S., which set the stage for a series of plant tours to selected manufacturers and processors, and to selected supermarkets to learn more about retail merchandising, assortment, and vendor/retailer relations.

Rich George, along with Ron Dufresne, Lucy Ford, and Steve Porth of our Department of Management, concluded in December 2012 the Wawa Leadership Philosophy program for the company’s director and senior level associates. The program was customized for Wawa around its core values and competencies built on the foundation of servant leadership, and included several learning segments that spanned over a year. Faculty is now conducting a similar program for Wawa’s administrative and operations managers.

Through the expertise and experience of food marketing faculty and staff, as well as faculty in disciplines across the Haub School of Business, the Center develops and delivers non-degree professional development programs for companies across the food supply chain that are customized for each client’s unique and specific business and learning objectives.
Meet Cathy Quinn

Cathy Quinn, Catie to the faculty and staff and Mrs. Quinn to the students, is the terrific administrative assistant to the department of food marketing. In this capacity she oversees and manages all departmental day to day procedures and matters for the Food Marketing Department. Since this is the largest department in the Haub School of Business with over 500 majors and over 100 co-op students, she assumes many roles. One of her primary responsibilities is to coordinate the many activities between the Academy of Food Marketing, the Center for Food Marketing, Food Marketing Co-op program, the Campbell Library, the Executive Food Marketing Masters, and the larger University. She is responsible for managing six different budgets and always keeps the department in the black. Also, she is the first person our 525 majors see when entering the office and is often the one to answer their questions and to solve their problems. When anyone calls or emails food marketing, her pleasant personality is evident verbally as well as electronically. She coordinates all of the travel for faculty and student ambassadors, including the 25 person contingent that recently attended the National Grocers Association Convention in Las Vegas. In addition, she coordinates the annual Food Marketing Week. In this capacity she arranges the student company visits, travel arrangements, vendor support, and the celebration dinner for students, faculty and staff.

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FMA Enactus Chapter

The Enactus chapter of the Food Marketing Student Association (FMA) will undertake the training and preparations for launching its first project in the 2012 fall semester.

The ENACTUS (formerly S.I.F.E) chapter of the Food Marketing Students Association has announced the members of its executive board.

Board members are:

Mike Bucher - Founding President
Joseph Magazzu - Vice President
P.J Sullivan - Vice President of Marketing
Maura McGowan - Vice President of Recruitment
Jack Matsen – Treasurer
Biyng Chang – Secretary
Dontae Lewis - Project Manager

In addition, members of the ENACTUS (enactus.org) Business Advisory Board were announced. They are Walmart, Campbell Soup, Unilever, Frito Lay, Avis/Budget, Procacci Bros. Produce, and McCormick.

On February 19, the Enactus/FMA team held a Kick Off meeting during free period to announce the program, tell students attending about content and expectations, and present the winning World Cup presentation which was won by the United States’ Belmont University’s mattress reclamation project. The initial meeting was well attended with over 45 students present.

“We are pleased with the show of student support for our ENACTUS FMK/FMA chapter. With the creation of our ENACTUS Executive Board and the support of our Industry Advisory Board, we have now begun to outline the projects on which we will compete in the near future,” said Mike Bucher, Founding President FMK/FMA ENACTUS chapter St. Joseph’s University Haub School of Business.

revenues exceed $18,000,000. Its extensive list of food sponsors include Walmart, Campbell’s, Coca-Cola, Walgreens, Unilever, Kraft Nielsen, Kellogg’s, P&G, CVS and Nestle plus many other retailers and CPG companies.

Recruiting Spring 2013

The Academy of Food Marketing sponsored its major recruiting event this semester: the annual dinner for accepted freshmen interested in the food marketing major or an undecided business major at Saint Joseph’s University. The event was held on Thursday, February 21, 2013 in the Doyle Banquet Hall. It was quite a success as 68 prospective freshmen and their parents attended.

Robert R. Higgins, Executive Director of the Academy, welcomed the guests and introduced the speakers who shared their expertise and experiences with the audience. Dr. Richard George represented the faculty and offered an overview of the food marketing program. Mr. Jonathan Schupper ’16 offered remarks on his freshman experience. Mr. Matthew Quinn ’13 spoke about his co-op experience and Ms. Alessandra Tarantino ’13 gave the graduating senior address.

Skip and Anne will travel throughout the Northeast with participation in Jesuit Excellence Tours in Ohio, Massachusetts, and Maryland. In addition, they will attend numerous regional college fairs or college night programs in PA, NJ, DE, VA, and MA.

Skip represented food marketing at the “Meet the Community Fair” during both Admitted Student Days offered by SJU Office of Admissions on Saturday, April 6 and Sunday, April 7, 2013. Anne will represent food marketing at the Spring View Open House also sponsored by Admissions on Sunday, April 21, 2013. These events will likely see hundreds of students and their families visiting SJU’s campus. Also, Skip and Anne offered two presentations on food marketing in March and April to 30 visiting high school guidance counselors from across the US. Jim Davock ’15 and Allie Tarantino ’13 will share student perspectives during the presentations.

Letter mailings to more than 750 admitted students began in January and will conclude in April 2013. These mailings highlight critical aspects of the food marketing major and curriculum and the services offered by the Academy.