Celebrating 50 Years of FOOD MARKETING

Saint Joseph’s University

A Special Section in Food World / Food Trade News, October 2012
At Saint Joseph’s University, food marketing is more than a major: it’s a multifaceted enterprise with a 50-year tradition. It’s also a partnership. Industry and academia have collaborated to build our program, shape the curriculum and enhance its reputation since 1962.

Food marketing is housed in the nationally ranked Haub School of Business and is our school’s most popular major. It’s where I got my start as a Saint Joseph’s undergraduate student on a scholarship in 1966. You could say food marketing has always been a major part of my life: as a youth stocking shelves in my father’s West Philadelphia corner store to my current role as dean of the only internationally accredited program offering food marketing at the undergraduate, graduate and executive levels.

As celebrations are underway around our semicentennial year, we are honored to recognize those who have contributed to the excellence of our program through partnership over the years. From the retailers and manufacturers who have been an integral part of the Saint Joseph’s food marketing since the beginning, to the current partners who provide our students with access to scholarships, internships, co-op experiences, and career opportunities. Thank you for your extraordinary and generous support.

In this supplement, we will share with you stories from some of our 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
Celebrating
50 YEARS OF PARTNERSHIP
IN FOOD MARKETING EDUCATION

Saint Joseph’s University
Academy of Food Marketing

Campbell’s
CAMPBELL SOUP COMPANY
The food marketing program at Saint Joseph’s University has a proud 50-year history of educating students to become global leaders in food marketing as well as leaders in the worldwide fight against hunger.

The beginnings of the program date back to the early 1960s, when James J. “Jim” O’Connor, who headed his family’s Syracuse, NY-based wholesale food company Brown Jewel Foods, began to develop a theory that the nation’s colleges and universities should be offering programs to teach students in the field of food marketing. Although there were plenty of higher education programs devoted to business and marketing, none of them truly prepared students to work in the food business, an oversight in Mr. O’Connor’s opinion.

With the idea of a university program dedicated to food marketing education, Mr. O’Connor gathered additional industry support for the concept by recruiting Myer B. Marcus, an executive vice president at the Food Fair Stores chain, then one of the most successful supermarket chains in the region. Together they approached Father Bluett, the president of Saint Joseph’s University from 1956-1962, with their idea.

Mr. O’Connor’s plan intrigued Father Bluett, a Jesuit, probably due in large part to the concept that the food industry should take a stand in helping solve world hunger, which would be a major tenet of the planned food marketing program at SJU.

The men agreed that the idea was a good one and the Academy of Food Marketing was created in 1962. Mr. O’Connor and Mr. Marcus led the way to getting companies throughout the industry to support the program financially, while the university set ing with the University’s ideal of “magis,” a Jesuit principle that underlies everything at the university, inspiring students and faculty to always do more for the greater good.

In 1962, ground was broken for the Academy of Food Marketing on the campus of Saint Joseph’s College (later University). Rev. J. Joseph Bluett, S.J., president of Saint Joseph’s College, blessed the project. Also on hand for the groundbreaking were (l-r): Frank Slaven, RT French Co.; Myer Marcus, Food Fair; Theodore Gamble, Pet Milk Co.; Henry King, Henry B. King Assoc.; James J. O’Connor, Saint Joseph’s College.

In 1962, food marketing was the first college level program devoted to food marketing education in the country. Quite simply, the food industry - through the Academy of Food Marketing - would support the program financially, the university would educate future industry executives, and retailers, CPG companies and other businesses in the food industry would hire graduates of the program. All of this would be accomplished in keeping with the University’s ideal of “magis,” a Jesuit principle that underlies everything at the university, inspiring students and faculty to always do more for the greater good.

In 1962, the Academy of Food Marketing’s Board of Governors was formed to oversee the financial support of the food marketing program. The agreement between the Academy and the University included a new facility that was built on the school’s Philadelphia campus that opened in 1965 - Villiger Hall (now known as Post Hall). That year, food marketing officially became a major at SJU, with the first class graduating in 1966 with 31 students earning their bachelor’s degrees in the program.

Today, food marketing is the largest major in Saint Joseph’s University’s Haub School of Business, with 132 graduates in 2012. There are now more than 500 students with food marketing as their declared major. Today, the entirety of what is accomplished to support food marketing at SJU is known as the Food Marketing Enterprise. Saint Joseph’s University has one of the most successful food marketing education programs in the country, and there are only four U.S. universities that offer food marketing as a major. In addition to SJU, degrees with a food marketing major can be earned at Cornell, Western Michigan and Portland State.

The Academy of Food Marketing’s goals are to raise awareness for the enormous career possibilities in the food industry, to support the department of Food Marketing and the Campbell Library. The Academy provides funding to the department and the library, and offers scholarship, co-op, internship and job placement services to the University’s food marketing students. In fact, through the fundraising efforts of the food industry, the Academy of Food Marketing is totally supported in its many endeavors with students from monies raised by the Board of Governors. Through the food industry’s generous support, scholarships are available exclusively to qualifying food marketing majors. Most of these scholarships are awarded to entering freshman students and may be renewed until graduation.

A look at some historical events – decade by decade – since the founding of the food marketing program at Saint Joseph’s University.

1962

- Food Marketing Department debuts at Saint Joseph’s University
- Kmart opens its first store in Garden City, MI
- Sam Walton opens the first Walmart in Bentonville, AR
- Kohl’s, Target, Woolworth’s, Rite Aid, Tops Friendly Markets, Pier 1 debut in the retail arena
- First Taco Bell opens
- Ed Sabol founds NFL Films
- Decca Records rejects The Beatles for a recording contract
KeyImpact Sales & Systems would like to congratulate St. Joseph’s University’s Food Marketing Program on its 50th Anniversary.
Celebrating 50 Years!

Today's Academy Rallies Industry For Financial Support Of Food Marketing Education

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Food Marketing scholarships are in addition to any university, state or federal aid students may receive.

The Academy is widely recognized and respected for its quality and the caliber of its graduates. Because of the program’s stature, alumni and executives from throughout the industry utilize the department’s coursework, seminars and research, as well as the wide array of resources available through the Campbell Collection.

Fully supported by the Academy, the Campbell Collection is one of the largest repositories of food industry information in the U.S., and is utilized by students, faculty, alumni and members of the food industry. To lend immediacy to information searches, the library staff maintains a searchable website that contains food related toolkits as well as databases that contain important collective intelligence on all aspects of the food industry, providing hands on research support.

The Academy also supports the food marketing department’s unique five-year Cooperative Education Program that allows students to alternate periods of classroom study with periods of paid employment in the food and allied industries. Through the course of the five-year program, qualified students have up to 24 months of paid work experience through three separate work placements. Students earn three academic credits for the supervised and evaluated co-op experiences.

Each year, the Academy of Food Marketing honors an industry executive with its Citation Award at a dinner which raises funds from the industry to support the food marketing education program at Saint Joseph’s University. In 1998 Giant/Carlisle president Tony Schiano (2nd from l) was the honoree. At the award presentation were (l-r): Carl Schlicker and Tony Schiano, Giant/Carlisle; Bernie Kenny of Kenny ShopRites, then chairman of the Academy’s Board of Governors; and Charles Mallowe, then director of the Academy of Food Marketing.

Proven Leaders

McCormick’s Rick Morse, VP-Global Customers, US Consumer Products Division, is a member of the Academy of Food Marketing’s Board of Governors and he holds a master’s degree from the Executive Graduate Program at Saint Joseph’s University.

Morse tells us that he sees value in the food marketing program in every facet of what it does. “In my role at McCormick, being involved in the food marketing program at Saint Joe’s, both as a graduate student and as a board member, has been a benefit in many ways. I have been able to stay connected with academia through the university and been able to network with my industry peers through my work on the board of the Academy,” he said. “In addition, we often ask professors to address McCormick associates on current trends and issues in the industry, which has also been a great asset.”

Morse has served on the board for the past three years and sees their role as doing what they can to raise the funds needed to support the Academy. “We want to support the many programs the food marketing department offers its students, from the Campbell Library to scholarships to the ability to send students to national shows like FMI and NGA.”

1962 cont’d.

• Johnny Carson debuts as host of The Tonight Show
• ABC airs the first ever color TV series – The Jetsons
• U.S. and Soviet Union face off in “Cuban missile crisis”
• Sean Connery stars in “Dr. No,” the first James Bond movie
• Average price of a gallon of gas is 28 cents
• Average price of a new car is $3,125

SJU Food Marketing 50th Anniversary Special Section
Our Sweetest Congratulations

St. Joseph’s University
Academy of Food Marketing
50th Anniversary

We join in celebrating five decades of excellence in Food Marketing education.
Food Marketing Education At Saint Joseph’s University Provides Strong Scholarship, ‘Leading The World In Food For Thought’®

The Food Marketing Enterprise at Saint Joseph’s University consists of all those activities related to food marketing education in the Haub School of Business, including a wide range of activities undertaken at the university.

The facets of food marketing education that fall under the umbrella the University refers to as the Food Marketing Enterprise include: the Department of Food Marketing; the Academy of Food Marketing; the Food Marketing Cooperative Program; the Center for Food Marketing; the Executive Masters in Food Marketing; job recruiting and job placement; the Campbell Library; and the annual Food Industry Summit.

In-depth articles on each of these programs can be found throughout the pages of this special section.

All of the varied facets of the program are geared to ensure that Saint Joseph’s University is “Leading the world in food or thought.”

The roots for today’s Food Marketing program go back 50 years to the formation of The Academy of Food Marketing, which was founded by members of the food industry to support food marketing education at Saint Joseph’s University, a novel concept at the time. The first year a class graduated from the University with a food marketing major was 1965, with 31 students earning their bachelor’s degrees in the program. Today, food marketing is the largest major in the internationally recognized Haub School of Business with more than 500 students. The 2012 class boasted 132 food marketing graduates.

The faculty and the curriculum in the food marketing department, both at the undergraduate and the graduate level, are geared to providing the very best education in food marketing, ensuring that graduates of the program become tomorrow’s industry leaders.

The highly regarded food marketing faculty has been extremely active, both in the classroom and in the world of academic research.

Visiting Instructor Eileen Acello, M.B.A., is the newest member of the department. In addition to teaching, she consults for food product manufacturers and retailers in the specific area of marketing to consumers affected by gluten allergies and Celiac disease. Her article, “Gluten Free: Friend or Fad?” was recently published in FoodProcessing.com.

Professor Nancy Childs, Ph.D., the new Peck Fellow, serves on the White House committee on Healthy Communications and Dietary Guidance Messages and is a member of the USDA Secretary’s Advisory board as the national representative for food retailing and marketing. She authored an article this year titled “In-store Marketing to Children: U.S. Food Retailer Practices Abating Childhood Obesity” in the Portuguese Journal of Marketing. Additionally, she co-authored an article in the Journal of the Academy of Nutrition and Dietetics titled “Is It Time To Re-think Nutrition Communications?”

Professor Richard George, Ph.D., the current department chair and most recent Peck Fellow, was profiled by Business Week in a recent feature titled “Class Acts.” He developed the first foodservice industry collaboration model and has published three scholarly articles this year, including “Collaboration Pilot Results: Collaboration Works!!!” for the International Foodservice Distributors Association.

Assistant Professor Mark Lang, Ph.D., recently served as Temple University’s delegate to the AMA Seth Doctoral Consortium at Ohio State University. He has published three scholarly articles in 2012, including “An Empirical Test of Shopping Experience in Food Retailing” in the British Food Journal: Experiential Marketing in Food Retailing...

Visiting Instructor George Latella, MBA, has been the organizer of the last two Food Industry Summits and is currently at work on the 2013 installment of that popular program. He serves as...

Proven Leaders

Dominio Foods’ Maria Machita, VP consumers, sales and marketing for Domino Foods, is a member of the Academy of Food Marketing’s Board of Governors and has maintained a 25-year relationship with the Food Marketing Enterprise in her career with Domino and Campbell’s.

“For me, it’s been extremely rewarding to hire, train and mentor St. Joe’s students both full-time and through the internship program. And at the same time, it’s exciting to pass along my industry knowledge and to watch the students grow and mature into successful executives across many diverse functions.”

Machita believes that along with providing an important foundation, the programs offered in the food marketing department serve as a platform for future food industry leaders.

“Academically, because the program specializes in food marketing, I believe it provides a huge competitive advantage to the students when seeking employment. Those food marketing graduates hit the road running and are extremely prepared for the commitment and work ethic that it takes to succeed in the food business.”

Machita believes that in her career at Domino and Campbell’s, that at least 50 students have been hired by those companies or have been part of the internship program at the university.

“I’ve found that St. Joe’s students have shown the leadership, analytical, communication and interpersonal skills that employers are seeking. Additionally, they have proven to be extremely trustworthy, confident and dedicated and possess a results-oriented, positive a ‘can do’ attitude.”

1972

- Companies to be established this year include: Clear Channel Communications, Foto Hut, Good Earth Teas, HBO, Infinity Broadcasting, Sallie Mae, Unimart and Warner Communications
- The 1972 Summer Olympics are held in Munich, Germany, marred by tragedy as Palestinian terrorists kidnap and ultimately kill nine Israeli athletes and coaches
- On the triumph side of the sports coin at the Olympics, Mark Spitz wins a record 7 gold medals
- President Richard Nixon orders the start of the space shuttle program
- Hurricane Agnes hits the Eastern U.S.

See FOOD MARKETING on page 10
With congratulations to St. Joseph’s University Food Marketing Academy on their 50th Anniversary!

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Highly Regarded Food Marketing Faculty Widely Published

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a faculty advisor to SJU’s National Grocers Association Case Study competition and is the faculty coordinator of the Food Marketing Ambassadors program.

Associate Professor Marty Meloche, Ph.D., provides critical leadership in the University’s programs with Philabundance and Food Desert initiatives. He has co-authored two scholarly articles this year, including “Defining Bar Food Consumption Patterns in United States Chain Restaurants” for Worldwide Hospitality and Tourism Themes.

Professor John Stanton, Ph.D., has published six scholarly articles this year and was awarded two USDA grants valued at more than $450,000 (one with Dr. Ferd Wirth). He was awarded honorary degrees from the Romanian American University and the Carol Davila Medical University of Romania for contributions to food, nutrition and health.

Professor Ferdinand Wirth, Ph.D., who serves as the academic advisor to the cooperative education program, has received a USDA grant valued at $128,000 (with Dr. John Stanton). He authored an article that has been accepted for publication the Journal of Food and Agribusiness Marketing titled “Consumers’ Shrimp Purchasing Preferences: An Application of Conjoint Analysis. He also co-authored another article with Dr. John Stanton and James B. Wiley, “Who Are the Locavores,” in Journal of Consumer Marketing.

Food Marketing students are involved in a number of activities outside the classroom that add to their overall education. Annually, more than 30 students are selected as food marketing ambassadors to attend various food conferences and conventions including the following: Private Label Convention in Chicago, National Grocer’s Association (NGA) Convention in Las Vegas, Produce Marketing Food Summit in Orlando, Snaxpo in Orlando, Sweets and Snack Food Convention in Chicago, National Restaurant Association Convention in Chicago, and Food Marketing Institute (FMI) Convention in Dallas.

Food Marketing students also participate in the several activities geared to fight hunger, including the Walk Against Hunger, several organized campus food drives, volunteering to pack boxes of government food for distribution to hungry seniors and participating in the design and opening of the first Choice Community Food Cupboard at

Proven Leaders

Nestlé’s Jeff Siegel, VP of customer interface group for the Purina Petcare division, is a member of the Academy of Food Marketing’s Board of Governors and has been a longtime supporter of the Food Marketing Enterprise during his 28 years with Nestlé.

“My relationship with St. Joe’s has been mutually rewarding. I’ve enjoyed the opportunity to interact with the students in the classroom to watch their progress after they graduate. I’m impressed by the challenging curriculum they must undertake and I believe this preparation provides the students with an edge as they enter the workforce. The students have also benefited from their relationship with Nestlé. We currently have at least 25 St. Joe’s graduates working within four Nestlé divisions (petcare, nutrition, retail operations and Nestlé USA). And since we generally promote from within, I have enjoyed watching many of these former students advance through our system.”

On a personal level, Siegel asserted that being a member of the Board of Governors has allowed him to grow by interfacing with some of the food industry’s brightest and most talented people. He added that he is proud of being involved with several food marketing initiatives including St. Joe’s Wal-Mart Scholars program which was developed by faculty member Neil Crowley.

“Food Marketing program students are unique. They are challenged with real world classroom issues. Additionally, the university’s co-op program gives them the experience they need to be ready to meet the demands of their first opportunities upon entering the workforce. Nestlé has provided them with exciting opportunities, and the students we’ve hired have attained a high level of success, and had a positive impact on our performance.”
Congratulations
St. Joseph University
Food Marketing Enterprise
On Your 50th Anniversary

On behalf of McCormick
and our proud

SJU Graduates
Amy Balaguer
Andrew Colvin
Jessica Nemeth
Rick Morse
Michael Rochford
Ryan Smiley
Douglas Tabaka
Erin Weidler
Stefanie Woodhouse
YOU SOAR!

For 50 years, you have taken food marketing to new heights, through a relentless dedication to outstanding education. And along the way, you have created an appetite for quality and professionalism throughout the food and foodservice industries that’s second to none.

We can’t wait to see what you do in the next 50 years!

Congratulations from all of us at ARAMARK
Celebrating 50 Years!

Food Marketing

Food Marketing At SJU Prepares Students To Become Industry Leaders

From page 10

6th and Lehigh in Philadelphia.

In addition, food marketing majors have been very involved with Kristin’s Krusade, an organization named in memory of Kristin Mitchell, a 2005 food marketing graduate who was murdered by her boyfriend three weeks after graduation. Food marketing students play a major role in assisting and walking/running in the 5K event as part of this year’s Hawktoberfest. The proceeds from Kristin’s Krusade support the mission of the Kristin Mitchell Foundation to support educational efforts that raise awareness among young adults about the dangers of unhealthy dating relationships.

The Food Marketing Cooperative Program is one of the department’s best success stories. The co-op program, which began in 1999 with four students, now numbers more than 100 students and is growing dramatically. Students leave Saint Joseph’s not only with “job experience” but also an in-depth understanding of the industry and the competitors.

At the Center for Food Marketing, the focus is on not-for-credit, customized professional development programs for current and future leaders of the food industry and customized research. Using the expertise of the food marketing faculty as well as the faculty in disciplines across the Haub School of Business, the Center develops and delivers professional development programs for companies along the food supply chain that are customized to achieve each client’s specific business and learning objectives. Since these programs are company-customized, the Center works closely with its clients in determining the time and duration of the program, location, and the breadth and depth of the topics to be covered. The Center serves as a valued partner in education to retailers, manufacturers, trade associations, government agencies, and other food industry stakeholders across the globe.

The Executive Graduate Program’s Master’s in Food Marketing has been included in the 2011 Eduniversal Ranking of the Best Masters and MBA Programs Worldwide. The Master of Science in food marketing was ranked among the Top 50 programs globally. This is the first year for the Eduniversal ranking which was initiated with the support of the Eduniversal International Scientific Committee. Rankings are based on the following three main criteria: reputation of the program, salary of the first employment of graduates, and satisfaction of students.

Student satisfaction with the program is very high, with more than 90 percent of students in recent surveys responding “extremely or very satisfied.” Importantly, this satisfaction is translated to on-the-job success, as over half of graduate students reported being promoted while enrolled, and 40 percent of those reported that they were promoted two or more times.

The food marketing department has a strong program in job placement assistance that is conducted within the Academy of Food Marketing. Many employers such as Heinz, Pepsi, E. & J. Gallo Winery, Nestle, Hershey, and Wegmans recruit on campus. Thirty-nine employers conducted interviews in SJU’s offices. Through the interview process, the students gain academic value, and they learn the meaning of leadership and a strong work ethic, and they are offered an opportunity for personal and professional growth.

The placement process continues to assist students in securing co-ops, internships and full-time employment.

The Campbell Library, the food marketing program’s specialty library, is one of the largest repositories of food industry information in the U.S. It has served SJU food marketing students and faculty for almost 50 years. The library’s name comes from a gift to Saint Joseph’s University from the Campbell Soup Company which has had a long-term relationship with the university. The library maintains a searchable Web site with over 100 online research guides as well as a number of databases containing important competitive intelligence relating to all aspects of the food industry.

The Food Industry Summit was established as a forum for CEOs and presidents to share their views on the major issues and trends shaping the food industry. Held each year at Mandeville Hall in the Wollington Teleatorium, the summit brings together industry executives from throughout the business to discuss current issues. Attendance includes approximately 250 food industry executives and food marketing students and allows all to network in addition to learn more about industry issues from experienced panelists.

Underlying this impressive educational entity that is the Food Marketing Enterprise are the Jesuit ideals that Saint Joseph’s University believes in so strongly. For 160 years, the University has advanced the professional and personal ambitions of men and women by providing a rigorous Jesuit education – one that demands high achievement, expands knowledge, deepens understanding, stresses effective reasoning and communication, develops moral and spiritual character, and imparts enduring pride. So, in addition to creating talented individuals who have and will become some of the top senior executives in the food industry, the University and the food marketing department help develop a strong sense of business ethics in those people, which their companies will also find to be a strong organizational asset for them. The University’s belief in the greater good for all creates a foundation that its graduates and partners continue to benefit from throughout their personal and professional lives.

Proven Leaders

Judy Spries, president of Kings Food Markets, is a member of the Academy of Food Marketing’s Board of Governors.

“I have worked with a number of graduates of both the undergraduate and graduate programs at the Saint Joseph’s University in my career in the retail food business. When I was in the Philadelphia market, I found fabulous interns from the Academy of Food Marketing at both store level and corporate. Many Saint Joe’s graduates were working for us full time as well,” Spries said. “Here at Kings we have a store manager who is a recent MBA graduate. The food marketing program at St. Joe’s is both hands on and realistic. Saint Joseph’s thoroughly prepares students for what’s to come in the real world. The experiences the students have, like attending the FMI convention, give them the opportunity to see what’s going on. The McCarthy Lecture series also gives them an insight into the food business.”

Spries’ son is a recent graduate of Saint Joseph’s University’s food marketing program and currently works for Campbell’s. As seniors, the students have a capstone project in which they have to create a product and market it. Spries was a judge on the panel for a past competition. “I was very impressed with the talent of the students and the quality of their work,” she said.

1972 cont’d.

• A political scandal gets its start in Washington, DC with a break-in at the Democratic National Committee headquarters at the Watergate office complex
• The Dow Jones industrial average rises above the 1,000 point mark for the first time in history
• Digital watches are introduced
• Atari launches its popular Pong video game
• The Equal Rights Amendment is passed by the U.S. Senate
• The average price of a gallon of gas is 55 cents
• The average price of a new car is $3,853
SJU’s Campbell Collection Provides Valuable Tool For University, Industry

Fully supported by the Academy, the Campbell Collection is one of the largest repositories of food industry information in the U.S., and is utilized by students, faculty, alumni and members of the food industry. To lend immediacy to information searches, the library staff maintains a searchable website that contains food related toolkits as well as databases that contain important collective intelligence on all aspects of the food industry, providing hands on research support.

We are Proud to Recognize and Congratulate

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The Collection is located on the SJU campus in the Post Academic Center, on the second floor of the Francis A. Drexel Library.

(inset): Students utilizing the materials available at the Campbell Collection.

Best Wishes from ESM

Best Wishes from ESM
We salute the 50th Anniversary of the Academy of Food Marketing at St. Joseph’s University and its tradition of excellence that has informed, influenced and sustained the growth of the nation’s food industry.

Canada Dry Delaware Valley Bottling Company
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.
Food Industry Summit Brings Senior Executives Together To Share Insights

The Food Industry Summit is an annual event that was established as a forum for CEOs and other senior executives to share their views on the major issues and trends affecting the retail and foodservice industry. The event is held at Mandeville Hall on the campus of Saint Joseph’s University and is attended by approximately 250 food industry executives, graduate and undergraduate students and the trade press.

SJU food marketing visiting instructor George Latella, who helps organize the event, told us that the department held its first summit with the hopes of doing some industry outreach and expanding the food marketing department’s scope beyond the Philadelphia region. Today, executives from throughout the industry appear as panelists each year and attendees travel from beyond the region to attend.

Another goal was to establish a model for a panel discussion that would include people active in the retail and foodservice industries, not just those who typically are on the “speaking circuit.” Because of the strong reputation of Saint Joseph’s University, the Haub School of Business and the Food Marketing program, the Summit has been embraced by executives from throughout the industry - both to speak as panelists as well as to attend and learn. As Latella told us, “People leave our summits with new information and have also had a chance to network with other industry executives, so it’s been a very successful program.”

The event begins with coffee and refreshments before panelists and attendees move into Wolfington Teleotorium. There is also a 10-15 minute question-answer period allowing the audience to participate.

A luncheon is hosted by the university that allows panelists and attendees to mingle and share their thoughts about the discussion, or just catch up with friends and colleagues. The event concludes in the afternoon with another opportunity to network.

The first Food Industry Summit was held in March 2007 and has become an annual event. Here is a list of past summit topics:

- 2007 Doing The Right Things For Shareholders and Society
- 2008 Food On Demand: The Battle For Share of Stomach
- 2009 The New ROI: Insuring Success Through Results Oriented Innovation
- 2010 Meeting the Challenges of Today’s Food Marketplace: Lessons From Industry Leaders
- 2011 Sales and Profit Growth Through Direct Marketing, E-Commerce and Social Media
- 2012 Eat With Us...Leveraging Digital Technology For Profitable Meals

Past panelists have included: Doug Conant of Campbell’s; Tony Schiano of Giant/Carlisle; Alan Wilson of McCormick; Hank Mullany, then with Wal-Mart; Joe Sheridan of Wakefern; Fred Morganthall of Harris Teeter; Jeff Brown of Brown’s Super Stores; Carl Schlicker of Ahold USA; Rick Brindle of Kraft; Brendan Foley of Heinz; and Howard Stoeckel of Wawa.

The 2013 event is already on the books, so mark your calendars for March 7, 2013 when the topic will be Leveraging Shopper Insights At The Moment Of Truth.

1982

- Companies that made their debuts in 1982 include: 99 Cents Only Stores, Adobe Systems, Compaq, E-Trade, The Fresh Market, Newman’s Own, Phar-Mor, Sun Microsystems, Symantec
- A&P unveils the Super Fresh banner
- The first issue of USA Today is published
- Disney’s EPCOT Center opens
- The first implant of a permanent artificial heart is successfully completed
Congratulations on 50 years!

Unmistakably weis
Center For Food Marketing Provides Professional Development Programs

At the Center for Food Marketing, the focus is on non-degree, customized professional development programs for current and future leaders of the food industry and customized research.

Using the expertise of the food marketing faculty as well as the faculty in disciplines across the Haub School of Business, the Center develops and delivers professional development programs for companies along the food supply chain that are customized to achieve each client’s unique culture and their specific business and learning objectives. Since these programs are company-customized, the Center works closely with clients in determining the time and duration of the program, location, and the breadth and depth of the topics to be covered. The Center serves as a valued partner in education to retailers, manufacturers, trade associations, government agencies, and other food industry stakeholders across the globe.

Ralph Ciaudelli, program director at the Center, expresses the value of what they offer to the industry in three words: expertise, experience and customization. “Our faculty has experience teaching at every level - undergraduate, graduate, adult learning and professional development. And, they bring a high level of expertise to our clients; knowledge of the industry, expertise in topics selected for the program, academic training and research interests, and our faculty has also worked in the food industry at one time or another. In other words, we combine experience from both fields - the food industry and the education system.”

The programs that the Center develops are for the professional development of industry practitioners from the C-suite to support staff. “We help our clients dig deeper, probing the issues they want and need to learn more about.”

The Center creates customized programs for its clients. “Our core is not off-the-shelf programs,” said Ciaudelli. “We listen carefully to learn more about the organization, and to understand what a customer needs and what their goals are. Then, because of our leadership in food industry education, our prominence as a business school, and our understanding of adult education, we can design a program or other learning activity that will ensure they achieve the objectives they had when they approached us. We take very seriously our responsibility and accountability for people - our clients - so that when they approach us, they leave knowing they have the skills, knowledge and confidence to do their jobs.”

The first CD player is sold in Japan • Michael Jackson’s The Thriller album hits the charts • Time Magazine’s man of the year is The Computer • The Vietnam Veterans’ Memorial is dedicated in Washington, DC • The average price of a gallon of gas is 91 cents • The average price of a new car is $7,983

From Latin America. The group attended the Prepared Foods New Product conference in Florida. Classroom sessions and study tours of manufacturers and retailers in the Philadelphia region provided the participants with information on the latest trends, new product development, food labeling, food policy, and best practices.

Relying on the expertise of the Haub School of Business, Wawa selected Saint Joseph’s to design and deliver a professional development program for senior-level team members, customized around the company’s leadership philosophy, values, and competencies.

The Center also houses a Survey Research Center that offers food companies and faculty with expertise and resources to support quantitative and qualitative research. It is a full-service market research and consumer insight group dedicated to helping clients grow their business by providing actionable consumer and business understanding gained through innovative research methods, goal oriented data collection and actionable analysis and reports. The research infrastructure includes a fully functioning focus group facility with prep kitchen, and a center housing computer and telephony systems and software.
Zallie Supermarkets commemorates St. Joe’s Food Marketing Academy on its 50th Anniversary

Congratulations on 50 years of Advancing the Food Industry and the People in it.

Knorr Street, PA
Williamstown, NJ
Chews Landing, NJ
Sicklerville, NJ
Gibbstown, NJ
Laurel Hill, NJ
Berlin, NJ
Glassboro, NJ
West Deptford, NJ
Academy Of Food Marketing Offers Students Opportunities To Expand Educations With Cooperative Program, Summer Internships, Job Placement Assistance

The Academy of Food Marketing supports a unique five-year Cooperative Education program that allows students to alternate periods of classroom study with periods of paid employment in the food and allied industries. Through the course of the five-year program, qualified students have up to 24 months of paid work experience through three separate work placements. Students earn three academic credits for the supervised and evaluated co-op experience.

The program includes periods of full-time classroom study alternating with periods of full-time employment. During their full-time employment, they also take one to two classes through the University, usually online or at night. Jerry Bradley oversees the students’ work assignments in the field and Dr. Ferdinand Wirth heads the academic side of the students’ co-op experience.

The program is a win-win situation for the students and the companies where they fulfill their co-op assignments. The students get invaluable real-life work experience that cannot be gained in the classroom, and the companies that sponsor them get hard-working associates and the opportunity to hire well-educated and experienced employees once the co-op students graduate.

Students have their entire freshman years to decide if the co-op program is for them as they attend classes full-time in both the fall and spring semesters. Students who are interested must apply by the last day of classes of their freshman year. Then, in the fall, the University sets up co-op job interviews for those students who have been accepted into the program. Once job assignments have been determined, students then work full-time at food industry jobs during spring and summer of their sophomore year, go to school full time in their third year, and have two more years when they split their academic studies with their co-op work assignments.

Some of the companies that participate in the program as co-op employers include Burris Logistics, C&S Wholesale Grocers, Dietz & Watson, Giant/Carlisle, Lehigh Valley Dairy, PA Department of Agriculture, Wakefern and Wegmans. Additionally, the Academy partners with a number of Irish companies, giving some students the opportunity to work abroad during their second or third co-op experience.

Today, more than 110 students and 40 companies participate in the program. And, student work placement has been 100 percent over the last 13 years and 75 percent of graduating seniors have accepted jobs from co-op employers. Also available through the food marketing program are many opportunities for summer internships.

The Academy also offers its students valuable job placement support. Because of the international reputation of its program, the Academy has been very successful in placing many of its graduates in top companies. The Academy offers preparation with interviewing techniques as well as group and one-on-one resume guidance before beginning the job placement process. Then, the Academy arranges job interviews for participants with prospective employers during the fall and spring semesters, which follow two University sponsored career fairs.

Today, there are more than 3,500 graduates of the program in leadership positions in the food industry and more than 85 companies recruit annually on the SJU campus, including Acme, ConAgra, Hormel, KeyImpact McCormick, PepsiCo, Procacci Brothers, Weis and Zallie Supermarkets, just to name a few.

1992

- New companies that debuted in 1992 include: Caribou Coffee, Cerberus Capital Management, Keurig
- Ross Perot announces he will run as an Independent in the presidential race against Democrat Bill Clinton and Republican incumbent president George H.W. Bush
- John Gotti is sentenced to life in prison
- TWA declares bankruptcy
- The largest-ever mall in the country debuts as Mall of America – encompassing 78 acres – opens
To cap off its year-long celebration of its 50th anniversary, Food Marketing at Saint Joseph’s University is inducting the first members of its Food Marketing Hall of Honor Thursday, November 1, 2012, when five alumni of the university’s food marketing education program will be recognized.

The inductees, who represent five decades of excellence in food marketing, were selected based on their demonstrated achievements, responsible decision-making, focus on human excellence, appreciation of diversity and concern for the betterment of the industry in general.

**Dan Cassidy** is president and CEO of KeyImpact Sales & Systems, Inc., a leading independent food service sales and marketing agency with nationwide operations; comprised more than 600 trained professionals.


Under Cassidy’s guidance, KeyImpact Sales & Systems, Inc. has successfully completed 36 strategic acquisitions since inception, enabling the company to expand its geographic footprint to 33 states and strengthen its coverage of existing markets.

Cassidy’s leadership has led KeyImpact Sales & Systems, Inc. to be successful in its ability to execute a strategy of strengthening market presence and industry position by employing best-in-class systems, executing strategic acquisitions, and implementing employee training and development initiatives.

His vision for KeyImpact Sales & Systems, Inc. to become the leading sales agency in each market and product category in which the company serves, derived by delving into what occurred back in the late 90s, when the retail industry rolled up, creating four major players. Cassidy always thought that the foodservice industry was five to six years behind retail, and even though it took a little longer than expected, his vision is now coming to fruition.

For the past six years, Cassidy has served as a member of the Foodservice Sales & Marketing Association (FSMA) board of directors. Prior to his current board role, he has served on numerous manufacturers’ advisory committees.

Cassidy graduated in 1979 from Saint Joseph’s University with a degree in food marketing.

He is the proud father of three outstanding boys Robert (27), Brian (24), and Kevin (21), and is married to his loving wife Kathy.

**Tim Fallon** is president and CEO of Columbus Foods, a private equity owned, 95 year old San Francisco based manufacturer of artisan cured Italian meats and premium deli meat products. He joined the firm in 2010.

With an extensive background in sales, marketing, operations, and distribution, Fallon recently led private equity backed Kettle Foods thru explosive growth nationally and internationally, taking revenue from $58 million to $200 million during his tenure. Kettle Foods was sold to Diamond Foods in April 2010 for $615MM.

Fallon previously led management teams at Vermont Pure Holdings, Ltd., Pepsi Cola Bottling Company of New York City, Cadbury Beverages North America, and Procter & Gamble. He has roots in the natural and organic food industry as a former Chairman of the Board of Annie’s Homegrown, a marketer of organic macaroni and cheese and other organic food products. As a senior executive, Fallon’s focus has been on nurturing management team talent and he has consulted with numerous start up entrepreneurial food ventures.

Fallon holds a bachelor of science degree in food marketing from Saint Joseph’s University and an MBA from Temple University. He also attended the International Executive Development Program at INSEAD in Fontainebleau, France. Fallon has served as Executive in Residence for the MBA program at the University of Oregon.

Recognition of his leadership has resulted in Fallon being asked to present at various food industry, government and private equity conferences. In recognition of his business excellence, Fallon was inducted into the business honor society Beta Gamma Sigma by Willamette University.

Fallon and his wife of more than 35 years Dot (SJU class of 1976), have consistently fostered the Jesuit ideal of “magis” by supporting efforts to ensure stable housing and educational opportunities for the disadvantaged as well as those programs that provide necessary support for families at risk due to poverty and/or substance abuse.

The Fallons reside in Salem, OR and have two adult children, Matthew and Jaime.

**John B. Lord, Ph.D.** is professor of marketing at Saint Joseph’s University. He received his bachelor of science degree in food marketing from Saint Joseph’s College in 1971, an MBA from Drexel University and Ph.D. from Temple...
Dr. Lord joined the food marketing department in 1975. He served as dean from 1987 to 1992 and associate dean from 1997 to 1999 of the business school, and served multiple terms as chairperson in the food marketing department before moving to marketing in 2007, where he served as chair from 2009 to 2012.

Dr. Lord served as Distinguished Lecturer for the Institute of Food Technologists (IFT) and has made numerous presentations at meetings of food business associations. He has taught in executive education programs with the Center for Food Marketing, and has taught seminars in new product development for IFT, NAFTA, and the University of Georgia Food Innovation Center.

Dr. Lord’s most recent food marketing research focused on public policy and strategic implications of food advertising to children. His research has been published in the NFPA Journal, Journal of Advertising Research, Journal of Nutrition Education, and the Journal of Young Consumers. He wrote periodically for Deli Business magazine and served on the editorial board of BrandPackaging magazine. He has co-authored a book entitled “Developing New Food Products for a Changing Marketplace” with Aaron Brody and Legion Baseball.

John Machusick is the retired president of General Mills Bakeries & Foodservice where he had responsibility for numerous business channels including foodservice distributors, restaurant accounts, convenience stores, vending, schools and universities and bakeries.

Machuzick joined General Mills in 1978 as a retail sales representative and went on to hold various sales and sales management positions before being named vice president of trade and promotion marketing in the Big G Cereal division in 1994 and vice president of trade marketing and promotion for General Mills, Inc. in 1997.

In 1999, Machuzick was named SVP-consumer food sales for strategic channels. Concurrent with the company’s acquisition of Pillsbury 2001, Machuzick joined the General Mills Bakeries and Foodservice division as SVP and general manager of the convenient food solutions group. He was named SVP and president of General Mills Bakeries & Foodservice in June 2003.

Machuzick earned a bachelor’s degree in food marketing from Saint Joseph’s University in 1978, and an MBA from Pepperdine University in 1990.

He serves on the boards of the Minnesota Orchestra, Saint Joseph’s University’s Academy of Food Marketing and the International Foodservice Manufacturers Association.

He is also involved in the Greater Minneapolis United Way and enjoys traveling and coaching youth sports in the community.

Machuzick has also served as a Board Member for Big Brothers Big Sisters and the Northern Star Council – Minnesota Boy Scouts of America.

John Orobono currently serves as senior vice president of supply chain management for Aramark Food and Support Services. In this role, Orobono’s responsibilities include the administration of Aramark’s procurement activities, as well as the distribution function across all Aramark Food & Support operations.

Orobono joined Aramark in 1972 and served as regional purchasing director until 1975. In 1981, he returned to Aramark and was named director of sales of Woodhaven Foods - an Aramark distribution subsidiary. He was promoted to vice president/general manager of Woodhaven Foods in 1984. In August 1990, he joined Aramark’s Marketing Services Group as vice president of distribution services. In 1991, his responsibilities were broadened when he was promoted to his current position of senior vice president of supply chain management, responsible for approximately $1.9 billion in annual purchases.

From 1975 to 1981, Orobono held various positions with Rustler Steak House in King of Prussia, PA and Sambo’s Food Service in Florence, KY before rejoining Aramark.

Orobono is a graduate of Saint Joseph’s College and holds a bachelor of science in food marketing. He also earned an MBA in Marketing from Xavier University in Cincinnati. Orobono and his wife Karen reside in Holland, PA with their two sons.

With Induction Into Food Marketing Hall Of Honor November 1

In 2007, where he served as chair from 2009 to 2012.

Dr. Lord is working on another book with Mr. Giles, tentatively entitled, “An Insider’s Look at the Business of Baseball.”

Dr. Lord has won the Lindback Award for excellent teaching (2007), and multiple faculty merit awards for teaching, service, and advising. Lord has been heavily involved in youth sports as a coach, manager, and league president, and currently is coaching American Legion Baseball.

Dr. Lord’s most recent food marketing research focused on public policy and strategic implications of food advertising to children. His research has been published in the NFPA Journal, Journal of Advertising Research, Journal of Nutrition Education, and the Journal of Young Consumers. He wrote periodically for Deli Business magazine and served on the editorial board of BrandPackaging magazine. He has co-authored a book entitled “Developing New Food Products for a Changing Marketplace” with Aaron Brody and Legion Baseball.

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Although this year marks a wonderful milestone for food marketing at Saint Joseph’s University as the program celebrates its 50th anniversary and inducts five members into the inaugural class of its Hall Of Honor, sadly there are two vital members of the SJU food marketing family who passed away this year. We’d like to remember them both on this page.

Joe Saker, founder and chairman of Foodarama Supermarkets (now Saker ShopRites), an early member of Wakefern Food Corp., and one of the founders of the Academy of Food Marketing at Saint Joseph’s University, died earlier this month at the age of 83.

Saker built a small one-store business founded by his grandfather in 1916 in Freehold, NJ into a multi-store public company through his membership in Wakefern. He had the foresight to join Wakefern in 1947, just one year after the cooperative was born, and began operating under the ShopRite banner in 1951. Joseph Saker incorporated the business under the name Foodarama Supermarkets in 1958 and took the company public in 1965.

“He could clearly see the big picture. He knew you needed highly educated people in the food industry and that was a very unselfish position for him to take. Not all those people were going to work for him, some were going to work for competitors, but he still saw it as benefiting the industry as a whole,” said his son, Richard Saker, CEO of Saker ShopRites.

An entrepreneur and pioneer, Joseph Saker recognized the importance of balancing business and good government. He understood that grocers needed a unified voice to speak to government leaders and that vision led to the creation of the New Jersey Food Council, where he served as founding chairman.

“If it wasn’t for Joe Saker’s vision and persistence, the Academy of Food Marketing wouldn’t be what it is today,” said Bob Higgins, director of the Academy.

Joe Saker

Bruno Garisto

See IN MEMORIAM on page 39

Good work means the world to us.

Acosta is committed to the success of our clients, our customers, and our communities.

At Acosta, we believe that doing good work means much more than just a healthy bottom line. That’s why we make community involvement a high priority, fostering a corporate culture in which giving back is both encouraged and rewarded. In fact, we’re well known for being highly visible in our communities through various programs and fundraising events. It’s just one of the ways our more than 30,000 associates embrace and demonstrate Acosta’s core values.

Acosta is proud to support: Saint Joseph’s University and the 50th anniversary of the Academy of Food Marketing
Best Wishes
from your friends at

Richard Saker, President and CEO
Your World Class ShopRites

Aberdeen
Belmar
Bordentown
Boundbrook
Branchburg
Brick Twp
East Brunswick
East Windsor
Edison
Ewing

Freehold
Hamilton Marketplace
Hamilton Square
Hazlet
Lakewood
Lawrenceville
Marlboro Twp
Middletown
Montgomery Twp
Neptune

North Brunswick
Pennington
Piscataway
Route 37, Toms River
Somerville
Wall Twp
West Long Branch
Woodbridge

Many thanks for voting

ShopRite “Best Supermarket”
Asbury Park, Courier News, Home News Tribune and Trentonian Readers’ Choice Awards
The Executive Masters of Food Marketing, offered through The Haub School of Business, is the only graduate program of its kind in the world. The Haub School of Business has a dual AACSB accreditation and is in the top 10 percent of business schools worldwide. It has been recognized as an outstanding U.S. business school by The Princeton Review and US News & World Report, which also ranks its marketing programs in the top tier. Beta Gamma Sigma has recognized the business school numerous times, naming it a Gold Chapter Award global winner and five times recognizing it as a Silver Chapter winner.

The graduate program offers a Master of Business Administration (MBA) degree with a robust concentration in food marketing, a Master of Science (MS) degree in food marketing and a post master’s certificate in food marketing. The graduate program is exclusively focused on the food industry and is designed to be uniquely flexible to accommodate executives and their sponsoring companies. “For almost 25 years the program has been the leader in graduate food marketing research, scholarship and education,” according to Christine Hartmann, director.

The MBA degree successfully prepares rising leaders for senior roles in the food industry, from the retail to the foodservice to the CPG side of the business. The tailor designed program is structured for rigorous learning across key functional disciplines, including finance, accounting, leadership and business intelligence, all combined with in depth food marketing expertise.

The MS degree offers a penetrating study in the food marketing discipline for seasoned industry leaders and is self-structured for targeted learning.

The post-master’s certificate allows food industry professionals who already have earned their master's degrees to help them further sharpen their knowledge and skills in food marketing.

The graduate program includes traditional classroom experiences, virtual activities, team projects, international study opportunities and hands-on experiences. The food marketing faculty is globally recognized as experts in the food industry. The faculty is focused on grounding academic concepts to the food industry, making explicit connections to company opportunities, designing actionable outcomes via team and post-classroom assignments, and providing students with life-long tools they can use to solve critical problems.

“The professors are dedicated experts in their fields and willing to share their enormous wealth of experience and knowledge inside and outside the classroom. Each student is treated as an individual by the faculty and respected as professionals,” said Christine Cunnick of the National Grocer's Associate.

There are many reasons that food industry leaders choose to participate in the graduate programs in food marketing at SJU, above and beyond the high quality education that they receive due to the expertise and prestige of the Haub School of Business and its food marketing faculty.

First and foremost is the exclusive focus of the program on the food in-

“Saint Joseph’s Executive Food Marketing Program was one of the best professional decisions of my career. The flexible schedule was instrumental in allowing me to choose which courses fit into my hectic personal and professional life while allowing me to focus on those I felt were most relevant to my learning.”

John Karamatsoukas
The Original Cheesesteak Company

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See GRADUATE PROGRAM on page 28

**1992 cont’d.**

- Los Angeles suffers widespread rioting in the wake of the police brutality of Rodney King that is captured on camera
- Microsoft introduces Windows 3.1 and Microsoft Works
- The Space Shuttle Endeavor makes its maiden voyage
- The average price of a gallon of gas is $1.05
- The average price of a new car is $16,950
Congratulations
St. Joseph's Academy of Food Marketing

on 50 years of educating future leaders in the food industry.
SJU Executive Food Marketing Education Program Provides Benefits For Graduate Students As Well As Their Sponsoring Companies

From page 26

Industry, meaning that all courses are relevant and topical to the executives in the program. The class experience offers the opportunity for robust discussions among industry executives and gives them a forum to discuss ideas and best practices in a network of their industry peers.

Another top feature of the program is its flexibility, which is invaluable to busy industry executives who are earning their degrees while maintaining their demanding careers. Classes are offered on Friday/Saturday, with executives pacing themselves as to the time it takes to earn their degrees. In fact, an executive can earn a degree by attending sessions only four to five weekends per year, for up to six years. For example, by attending five weekend classes per year, a 29 course MS would be earned in four years and a 27 course MBA would be completed in five and a half years. By attending 10 weekend sessions a year, students can trim the time it takes to earn their degree to as little as two years.

“Saint Joseph’s Executive Food Marketing Program was one of the best professional decisions of my career. The flexible schedule was instrumental in allowing me to choose which courses fit into my hectic personal and professional life while allowing me to focus on those I felt were most relevant to my learning,” said John Karamatsoukas, The Original Cheesesteak Company.

Additionally, courses can be cancelled up to four days before they begin, an essential for many executives in top positions who don’t always control their own schedules entirely.

The results that industry executives who complete the graduate program in food marketing at SJU experience are overwhelmingly positive. More than 50 percent of the students of the Executive Food Marketing program are promoted while enrolled, and 40 percent of those were promoted two or more times.

“In today’s world of all on-line programs, Saint Joseph’s Executive Food Marketing programs offers more than the degree; it offers the experience, the relationships and the connections that will last a lifetime,” said Ronald Bagley of Giant/Carlisle.

But, it’s important to realize the dual value of the graduate program at SJU. Not only do the students who complete the degree benefit from the value of the education and experience they gain, the companies that sponsor them benefit as well through the increased expertise and knowledge that the executive can return to the company. In fact, students find that they apply what they learn in each session immediately to their work.

“The best part…the day you go back to your role and immediately apply what you’ve learned,” said Toby Gavino of Campbell Soup Company.

Because the program delivers results, retention of those who attend it is higher and the company truly sees a return on its investment. In a study of SJU graduate food marketing students with the program’s top four sponsoring companies from 1992 to 2007, it was found that 79 percent of former and current students were still employed by their sponsoring company.

“Wawa’s desire to inspire, train and retain key employees has been delivered by the Saint Joseph’s Executive Master’s Program in Food Marketing Program. We wanted, more than anything, to build up our people, to help them achieve life-long goals. For Wawa, the return on investment has been overwhelmingly positive,” Harry McHugh of Wawa (retired).

Supporting staff of the Executive Food Marketing Program include Amanda Basile and Kathleen Kennedy.

2002

- YourGrocer.com debuts
- In his first State of the Union address, President George W. Bush labels Iran, Iraq and N. Korea as the “axis of evil”
- Kmart becomes the largest U.S. retailer ever to file for Chapter 11 bankruptcy protection
- The Euro enters circulation
- NASA’s Mars Odyssey space probe begins to map the surface of Mars, finding large water ice deposits
- Kenneth Lay resigns as chairman of bankrupt energy trader Enron
50 years educating leaders within the food industry.

Congratulations Saint Joseph’s University Academy of Food Marketing.
We welcome the next generation of Food Industry Leaders.

Congratulations to
Saint Joseph’s University
Academy of Food Marketing

Congratulations Saint Joseph’s University

From One Game Changer To Another

Nestlé PURINA
Jesuit Principle Of ‘Magis’ Is Integral Part Of Life At Saint Joseph’s University

An underlying principle at Saint Joseph’s University is the Jesuit concept of ‘Magis’ (pronounced “mà-gis”), a Latin word that means “the more.” It is taken from Ad majorem Dei gloriam, a Latin phrase meaning “for the greater glory of God.” Magis refers to the philosophy of doing more, for Christ, and therefore for others. It is an expression of an aspiration and inspiration. It relates to forming the ideal society centered around Jesus Christ. The roots of the phrase are ascribed to Saint Ignatius’ exercise of doing more for God. He would encourage people around him during his time by asking: “What have I done for God? What am I doing for God? and What more can I do for Him?” In keeping with this principle, students and faculty at Saint Joseph’s University spend much of their time involved in programs that give to others. This page includes some samples of University programs and activities that support others.

LEFT: The Hawks Against Hunger (HAH) is a campus-wide student organization devoted to reducing food insecurity within the Delaware Valley. Partnered with Philabundance, the largest food bank in the area, HAH’s volunteers spend time on the assembly line in the organization’s South Philadelphia distribution center, volunteer on food trucks, or with Fresh For All. Philabundance’s weekly farmers’ market style food trucks that are set up throughout the city. They also help at the Community Food Center, a choice-model food pantry established through a partnership between SJU, Philabundance and the Philadelphia Mayor’s Office of Community Service. The goal of these initiatives is to provide access to fresh and nutritious food to a wider range of food-impoverished people, while preserving patrons’ sense of dignity. They will hold four food drives in 2012.

RIGHT: Hawks Against Hunger participates each year in the Stroehmann Walk Against Hunger and will be starting partnerships with high schools and colleges in the area.

ABOVE: The concept of giving back makes its way into students’ educational pursuits as well. Food marketing major Bridget Babson, class of 2012, created a nutrition education toolkit as part of her summer scholar program. Titled “123.eat”, the 12-page booklet included information and tips for children and their families to identify and create healthy food choices aimed to fight childhood obesity, improve nutrition and get fit.

LEFT: Food marketing majors have been very involved with Kristin’s Krusade, an organization named in memory of Kristin Mitchell, a 2005 food marketing graduate who was murdered by her boyfriend three weeks after graduation. Food marketing students play a major role in assisting and walking/running in the 5K event as part of the school’s Hawktoberfest. The proceeds from Kristin’s Krusade support the mission of the Kristin Mitchell Foundation to support educational efforts that raise awareness among young adults about the dangers of unhealthy dating relationships.

2002 cont’d.

- Pennsylvania miners rescued after 77 hours in dark, flooded mine shaft
- Snipers prey on DC suburbs, killing 10 and injuring three others
- The average price of a gallon of gas is $1.61
- The average price of a new car is $21,249

2012

The annual Taste of Hawk Hill is a fun, casual, food-focused event designed to raise monies for scholarships for worthy students in the Executive Master’s in Food Marketing Program. Open to the SJU community and its friends, the event features over 40 local restaurants, food companies and dining establishments sampling their delicious, signature dishes, beverages, wine tastings and beer, musical entertainment, door prizes, raffles baskets, a silent auction and other fun activities. Over 500 items are donated for prizes and the auction. Nearly 2,000 guests have enjoyed this event in the Hagan Fieldhouse since its inception in 2007.
Rising Leaders

Food Marketing Graduates Join Industry With Education, Experience

As a May 2010 graduate of the Saint Joseph’s University Food Marketing program, Jennifer Maloney, an account executive at Burris Logistics, found her time there as a co-op student to be invaluable. In fact, she believes the co-op program to be “one of the greatest aspects” of the food marketing degree itself.

Maloney says, “The industry experience and the networking that the co-op program allows students to partake in is priceless. The co-op program also benefits employers who are looking to bring in young, knowledgeable professionals that already have industry experience.”

She goes on to state that it “gives the students a real world look into the expectations and responsibilities in a professional environment. In addition, with three work experiences comes multiple interview opportunities so when students have to interview for a full time position, they are more comfortable and can better portray themselves to interested companies.”

Maloney now gets to see the other side of her program due to her company’s active collaboration with SJU. “Burris has partnered with the Food Marketing co-op program for the past eight years and we have had wonderful success with it. Students who co-op with us are eager to learn more about not only our company, but how what we do affects other aspects of our customers and suppliers. Our co-op students have gone on to be very successful in the industry weather it is within the Burris family or elsewhere in the industry.”

Giant/Carlisle vice president John Ponnett can tell you the merits of the St. Joseph University’s Food Marketing MBA program from first-hand experience. Projected to complete his studies in 2014, Ponnett states told us: “If industry professionals are interested in developing and enhancing their skill sets in the industry, the MBA program at SJU is a must! St. Joe’s has developed a robust program that is far deeper than just classroom lectures. Rather, the program is a blend of educators and students (who also happen to be industry professionals) sharing knowledge and experiences. In fact, if you are a student who is also a working professional, the program allows for an enhanced educational experience, and the development of knowledge that is immediately transferable back to the workplace.”

Ponnett credits the faculty in particular as one of the many aspects of the program that set it apart. “This group of talented educators represents more than just leadership in their academic field, they have lived and worked at some point, in the industry. Whether for a retailer, a CPG company or in the arena of Marketing, these professionals successfully blend each MBA class with the “real world/practical application” that connects the dots back to the classroom experience.”

He also believes a great benefit to the program is that it “allows you to tailor your academic experience around your job. Here, you can balance your professional work load with your course load, in a fashion that allows you to navigate both with ease - a key component to ensure success in the program.”

Tim Brown, director of operations for The Fresh Grocer, is a 2007 graduate of the co-op program in food marketing at Saint Joseph’s University. Including his current post, he has 14 years of food industry experience.

“The five year co-op program gave me an opportunity to take what I was learning in the classroom out into the field,” said Brown. “It also gave me the opportunity to work for three different companies, Lehigh Dairy Farms, Dietz & Watson and Origlio Beverage, so when I graduated I had an idea of what I wanted to do. I chose to stay in retail which was my first job when I was 14. For the most part, the Food Marketing faculty members are experienced, real world professionals. They have actually been in the field that they are teaching and are much easier to relate to than those who are just academic scholars with limited experience in the field.”

Brown also has advice for prospective Saint Joseph’s University food marketing students: “I have told others at various networking nights to get into the co-op program for three reasons. Number one is it may be a year longer than the traditional program, but the likelihood of getting a job before your graduate is better because of the type of experience you get from the co-op program. Number two is that when you graduate you have a pretty good idea of what side of the business you want to be in (retail, manufacturing, sales), while graduates from other programs usually bounce around from job to job before they get a pretty good idea of what they want to do. Finally, number three is that you get paid well for your co-ops.”

Mark Murphy, account manager for Dietz & Watson, holds an undergraduate degree from Saint Joseph’s University in Food Marketing. He participated in the co-op Program doing two rounds See RISING LEADERS on page 39
Burris Logistics Congratulates
St. Joseph’s University Food Marketing
on their 50th Anniversary.
Food Marketing

Celebrating 50 Years!

Food Marketing Faculty

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

Nancy M. Childs, Ph.D.
Professor of Food Marketing
Peck Fellow

John L. Stanton, Ph.D.
Professor of Food Marketing

Martin S. Meloche, D.B.A.
Associate Professor of Food Marketing

Ferdinand F. Wirth, Ph.D.
Associate Professor of Food Marketing

Mark Lang, Ph.D.
Assistant Professor of Food Marketing

George Latella, M.B.A.
Visiting Instructor of Food Marketing

Eileen Acello, M.B.A.
Visiting Instructor of Food Marketing

The Academy of Food Marketing

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Executive Director - Academy of Food Marketing

Christine A. Hartmann, M.B.A.
Director - Executive Graduate Programs in Food Marketing

Jerry Bradley, M.B.A.
Director - Food Marketing Cooperative Program

Skip Francis, M.A., M.S., M.E.
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Cathy Quinn
Administrative Assistant Food Marketing Department

Kathy Kennedy, A.S.
Administrative Assistant, Executive Food Marketing & Pharmaceutical Marketing

Kristi Goldstein-Taverno, B.A.
Student Placement Coordinator Academy of Food Marketing

Food World / Food Trade News

October 2012

SJU Food Marketing 50th Anniversary Special Section
HERR'S

Thanks
Saint Joseph's University!
For 50 Years of Making the Grade in Food Marketing!
Food Marketing

Celebrating 50 Years!

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Grant McLoughlin
Executive Vice President,
The Fresh Grocer

Discussing ideas at a board meeting are: (first photo l-r) Bob Higgins of AFM and John Machuzick, General Mills (retired); (second photo l-r) Grant McLoughlin of The Fresh Grocer and Jeffrey Honickman of Pepsi-Cola and National Brand Beverages; (third photo l-r) John Machuzick and John Orobono of Aramark.

2012 cont’d.

- U.S. Olympic swimmer Michael Phelps becomes the most awarded Olympian in modern history with 22 medals overall and 18 gold medals (double the second highest record holder)
- NASA’s rover Curiosity lands on Mars
- Steve Sabol, considered the creative vision behind NFL films, dies of brain cancer at the age of 69
- In October 2012, the average price of a gallon of gas is $3.83
- In October 2012, the average price of a new car is $30,748
IGA

congratulates Saint Joseph’s University Food Marketing
for 50 great years!

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Jeff Brown

Haverford Avenue
Island Avenue
Oregon Avenue
Parkside
Roxborough
Celebrating 50 Years!

IN MEMORIAM
From page 24

“Joe led the Board of Governors of the food marketing academy and the food marketing educational foundation as board chair for over 25 years and contributed significantly to the mission to support the education of young men and women for the food industry.”

S JU alumnus Bruno Garisto, 45, Weis Markets’ vice president of center store merchandising and sales, passed away unexpectedly in August.

During his career in the food industry, Garisto worked in supply chain management, merchandising, marketing, procurement and sales in the United States and abroad. He joined Weis Markets in 2004 as director of center store sales and subsequently worked as director of private brands before being promoted to vice president of center store merchandising and sales. Earlier in his career, he worked for Ahold Indonesia, Ahold USA, Giant/Carlisle, Daymon Worldwide and Hillandale Farms.

“Words cannot begin to describe our sadness and shock at Bruno’s passing,” said Kurt Schertle, EVP-sales and marketing.

A native of Harrisburg and a current resident of Lewisburg, PA, Garisto earned a bachelor’s degree in food marketing from Saint Joseph’s University. In recent years, he served on the university’s Academy of Food Marketing board of governors. He subsequently attended Bucknell University where he earned a master’s degree in business administration.

“Bruno was the consummate Hawk,” said Higgins. From his days studying food marketing here at Saint Joseph’s through his five-plus years as a member of the Academy of Food Marketing board of Governors, Bruno’s contribution have been many. Bruno’s leadership of the Citation Dinner honoring Weis Markets on their 100th anniversary was the crowning achievement of his short tenure on our Board. He left us much too early.”

Mark Murphy

RISING LEADERS
From page 32

with Dietz & Watson and one with Aramark, working in campus dining operations. After graduating in 2006, Murphy went to work for Dietz & Watson. He left for a short time and worked for Rita’s in purchasing where he said he learned a lot. He returned to Dietz & Watson in May of 2011 where he now calls on Giant Eagle, A&P and Safeway Eastern division.

“There is nothing like the food marketing program at Saint Joe’s anywhere out there,” said Murphy. “The faculty set it apart from any other program simply because they stay ahead of the curve. The food marketing curriculum changes as fast as the industry changes. Students coming out of Saint Joseph’s with a degree in food marketing are already a step ahead of anyone else coming out of a business major at any other university because they already know the intricacies of the food business. The learning curve is shorter. We recruit from Saint Joseph’s on a regular basis for both full time and co-op employees.”

Michael Zallie

A native of Harrisburg and a current resident of Lewisburg, PA, Garisto earned a bachelor’s degree in food marketing from Saint Joseph’s University. In recent years, he served on the university’s Academy of Food Marketing board of governors. He subsequently attended Bucknell University where he earned a master’s degree in business administration.

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Congratulations to Saint Joseph’s University Academy of Food Marketing on its 50th Year teaching the next generation of food industry leaders.

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Congratulations to Saint Joseph’s University.

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Congratulations!

Ed (Class of ’76) and Linda Kuehnle

Congratulations!

Bernie Kenny, Former Board Chair and the Kenny Family ShopRites of Delaware

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Founded by members of the food industry, the first graduate class totaled 31. Today, food marketing is the largest major in the internationally recognized Haub School of Business, launching the careers of thousands of food marketing executives. We at Mondelez International will raise a glass (of milk) to that.

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Why don’t you stop by?
We made extra.
From one neighbor to another.
Letter from the Department of Food Marketing Chair:

Celebrating 50 Years of Food Marketing Education (1962-2012) at Saint Joseph’s University is a very distinctive occasion. We are honored to have Food Trade News and Food World feature food marketing in this special section to commemorate our 50th anniversary of developing leaders for this multifaceted industry. With the support of all of the organizations that labor in this remarkable vineyard, we are able to pursue our vision and mission. Our vision is to be the global leader in food marketing education and research. Our mission is to develop current and future leaders to meet the needs of the global food industry.

This publication highlights the many components of food marketing in the Haub School of Business at Saint Joseph’s University. Our internationally acclaimed faculty, our world class Food Marketing Campbell Collection, our one of a kind Executive Food Marketing Master’s program, our Center for Food Marketing, the University’s largest Co-op program, and our very supportive Academy of Food Marketing are singularly focused on providing cutting edge education to undergraduate and graduate students as well as corporate executives. In this supplement, you will learn more about the various and varied dimensions of food marketing as well as being introduced to some of our outstanding students and alumni.

However, none of this would be possible without the cooperation of the industry. From providing scholarship support, to making our Academy Citation dinners professional and financial successes, to hiring interns and coops, to recruiting our best and brightest, to mentoring tomorrow’s food marketing leaders you have been there over the last 50 years. We know we can count on each of you.

On behalf of everyone in food marketing at Saint Joseph’s University, I thank you. We are all proud as well as humbled to serve in this terrific industry. Stay tuned for next 50 years of food marketing education leadership which we will strive to provide!

Respectfully,

Richard J. George, Ph.D.
Chair and Professor