Celebrating 50 YEARS of food marketing

Supplement to Grocery Headquarters magazine

Saint Joseph’s University
We’d Like to Thank the Academy...

...for 50 years of educating intelligent, savvy food marketers.

Happy 50th Anniversary to St. Joseph’s University’s Academy of Food Marketing from the Snyder’s-Lance family of brands.
Letter for GHQ Food Marketing Supplement

At Saint Joseph’s University, food marketing is more than a major; it’s a multifaceted enterprise with a 50-year tradition. Food marketing is housed in the nationally ranked Haub School of Business and is among the school’s most popular majors. Annually, our students earn positions and are fast-tracked to an executive level with food manufacturers, retailers and partner agencies.

Food marketing faculty bring extensive backgrounds in the industry to the classroom. Students, both undergraduate and graduate, study the important issues affecting industry and learn from faculty who inform and influence public policy. Our executive students thrive on this interaction as well as the opportunity to share ideas and best practices with a close-knit network of food industry peers.

As celebrations are planned around our semicentennial year, we are honored to recognize our food industry partners among those who have contributed to the excellence of our programs. With your support, food marketing students have access to outstanding opportunities for scholarship, internships, co-op, full-time employment, increased responsibilities and promotion.

We are fortunate to have Saint Joseph’s graduates in executive positions within practically every branch of the food industry. In this supplement, we will share with you stories from some of these notable alumni. You will also read about our academic programs and hear from faculty about their topical research.

We know that this industry relies on innovation and an understanding of consumer behavior to meet the demands of tomorrow’s business world. That’s why food marketing at Saint Joseph’s is poised to educate and prepare leaders for the challenges that lie ahead.

Joseph A. DiAngelo Jr., Ed.D. ’70
Dean, Haub School of Business
Saint Joseph’s University
Premier Education for the Food Industry

A salute to Food Marketing at Saint Joseph’s University on its 50th Anniversary recognizing its dedication to educating students who graduate to highly successful careers in the food industry.

| By John Karolefski |

IN 1962 Saint Joseph’s University began offering courses in food marketing. Today, a half a century later, Food Marketing is the largest major in the Haub School of Business with more than 500 students from all over the U.S. More than 100 undergraduates graduate each year to rewarding careers in the food industry.

Over the decades Food Marketing has evolved into a multi-faceted enterprise, the Food Marketing Enterprise, at Saint Joseph’s University. This enterprise consists of undergraduate and graduate degree programs, a cooperative work-study program with industry, research on critical food related issues, community outreach for the poor and hungry, annual food industry summits, customized industry education programs and a foundation which provides financial support. It is the only internationally accredited program offering food marketing education at the undergraduate, graduate and executive continuing education levels. Clearly the Saint Joseph’s University Food Marketing Enterprise deserves all of the international recognition it receives.

“Our students enter the workforce prepared to make a difference and to assume leadership positions,” says Richard George, Ph.D., chair and professor of Food Marketing. “The vision is to be the global leader in food marketing education by teaching students at every level to become top executives within the food industry. We want to graduate men and women who not only can earn a living, but also lead a meaningful life. We spend a considerable amount of time exploring the totality of the food industry from consumer packaged goods through food retailing and foodservice.”

He adds that the program has evolved in recent years to reflect the shift from traditional food retailing to a food system which supplies consumer needs through many and varied channels. “The growth of convenience, dollar, drug, club and many other retail outlets has changed the paradigm of how consumers buy and how CPG companies reach today’s consumers,” says George. “In addition, there has been a huge shift to more meals being consumed away from home—rising to 50% today from only 25% when the program started 50 years ago—which translates into real opportunities for our students, opportunities for them to bring their talents to this emerging and high demand area of the food marketing arena.”

The demands of the industry for food marketing graduates have changed over...
50 years ago, Saint Joseph's University hatched a program to lead the food marketing industry with fresh, new talent.

Congratulations SJU Hawks, as your next generation of food industry experts take flight.
the years. There is more demand for students for positions in food retailing, food service, OTC drugs, advertising and market research.

More than 40 companies meet with the Academy of Food Marketing, which coordinates job placement for the enterprise. The corporate visitors—from large companies like Kraft, Kellogg’s, Dietz and Watson, Nestle and Synder’s-Lance to small entrepreneurial shops like the Philadelphia Cheesesteak Co. in Philadelphia—arrive in the fall to discuss positions with students who are going to graduate in May.

“Many of our students are offered positions in the fall semester of their senior year,” says Robert Higgins, executive director of the Academy of Food Marketing. “By the time we get to June we have already placed 70% to 75% of the students. Over the next three or four months, as they continue the interviewing process, about 90% of all graduates place in positions in the food industry.”

Such a stellar record indicates that Saint Joseph’s graduates are highly sought. In fact, Higgins says, “Some companies are visiting earlier in the fall each year in order to gain an advantage in recruiting the best and the brightest students.

“It is a very competitive atmosphere,” Higgins admits. “On the retail side, companies like Walmart and Ahold USA have been active recruiters of our students. They are trying to get here early, trying to get summer interns, trying to work with us in the co-op program so that students have some experience by
GENERAL MILLS

Congratulations
Saint Joseph’s University
on
50 years of teaching the industry.

SJU
What do the presidents and CEOs of major retailing and consumer packaged goods companies think about the critical issues and trends in the food industry? Executives can find out at the annual Food Industry Summit held every March on the campus of Saint Joseph’s University.

“The Summit was established as a forum for senior industry executives to share their strategic perspectives on critical, emerging industry issues with executive food marketing graduate students and the industry at large”, says Christine Hartmann, director of graduate programs in food marketing. “In fact, the Summit is part of a class in the food marketing MBA and MS program and a valued part of the academic experience.” About 250 people attend each summit which boasted a capacity crowd for the last two years.

“Other programs conducted in the public forum have often been with consultants who perhaps are just giving of their services so that they can benefit by getting some residual business,” says Bob Higgins, executive director of the Academy of Food Marketing. “We attract senior management of major companies who don’t normally speak to the public. We get them to come here because of our strong relationships in the industry and with their companies.”

Indeed, presenters over the years have been a Who’s Who of the most influential top executives of world-class companies. The roster has included Douglas R. Conant, president and CEO, Campbell Soup Co.; Richard A. Anicetti, president and CEO, Food Lion; Kevin Havelock, president, Unilever United States; Fred Morganthall, president, Harris Teeter; Alan Wilson, president and CEO, McCormick & Co.; Jeff Ettinger, chairman, president, CEO of Hormel Foods; Bill Shaner, president and CEO, Save-A-Lot; Carl Schlicker, COO, Ahold USA; Joe Sheridan, executive vice president, Wakefern; and other executive VIPs.

The topic of the most recent summit in March 2011 was “Sales and Profits through Direct Marketing, E-Commerce and Social Media.” In past years, summit themes have included the battle for share of stomach, results-oriented innovation, and doing the right things for shareholders and society.

The topic for the next Food Industry Summit, scheduled for March 8, 2012, is “Leveraging Digital Technologies for Profitable Meals.” Top executives from Nielsen, Heinz, Aramark, Sysco, Wawa and others have already committed to make presentations.

“The foodservice segment of the food industry is an area we haven’t had enough focus on, but continues to grow beyond the retailing side,” says professor George Latella, summit coordinator. “For instance, are people ordering meals with their cell phones and iPads? You can go online and find various forms of discounting and coupons for your favorite restaurant. We want to understand how the community out there in foodservice is using those different technologies.”

This topic should also interest retailers with foodservice in their supermarkets, according to Latella. Summit organizers are reaching out to senior executives in grocery chains to add to the program and share how they are dealing with the digital explosion in their operations.

Editor’s Note: For more information about the Summit on March 8, 2012, please go to: http://www.sju.edu/academics/centers/foodmarketing/foodindustrysummit/ or contact Ms. Cathy Quinn at 610-660-1615 or cquinn@sju.edu. –John Karolefski

The credit for that competitive advantage and for such a thorough grounding in food marketing goes to the faculty, all of whom have extensive industry experience and continue to consult in the industry. Currently there are eight full-time professors serving almost 500 food marketing students, including 125 in the co-op program. This year’s graduating class will be more than 130 Bachelor’s students continuing to grow.

“Our students understand the food marketing environment with its many facets,” says George. “They have developed the needed skills of problem solving and decision making. Companies recruiting our graduates tell us that on average they have a two-year advantage over good students graduating from other less-specialized marketing programs.”
Food marketing education is critical to the continued growth and professionalism of our industry. St. Joseph’s University and it’s Academy of Food Marketing play an important role in teaching the business of food to current and future leaders. We are proud to employ many St. Joseph’s graduates throughout our company and divisions.
Food Marketing Enterprise | Saint Joseph’s University

and 25 food marketing masters students.

When George was asked to list past faculty members who contributed to the program over the years he immediately lists Dan McLaughlin, who pioneered food marketing education at the university, John Lord, who chaired the department for years, and Pat Kirschling, now retired, a farmer turned foodservice professor who served students during his lengthy career.

“While these and many others have made notable contributions, we are blessed today with a cadre of educators who are professionals and professionals who are educators,” he says.

The faculty includes John Stanton, Ph.D. who focuses on strategy, international, and ethnic food marketing; Nancy Childs, Ph.D. who focuses on public policy in food, nutrition, and labeling; Marty Meloche, D.B.A. who focuses on overall business policy, private label impact, and food accessibility and George, who focuses on strategy, customer service, and consumer behavior. In addition, new faculty have recently been added: Neal Hooker, Ph.D. who focuses on food policy, research, and communications; Ferdinand Wirth, Ph.D. who directs the co-op program and focuses on food service; Professor Mark Lang, who concentrates on the overall channel, retailing, and research; and Professor George Latella, who is the professional selling expert.

These educators teach students who will enter the food industry right after graduation with their Bachelor’s degree. But they also teach on the graduate level in the Executive Masters program, where they provide direction to industry executives on critical issues they face every day.

“Classes are an opportunity to discuss things that are going on in the food industry and how these changes are affecting the industry and the world. We learn as much from the students as they learn from us and the environment is conducive to their learning from each other” says Meloche.

Besides the focus on open dialogue, students gain from world-class professors leading the discussions. The food
Here’s to Saint Joseph’s University for 50 Years of Teaching the Industry

Congratulations from your friends at Kellogg’s
marketing faculty regularly publishes articles in major academic publications. Publications and journals such as the *Journal of Consumer Marketing*, *British Food Journal*, *Journal of Food Products Marketing*, *Worldwide Hospitality and Tourism Trends*, *Agricultural and Resource Economics Review*, *The World of Food Ingredients*, among others.

Faculty members have also presented to over 20 leading academic, public policy and trade associations. Their recent research and presentations have covered a variety of issues which include:

- Front-of-Pack Nutrition Symbols (Nancy Childs and Neal Hooker)
- Organic Apples and Consumer Perceptions (Ferd Wirth and John Stanton)
- External Factors and Private Label Penetration (Marty Meloche and John Stanton)
- Foodservice Trends and Relationships (Richard George)
- Target Marketing (Mark Lang and John Stanton)
- Solutions to Food Deserts (Marty Meloche, D.B.A)

Food Marketing at Saint Joseph’s University promotes the basic tenets of the Jesuit Philosophy, one of which is to create “men and women for and with others.”

Richard George, Ph.D., chair and professor of Food Marketing, says, “We encourage our students to give back immediately, to help those less fortunate, and we provide opportunities for them to become men and women for and with others, not only while at Saint Joseph’s but throughout their lives.”

Marty Meloche, D.B.A, associate professor of Food Marketing, gives some examples of ways the Food Marketing faculty provides these opportunities. “The Hawks Against Hunger is a student organization whose goal is to provide relief to those in the community who are hungry. They work closely as volunteers with Philabundance, the largest hunger relief organization in the Philadelphia area, to provide service with campus food drives, collecting for Easter Hams for hungry families, providing food for hungry senior citizens, and distributing food to the needy through Philabundance’s ‘Fresh for All’ and ‘Community Food Cupboard,’ both of which provide food at no cost to the needy community.” Hawks Against Hunger has raised over $10,000 in the last five years.

For Nancy Childs, Ph.D., being men and women for others means encouraging students to see their future food marketing careers as avenues to advance consumer education on the variety of food policy issues in the marketplace today. She brings her food policy experiences with the USDA, White House, and Institutes of Medicine into her classroom.

“Providing healthier food choices, more useful nutrition labeling, ethical use of social media, appropriate marketing policies directed to children and provision of food support for the hungry are just a few of our industry’s issues,” says Childs. She is committed to educating tomorrow’s leaders to appreciate the complementary tension between seeking profit, serving stakeholders, and satisfying consumers.

Food marketing students are also working with retailers like Jeff Brown, who has run ShopRite supermarkets in the inner city for over two decades. They are working with professor Neil Crowley to help develop solutions to urban “food deserts,” areas in the urban environment with too few full service markets and too many fast food restaurants.

“Very early in the development of the Food Marketing department the Jesuit Community at Saint Joseph’s found the attention paid to hunger and service to the hungry as appealing,” says John Lord, Ph.D., former chair of the Food Marketing Department.

The devotion of the faculty, students, staff and alumni to the mission of helping the hungry is as true today as at any time in food marketing’s 50 year history.
The food marketing faculty also has long-standing, mutually beneficial relationships with most of the key food trade organizations. Organizations such as National Grocers Association, Snack Food Association, Independent Grocers Alliance, Private Label Manufacturers Association, Produce Marketing Association, Grocery Manufacturers Association, National Restaurant Association, Food Marketing Institute and many others.

“The relationship, though many faceted, can include a food marketing professor designing and delivering education, whether it be as a presenter at one of the meetings or custom designed seminars such as the one we have been doing for over a decade with the Private Label Manufacturers Association,” says George. “Another advantage for our students of these relationships is that most of these organizations arrange for selected students to attend their shows and between the Academy and the trade organization all of their expenses are covered. This allows us to relate classroom discussion to real world applications.”

Over the years the food marketing program has benefited by working with the federal government on various projects. When the Center for Food Marketing began in 1998 to do executive development and research it was funded by a substantial grant from the U.S. Department of Agriculture (USDA).

“We also do a lot of work with the Commonwealth of Pennsylvania receiving grant monies from the Pennsylvania Department of Agriculture that for whom we have done a number of projects,” says Higgins.

However, the bottom line for the food marketing program at Saint Joseph’s University is the development of well-educated, well-rounded students ready to step into the corporate world and make a significant contribution right from the start.

Fifty years and still going strong, Food Marketing at Saint Joseph’s University continues to be the leader in food industry education.
Moving Forward against the Winds of Change

As the Food Marketing Enterprise at Saint Joseph’s University celebrates its 50th anniversary, the program is evolving along with the industry.

YEAR AFTER YEAR and decade after decade, the food industry must deal with a familiar challenge: Change. Marketers and retailers are confronted by new issues that demand solutions. The list these days includes the need for better nutrition labeling, the problem of obesity, the call for more eco-friendly products and packaging and the emerging competition for traditional supermarkets from alternative channels selling more food. When you add on sustainability, “food deserts” and hunger in America, the collective enormity of the challenges facing the food industry takes shape.

But one thing will continue to stand tall against the winds of change: the Food Marketing Enterprise at Saint Joseph’s University.

“The program will continue to build on its 50-year legacy by being responsive to the needs of its varied constituents: undergraduates, graduate students, food marketing industry and public policy makers,” says Richard J. George, Ph.D., chair and professor of Food Marketing.

Indeed, the current and future leaders of the food industry will stream from the classrooms and lecture halls fully prepared to deal with the challenges of the day. Perhaps more importantly, they will do so with a refreshing dose of humanity.

“Our mission is to ensure that our graduates not only know how to make a good living, but also know how to lead a life in which service to others and this terrific industry is central to their being,” says George. “Our philosophy will con-
Congratulations
Saint Joseph’s University

From One Game Changer To Another

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continue to reflect the words of Ignatius of Loyola, the founder of the Jesuits, who operate 28 universities in the U.S., including Saint Joseph’s University. Ignatius directed us to ‘create men and women with and for others.’ We take this directive very seriously.”

 Armed with this sense of seriousness, the highly acclaimed faculty aims to inform students of key industry issues today and to prepare them to seek solutions in the future. These educators enhance their credentials by involvement with the industry outside the classroom. George provided a list of critical issues and the faculty’s role in them:

 Private Label Growth—Every June for the past 10 years, Saint Joseph’s University has hosted a private label education program for the Private Label Manufacturers Association. Both a basic and best practices four-day seminar led by the food marketing professors are offered.

 Organic—The faculty has been involved in research on this topic with the Pennsylvania Department of Agriculture.

 Nutrition Labels—Two members of the faculty have researched this critical area and participated in public policy discussions including the U.S. Department of Agriculture (USDA), the White House and the Institutes of Medicine.

 Obesity—Research by several faculty members has been published in scholarly publications and monographs as well as being the focus of special credit courses and industry programs.

 Food Deserts—Saint Joseph’s University has been working with Jeff Brown of Wakefern’s Shoprite supermarkets in developing education to foster retail development in “food deserts.” The school recently received a grant from the (USDA) to integrate food desert education into university curriculum.

 Hunger—The Food Marketing Enterprise has long supported Hawks Against Hunger, a student-based organization that works with Philabundance, food pantries, and a variety of other activities to raise awareness and address growing concerns about hunger.

 Going forward, the university expects to offer a number of courses that will not
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only address the needs of food marketing majors but other majors as well. For example, there will be a course entitled, “Food Marketing for the Non-Food Marketing Major.” It is designed for ebusiness students who study in other disciplines (finance, accounting, etc.) but may work in CPG, food retail, and foodservice companies to understand the nature of these businesses.

“We have added courses on sustainability, the role of food in society, and fact-based decision-making,” says George. “We have also added some fun courses, like ‘Food, Film and Culture.’” There will also be additional core and “fun” courses in foodservice marketing, according to George. For example, a course on the “Impact of TV Food Shows on Consumer Attitudes and Behaviors” is under consideration.

He says the food marketing program in the future will attract more women and minority students. This is important, he was quick to point out, since these two groups are under-represented in senior management within the food industry.

More than four of every five food marketing students who graduate secure jobs in the industry directly out of school. The number is almost 100% for graduates of the cooperative education program. “While these numbers will not appreciably change,” says George, “I do see a change in selected segments. Food retailing is attracting more students as are foodservice and food brokerage/distribution companies. There is also more interest in non-food consumer packaged good companies such as Johnson & Johnson.”

On the graduate level, student satisfaction for the program remains very high as indicated by its recent ranking by Eduniversal as one of Best Master’s Programs Worldwide. George outlined improvements for the Executive Masters in Food Marketing program. It will be streamlined both in terms of the number and type of courses, as well as in its delivery method with more blended (in person and online) courses.

Christine Hartmann, director of graduate programs, adds that Saint Joseph’s is always looking to update the curriculum to keep it relevant and topical. For example, courses on digital technologies and social media will be incorporated into the program. Also, the university expanded its courses in the MBA on leadership and empowering human potential.

“We will continue to offer ‘future issues’ courses that deal with emerging topics for which we don’t have all the answers. We provide a forum for dialogue and bring in experts to help facilitate. Recently, we delivered future issues courses in Fair Trade and Nutritional Labeling,” she says.

Perhaps the most exciting plans for expansion call for collaborating with a variety of Jesuit Universities to offer joint and certification programs in food marketing as well as select international universities. Industry leaders will continue to be a part of the teaching staff at both the undergraduate, graduate and professional development levels.

Meanwhile, interactive teaching will increasingly become an important element throughout the food marketing program. There will also be a number of international learning opportunities such as semester abroad, study tours and visiting lecturers from around the globe.

“The Food Marketing Enterprise will continue to flourish,” George predicts, listing the several components of the integrated program that will work in concert to serve the industry:

• The Food Marketing Department as the core of the enterprise;
• The Executive Masters in Food Marketing program for advanced degrees (MBA and MS);
• The Academy of Food Marketing as a huge source of scholarship, placement, curriculum input and resource support;
• The Campbell Library as a valued source of information for students, alumni and the industry;
• The Cooperative Education Program which is growing at a double-digit rate producing highly sought-after graduates;
• The Center for Food Marketing as the key source of professional development in food marketing.

When asked to sum up the importance of a food marketing education to a career in the industry, George says, “It will be the ticket of admission to the party.”
JAMIE DARBY is a 21-year-old food marketing student preparing for a job in the food industry. She is off to a good start as part of the five-year Cooperative Education program at Saint Joseph’s University which places highly motivated students in positions with leading companies to supplement their educational experience on campus. Students work full time for three six-month periods interspersed with their college education.

Darby’s first real-world job was working for Walmart in her sophomore year, initially in-store and then in a regional office. She just finished her second off-campus position, this time with Johnson & Johnson. Before graduation, she has two more semesters of schooling, bracketing a third job for six months. And then what?

“There are lots of opportunities in Chicago and Arkansas with different customer teams,” she says. “I’m going to branch out to see what is out there.”

So where will Darby be in five years or 25 years? What role will she play in the food industry? Her story will depend on talent, hard work, determination and perhaps a bit of good luck.

But one thing is certain: For Darby and the thousands of graduates before her, the years of food marketing education at Saint Joseph’s University will remain a seminal period in their transition to work. Many students have gone on to important careers with remarkable companies. Their achievements over the years have been woven into the rich tapestry of the food industry.

Where are they now? Here are some of their stories:

From Plant Pathology to Marketing Expertise

Gary Schroeder began his career as a plant pathologist. Armed with an undergraduate and M.S. degree he excelled at growing mushrooms. He has done research and started several companies in the mushroom business. By all accounts, he was a corporate success as the CEO of the Oakshire Cos.

But then Schroeder licensed the Dole brand. He essentially became the mushroom division of that company and the exclusive distributor of Dole mushrooms. Suddenly he was involved in sales and marketing and had to deal with retailers. He was not prepared.

“I’m very good on the technical side,” he says. “But the need for our business was marketing and how to get a leg up on the competition. How do we provide value to consumers and customers?”

“I was looking at this and saying, ‘How am I going to gain this strategic knowledge on how to run a business? It’s really a marketing opportunity as opposed to a need for technical development.’”

He knew John Stanton, a professor of food marketing at Saint Joseph’s University, from his consulting work for the Mushroom Council. Stanton told Schroeder that the Executive Masters in Food Marketing program was exactly what he needed.

“I wanted all of the strategic perspectives and the strategic thinking on how to lead a food business in today’s environment. And Saint Joseph’s had the program” Schroeder says. “Going through the food marketing program has made a huge difference in my business. I found the tools and the skills and the networking to run our business and lead it more effectively.”

The experience also created a new network of professional connections and business friendships. He now has relationships with retailers and market development executives from large manufacturers.

An Edge Over Co-Workers

Joe Masciantonio’s first job after receiving an undergraduate degree in food
marketing from Saint Joseph’s University in 2001 was with General Mills, where he eventually worked for nearly five years.

“When I got to General Mills, I was in a group of Ivy League students,” he says. “I remember looking around and thinking, ‘Wow, how am I going to compete with all these Ivy League guys?’

“As it turned out, my education in consumer products was so far ahead of theirs. I was able to become a leader in that group strictly because I was specialized in consumer products and food marketing and understood the things that these guys had to learn. I was all over them.”

Masciantonio has been at Johnson & Johnson for six years and currently serves as senior regional customer manager in the consumer sales organization.

He has many fond memories of classes in the food marketing program that helped shape his career. For example, he lists John Lord’s New Products Development class for learning how a new product comes to market. A class on Selling and Sales with Professor Jerry Bradley taught Masciantonio the basics of how to hone a style in a selling role. He says Dr. Richard George’s lectures on Johnson & Johnson’s response to the Tylenol recall were memorable.

“I don’t think I’d be where I am without the food marketing program at Saint Joseph’s,” he says. “I still go back to them for resources. I don’t know if I could ever do enough to repay them for all that they’ve done for me over the years. I’ve recently hired three food marketing graduates from Saint Joseph’s. These kids have a consistent leg up on anyone else when it comes to the consumer products industry.”

A Lesson in Ethics
Ed Kuehnle remembers his food marketing professors at Saint Joseph’s University in the 1970s even though that was not his major. They left a lasting impression on him as did the overall moral philosophy of the institution.

“We were taught by the professors, not necessarily by an assistant or someone standing in for them,” says Kuehnle, now president of Catalina Services, a division of Catalina, provider of in- and out-of-store marketing platforms for retailers and manufacturers. “They may have some assistants, but generally the professors themselves led the actual teaching.”

Kuehnle has attended the university’s annual Food Industry Summit and has benefited from the presentations and networking. As a vendor to both retailers and manufacturers, he looks forward to the contacts and casual conversations that sometimes lead to meetings back at the office.

“The intimacy is important and the topics are relevant,” he says. “The speakers are people doing the job, sharing their day-to-day issues and their vision for their companies. So it’s always a good learning experience as an executive to hear how other executives are handling their challenges.”

Kuehnle insists on stressing the importance and value of the Jesuit educational system because it has helped to shape the way he has conducted his career at several CPG companies and now at Catalina.

“They taught you to always do what’s right,” he says. “Always make decisions that are right, not only from a business standpoint, but from an ethical standpoint in the Jesuit tradition.”

Success Leaves Clues
Rick Morse has enjoyed many sales and marketing positions in a successful career at the McCormick Co. for the last 30 years. But it was a lesson learned while earning a master’s degree in food marketing at Saint Joseph’s University that has left a big impression on Morse, who today is responsible for global customers based in the U.S., primarily Costco and Walmart. “I’m hands-on responsible for domestic Walmart and lead that team but also responsible for the coordination with Costco and Walmart internationally,” he says.

Required reading for a class on marketing strategy was a book, *Success Leaves Clues*, by two professors: George and Stanton.

“It’s a great book,” he says. “The ah-ha is if you’ve got a problem, somebody else has probably had the same situation...
or something very similar. There are clues out there from other companies that can help guide you. They did a really nice job of opening our eyes to that. Look around and see who does it well.”

Learning about best practices and how to deal with crises are lessons that Morse has carried with him over the years. He recalls learning how Johnson & Johnson dealt with the Tylenol incident years ago.

“When a crisis like that comes up, how do you handle it from a publicity and PR standpoint? We spent a lot of time on things like that. It comes back to us when you have recalls and potential PR issues. I learned some really good lessons at Saint Joseph’s on how to handle those kinds of things.”

**All in the Family**

In 1946, 21-year-old James Stauffer Herr bought a small potato chip company in Lancaster, Pa. In 2005, he handed over the title of chairman of the board at Herr Foods to James M. Herr, his son. Ed Herr is president of the regional snack powerhouse.

“The second generation is running the business day-to-day at our company,” says Daryl Thomas, senior vice president of sales and marketing. “We are all middle-aged and closer to retirement than starting our careers. So we have started looking to the next generation.”

Indeed, there are four members of the second generation of Herr’s that work for the company, and nine members of the third generation.

Family know-how passed along over the years has certainly contributed to the company’s success. But so has education in food marketing. Thomas received a Master’s in Food Marketing from Saint Joseph’s University and so has his niece, Laura Gunden, who earned her MBA and now serves as the new products manager. Thomas’ son, Jere, started in the food marketing MBA program nearly two years ago. In addition, two other non-family executives at Herr’s have graduated with a master’s degree: Rick Dolan, vice president of key account sales, and
John Chambers, one of the key account managers.

“On a personal level, it’s a lot of fun to be part of a family enterprise and see the next generation coming on,” Thomas says. “Naturally, you look at providing opportunities for them to hone their skills. That’s why I thought that Saint Joseph’s would be a great resource for Jere. It will enable him to learn the food business better and to develop a network of acquaintances that the program provides with other food industry executives.”

Thomas says his education gave him the discipline of thinking strategically and taught him to look at the business from different perspectives. He valued hearing how retailers think about issues.

“There are acquaintances that last beyond Saint Joseph’s,” he says. “I have met a couple who have become friends. They are people who I can call up and reach out to. I look forward to seeing them at different events whether it’s in a customer’s corporate office somewhere or at an industry trade show.”

Those are the kinds of connections that his son, Jere, appreciates in his experience so far with the master’s program. He is meeting suppliers and retailers that engage with Herr’s in real life.

“The program definitely creates a very unique environment where that type of open communication and learning can take place,” says Jere, who joined Herr’s after spending a year in Iraq as a corporal with the U.S. Marines. “The dynamic of these classes is entirely different. You have buyers sitting across from vendors sitting across from transportation sitting across from food scientists—all having these roundtable discussions about a particular topic. It’s pretty unique and it definitely helps.

“I can’t say enough about the education,” he adds. “It’s everything from leadership to communication to marketing to pricing. You really get a strong sense of the industry and how people are positioned differently.”

He points out that one of the classes on new product introductions presented real-life scenarios that he encounters every day.
Ready to Lead

Each year, hundreds of young men and women graduate from the food marketing program at Saint Joseph’s University ready to lead an industry that has a profound impact on so many.

At Wakefern, we salute you for inspiring and shaping the next generation of industry leaders.
We don’t tell people our secret ingredients.

But one has always been St. Joseph’s University.

Dietz & Watson proudly joins Grocery Headquarters in honoring the world-renowned St. Joseph’s University Food Marketing Program. Our years of partnership with SJU, not to mention our 75 participating students, have been profoundly inspired, shaped and transformed by the Program. Congratulations from the entire Dietz & Watson team.