55th Annual Food Marketing Conference

Beyond Vision

Connecting with the Future Consumer

#WMUFMC

March 31 - April 1, 2020
Devos Place
Grand Rapids, MI
## Conference Agenda

### Tuesday, March 31, 2020

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<tr>
<td>8:00 a.m.</td>
<td>Registration Opens</td>
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<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Early Bird Super Sessions</td>
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<tr>
<td>10:30 - 12:00 p.m.</td>
<td>The New Marketplace: What It is and How to Adapt to It</td>
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<td>- Steve Pinder, Partner, Kurt Salmon, a Division of Accenture Strategy</td>
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<td>New Consumerism: Could Your Biggest Challenge Today Be How You Think About Tomorrow?</td>
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<td>- Thomas Bornemann, Principal, EY</td>
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<td>Transform with New Workplace Dynamics</td>
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<td>- Sarah Alter, President &amp; CEO of Network of Executive Women</td>
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<td>12:00 - 2:00 p.m.</td>
<td>Luncheon Program</td>
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<td>1:15 - 2:00 p.m.</td>
<td>Mastering the Odds of Disruptive Change</td>
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<td>- Celia Swanson, Author, Consultant, Speaker, Former EVP at Walmart</td>
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<tr>
<td>2:15 - 3:00 p.m.</td>
<td>Understand Who Your Real Competitors Are…</td>
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<td>- John Ross, President and CEO, IGA International</td>
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<td>3:00 - 4:00 p.m.</td>
<td>Consumer Experiences: Creating Relationship Magic!</td>
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<td>- Duncan Wardle, Former Vice President of Innovation, Walt Disney</td>
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<td>4:30 - 5:15 p.m.</td>
<td>Super Sessions</td>
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<td>5:30 - 9:00 p.m.</td>
<td>Networking Reception/Dinner</td>
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### Wednesday, April 1, 2020

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<tr>
<td>7:15 - 8:00 a.m.</td>
<td>Breakfast</td>
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<td>8:00 - 9:00 a.m.</td>
<td>The Phoenix and the Unicorn: The Day After Tomorrow</td>
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<td>- Peter Hinssen, Internationally Acclaimed Futurist</td>
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<tr>
<td>9:00 - 10:00 a.m.</td>
<td>Executive Forum</td>
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<td>10:00 - 10:30 a.m.</td>
<td>Coffee Break/Networking Time</td>
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<tr>
<td>10:30 - 11:30 a.m.</td>
<td>Concurrent Breakout Sessions I</td>
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<tr>
<td>11:45 - 12:45 p.m.</td>
<td>Concurrent Breakout Sessions II</td>
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<td>1:00 - 1:45 p.m.</td>
<td>Luncheon Program/Awards</td>
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<td>1:45 - 2:30 p.m.</td>
<td>Transforming to an Omnichannel Food Retailer: How Ahold Delhaize USA is Creating a Personalized Customer Experience</td>
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<td>- Kevin Holt, CEO, Hold Delhaize USA</td>
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**#WMUFMC**

Conference Registration, Sponsorship or General Information is available at: [www.foodmarketingconference.com](http://www.foodmarketingconference.com)
Tuesday, March 31, 2020
Early Bird Super Sessions – 9:00–10:00 am

**The Washington Scene and Its Impact on the Food Industry**

**Greg Ferrara**, President and CEO, National Grocers Association

The 2020 race for the White House is well underway, shaping much of the debate that’s currently taking place in Washington, D.C. As head of the national trade association that is the voice of retail and wholesale companies, Greg Ferrara has a unique view of the national conversation that relates to our industry and works to develop and implement a strategic vision that advances NGA’s efforts and public policy positions in support of the independent supermarket industry.

From taxes to transportation or the most recent political showdown, participants will hear the latest on the flurry of activity in the nation’s capital and how these policy decisions will impact the food industry, as well as get an update on what’s at stake for the 2020 elections.

**Fueling Profitable Growth for the Food Industries**

**Lori Zumwinkle**, Managing Director and North America Retail Lead for Accenture

Increasing customer expectations coupled with rising cost pressures are impacting the food industry in unprecedented ways. Hungry shoppers are making their meal decisions based on convenience and complex personal reasons. New trends like flexitarians, plant-based proteins, the desire to minimize environmental impact, and the informed quest for good health have all changed the definition of what a “value meal” means.

Restaurants and grocers want to innovate to serve the discerning customer of today in a personalized way but determining where to invest and having the capital to do so is challenging. With more than 24 years of experience leading transformations, Lori Zumwinkle’s broad expertise will provide participants insights into meeting these challenges. Join Lori for a discussion of the key steps any company in the food industry can take to grow profitably in a disrupted market.

**Embedding Innovation into Everyone’s DNA**

**Duncan Wardle**, Innovation Consultant and Speaker; former VP of Innovation, Walt Disney

Everyone wants innovation. Indeed, for many now it’s about survival. You have only to look at Thomas Cook to see the shifts of change. Many C Suites talk culture change, but you can’t talk your way into culture change from the top. Your employees have to want to change the culture.

So, what if there were a tool kit that made innovation easy, creativity tangible and the process fun—one that would allow you to embed innovation into everyone’s DNA? Leaning on his 25 years of experience at Disney, most recently as Vice President of innovation and creativity, Duncan Wardle will share some very simple innovation tools and creative behaviors to help you get out of your now “River of Thinking” (your own experience and expertise) and help you think differently.

**How Cannabis Legalization is Changing Shopper Behavior**

**Carmen Brace**, Founder and Principal, Aclara Research

As Illinois and Michigan legalize cannabis for adult use, we are witnessing the development of the dispensary channel—a channel that captures consumers’ share of mind and wallet. Learn how this product category is aligned to consumer perception of health and wellness, and how consumers are navigating the new retail channel. During this session, Carmen Brace will cover three primary areas:

- Disrupting CPG categories. Startups and some mainstream brands are winning with cannabis products in the health and wellness, beauty, and alcoholic beverage categories.
- Stealing trips from mainstream retail channels. As legal cannabis expands, it drives a shift of spending to cannabis retailers and products and away from traditional retailers and categories.
- Changing shoppers’ expectations of retail experiences. Today’s cannabis shopping experience delivers personalization, innovation and customer service at a whole new level that will impact shopper expectations across categories.
Tuesday, March 31, 2020

Keynote Session 10:30–11:00 am

The New Marketplace: What It Is and How to Adapt to It

Steve Pinder, Partner, Kurt Salmon, a Division of Accenture Strategy

The new consumerism is precipitating the breakneck speed of change both in the physical and digital marketplace. The ability of the marketplace to adapt and react to unprecedented change will be a key differentiator in the competition for consumer spending in the immediate future. During this session, Steve Pinder will share expertise in this realm based on his professional experiences in transforming retail and consumer goods businesses from supply chain to merchandise planning to assortment processes. Participants will hear the specific actions retailers and consumer package goods companies need to take in the next 5 to 10 years in the area of data collection, customer experience, delivery and operations to ensure they can adapt and provide solutions to the consumer of the future and remain competitive.

Keynote Session 11:00–11:30 am

New Consumerism: Could Your Biggest Challenge Today Be How You Think About Tomorrow?

Thomas Bornemann, Principal, EY

The world and the consumer are changing exponentially. To remain competitive, retailers and consumer package goods companies must adapt to this unprecedented change accordingly. To be successful, companies both large and small must grasp how to read, anticipate and adapt to changing consumer needs. Led by EY Principal Thomas Bornemann, who serves as global client service partner for five Fortune 500 clients and advises one of the largest retail companies in the world, this session explores the changing consumer package goods environment and how companies can remain relevant. Participants will have an opportunity to: 1) Hear key priorities that are driving the smart consumer; 2) Examine a pragmatic “how-to” guide for responding to changing consumer preferences; 3) Learn concrete steps to build and execute on the transformation blueprint needed to react, adapt and prosper in the era of new consumerism.

Keynote Session 11:30 am–noon

Transform with New Workplace Dynamics

Sarah Alter, President and CEO, Network of Executive Women

To thrive in a competitive landscape, innovation is a prerequisite of business strategy. To be successful with innovation models, diversity and inclusion needs to be a pillar of your company culture. Leaders need to understand how to navigate intersectionality and learn what the derailers to building and nurturing inclusive workplace cultures are. NEW CEO Sarah Alter demonstrates the value of advancing gender equality and diversity in business.

During this session, Sarah will share the Network of Executive Women best practices to transform workplace models and environments for success.
Tuesday, March 31, 2020

Keynote Session 1:15–2:00 pm

Mastering the Odds of Disruptive Change

Celia Swanson
Author, Consultant, Speaker, former Executive VP at Walmart

If you’ve ever experienced disruptive change in your career, you know how it feels. Whether it’s a job loss or company acquisition, change can make you feel as though you’ve lost all control. Being prepared for such uncertainty will smooth the transition. Celia Swanson is an accomplished senior executive who spent more than 25 years at Walmart. She completed her career at Walmart serving as senior vice president leading global labor relations and global culture strategy. She brings a legacy of deep expertise in retail, large-scale transformation, company culture and multi-generational workforce engagement. She will share insight that will help you rise above your most uncertain challenges in life and work and help you make the difficult but right decisions to move forward.

Keynote Session 2:15–3:00 pm

Understand Who Your Real Competitors Are... Then Go Get ‘Em

John Ross, President and CEO, IGA International

All too often, today's independent grocery retailers are concentrated on beating the store down the street or the next town over. Is it really the competitor you need to worry about? During this session, John Ross addresses the question, bringing his experience that spans many industries and areas of focus, including his current role as president and CEO of the largest group of independent retailers in the world. Participants will explore changes in our industry that impact the traditional way we think about competition, focusing on three areas: 1) How fast casual restaurants and delivery are chipping away at your sales; 2) Why it is important to refocus your efforts, moving from selling stuff to solving problems for time-starved shoppers; 3) Discover how an increase in convenience-driven foods can help you become the “meal solution center” your shoppers need.

Keynote Session 3:00–4:00 pm

Consumer Experiences: Creating Relationship Magic!

Duncan Wardle, former Vice President of Innovation, Walt Disney

Marketing will be replaced by experiences in less than a decade! Why? Because marketing implies the word “at,” and we all know one-way relationships don’t work. Experiences can significantly enhance our level of engagement, creating deeper relationships between consumers and brands that can last a lifetime.

Disney is the master of creating experiences where consumers can touch, feel and play with the brand in an extraordinary way that creates magical relationships. During this session, Duncan Wardle shares his insights into three approaches to deepen relationships with consumers through experiences in order to not only survive, but actually thrive in the decade ahead, one he believes will be dominated by the “Experience Economy.” The three approaches include the following: 1) Reengineering relationships that fundamentally challenges the rules of engagement; 2) Re-inventing consumer relationships in new and different ways; 3) Re-expressing relationships with consumers to develop innovative new products and services.
Tuesday, March 31, 2020
Super Sessions – 4:30–5:15 pm

Starting with Z—How to Win NOW with the Largest Generation
Jeff Admiraal, Director, Analytics and Insights, Procter & Gamble

Gen Z, defined as those born between 1996-2012, is the largest generation living today. It is also the most ethnically diverse. Gen Z makes up 25 percent of the population and accounts for more than $150 billion in spending power. So how can retailers and manufacturers develop deep brand relationships with Gen Z now, when they are developing brand affinities, determining retailer preferences and establishing new habits? How does the context in which Gen Z has grown up affect their perceptions and attitudes? And how might the Gen Z shopper path to purchase differ from those of other generations? In this session, Jeff Admiraal will lead a discussion exploring these questions. He will also share tangible ways retailers can begin winning now with the Gen Z shopper.

How to Set Yourself Up to Achieve Peak Performance
Amanda Blanck, Managing Partner, Deviate

Every outcome is the result of a decision made or missed. If you are curious about what three factors derail good decision-making and what enables sound judgment, join Amanda Blanck, the performance coach for major brands like the NFL, William Morris Endeavor, Penn State and the Philadelphia Eagles. She is the managing partner of Deviate, a performance coaching company that specializes in culture, people development and retreats. During this session, Amanda will teach the common denominators of peak performance and help you simplify leadership to help you live up to your potential, make the most out of the possibilities available to you, enjoy what life has to offer, and be a leader worth following. This experiential learning session will change how you think, relate and work.

Unleash Your Marketplace Superpower
Jordan Rost, Vice President of Marketing and Research, Adaptly

In just a few short years, Amazon has grown to become the third-largest U.S. digital ad platform. Over the next few years, Amazon’s advertising efforts will have a greater impact on our retail model than any of their prior efforts, asking a lot from food and CPG marketers. As head of marketing and research at Adaptly, Jordan Rost helps companies connect with consumers in meaningful ways. In this session, we’ll help you find and unleash your marketplace superpowers by exploring:

• Amazon’s advertising success and how other marketplaces are responding.
• New skills required to manage success across marketplaces and their new engagement models.
• How to tap marketplaces for insights into new growth opportunities.

Market Making: Connecting Customers to Unique Experiences
Spencer Baird, Senior Vice President, Peapod

With our sights set on redefining what customers expect in the areas of convenience, value and personalization to truly unlock the “possibilities of food,” Peapod has been hard at work over the last three years in four categories of innovation. One of those categories is something that we refer to as “market making,” which is code for finding ways to establish access for our customers to experiences and products that ordinarily, they wouldn’t have access to.

In this session, Spencer Baird will discuss the philosophy of market making, provide examples that illustrate the category and share some high-level learning from along the way. From exclusive proteins to beer delivered in 24 hours after coming out of a tap, Spencer will not only give you the story, he will share the story behind the story.
NETWORKING RECEPTION & DINNER
TUESDAY, MARCH 31, 2020 – 5:30 PM

BEYOND 2020 VISION
SETTING YOUR SIGHTS HIGH

GREAT FOOD & NETWORKING OPPORTUNITIES
Sponsorship Opportunities include beverage/bar sponsors, food station sponsors, and gaming sponsors. For Sponsorship information, please contact:

Lisa Youtzy, Food Marketing Program Coordinator
Phone 269.387.2132  |  E-mail: lisa.youtzy@wmich.edu
Wednesday, April 1, 2020
Keynote Session – 8:00–9:00 am

The Phoenix and the Unicorn: The Day After Tomorrow
Peter Hinssen, Internationally Acclaimed Futurist

Unicorn startups are brilliant. But few of us will start one, become one, or work for one. Most of us are connected to large companies that often struggle to keep themselves relevant. That’s why this keynote offers a realistic inspiration: the Phoenix. Just like this magical bird, companies that repeatedly rethink themselves rise from the ashes of the old, emerging stronger than ever. We know their names: Walmart, Volvo, Disney, Apple, Microsoft, Ping An, Assa Abloy and AT&T of this world.

This keynote is about understanding a world of constant change. It tells how companies can act on their “day after tomorrow” and how they can apply innovation as an antidote to a radically changing environment. It doesn’t just zoom in on what you need to do in order to innovate, but also on how you can make innovation a reality in your organization.

Executive Forum – 9:00–10:00 am
Beyond 2020 Vision: Connecting with the Future Consumer

Executive Forum Panelists

Meg Major
(Panel Moderator)
Vice President of Content
Winsight Grocery Business

Brandon Barnholt
President and CEO
KeHE Distributors

Lori Raya
Executive Vice President
Merchandising and Marketing
SpartanNash

Rekha Rao
General Manager, North America
eCommerce Colgate-Palmolive

Peter Whitset
Executive Vice President
Merchandising and Marketing
Meijer

Psyche Terry
President, CEO and
Chief Inspiration Officer
UI Global Brands
Wednesday, April 1, 2020
Breakout Session I – 10:30–11:30 am

**Igniting the Millennial Consumer’s Passion for Private Brands**

According to the U.S. Chamber of Commerce, millennials have more than $200 billion in direct spending power and upwards of another $400 billion via indirect influence. How retailers leverage private brands’ attributes, to a segment less motivated by name brands than previous generations, will define the standards and tactics for the future. A panel of industry experts will discuss the impact of this spending power and influence and explore ways companies are igniting passion for their brands with these savvy shoppers.

- **Value:** Millennials seek more value than price alone. Quality, healthier ingredients, and social impact are all key value components for this segment.
- **Product Innovation:** Convenience solutions, diverse taste profiles, and market trends are important components to today’s private label program.
- **Connectivity and transparency:** Accessibility for brand and product information and 1:1 feedback to consumer questions via social media and other channels are critical.

Lori Raya (Panel Moderator)
EVP Merchandising & Marketing, SpartanNash

Jerry Goldsmith
VP Fresh Merchandising, SpartanNash

Joe McQueston
SVP, Center Store and Fresh Merchandising, SpartanNash

John Paul
VP Private Brands, SpartanNash

Brian Holt
VP, Marketing, SpartanNash

Breakout Session II – 11:45–12:45 pm

**Startups and the Next Generation of Food Entrepreneurs**

How do they do it? Join this panel conversation with innovative natural food leaders of today and tomorrow who are shaping our food culture. These progressive entrepreneurs will be discussing how they have grown their trend-forward natural food businesses into organizations that are shaping our food culture. From building the right teams to sticking by your mission, these leaders share their thoughts on what it takes to succeed. Expect to learn about their struggles and victories, as well as how they balance purpose and profit by becoming positive influences on their communities and the global food chain.

**Alex Marx (Panel Moderator), Director of Growth Solutions, KeHE Distributors**

Dan Klein
Founder & CEO, Tiesta Tea

Michael Tierney
Founder & CEO, Mikey’s & Stuffed Puffs

Patrick Tannous
Founder & President, Tiesta Tea

Sarah Hughes
Founder & COO, Yai’s Thai

Teresa Tsou
Founder & President, Pipcorn
Redefining How Work Gets Done: The Changing Face of Labor

Dave Dempsey, CEO, Hyer

Companies that understand the power of the Gig Economy and labor-on-demand will have a real advantage over those who don't. Simply put, the way we source labor has to evolve with today's changing technology, attitudes and behavior to meet the needs of both companies and these short-term contract and freelance workers. There is no doubt that this growing trend is set to change the way the retail industry manages its workforces, and finding the right technology is the key to sustainable success. Scaling labor during busy times, augmenting existing teams, and flexing labor as schedules change are just a few examples of this new paradigm's power. Dave Dempsey will present how to take advantage of the changing workplace by applying the right processes and technologies to help achieve substantive advantages—for employers and workers alike.

How Shopper Insights Can Pave Your Path to Growth

Leslie Warshaw, President, Shopper Insights Management Association

The need to understand the shopper has grown significantly in this age of retail transformation. Organizations must adapt how they measure the shopper in order to meet the shopper expectations on both the product side and the seamless, in-store or online experience. Curiosity, passion and a vision for the industry brought Leslie Warshaw to SIMA, where she is responsible for overseeing all of the organization's activities, including membership, publications, training and best practices. Previously she led the CPG practice at Rakuten Intelligence (Slice), a source for online shopper data and analytics.

In this session, we will talk about the current state of shopper insights, emerging trends in measurement, and how shopper insights can be the connecting hub between and within organizations. Leslie will also offer recommendations for moving your organization forward with shopper insights.

Micro-Fulfillment: The Future of e-Commerce Fulfillment

Matt Walker, Program Manager, Dematic

With your end consumer located in high-density cities and e-commerce growing rapidly, you need to move goods fast. In this session, participants will learn how to build strategies to address the challenges of growing their business in e-commerce and how to turn those challenges into lucrative opportunities. Matt Walker's international experience in the grocery industry from merchandising to supply chain/logistics enables him to provide insights on the many ways micro-fulfillment can provide a seamless online and in-store experience for consumers. He will offer three key takeaways:

• How to increase your capacity through inventory optimization and utilizing the distribution ecosystem.
• How to increase efficiency through optimizing labor; using a compact, high-density storage system; and powering operation with integrated software.
• How to create seamless, blended, omni-channel customer experiences in the growing online grocery market.

Please Keep All Hands and Feet Inside for the Ride: How AI and Technology Will Continue to Fuel Change with Consumers

Bill Gillespie, Global Team Lead, IBM

“The last best experience anyone has anywhere, becomes the new minimum expectation they want everywhere.”

Fueled by data and technology, the pace of change with consumers is one of the greatest that companies face. IBM has been at the forefront of this change with the launch of the first AI system—Watson in 2012—followed by online commerce, the Internet of Things, blockchain and the purchase of the Weather Channel. These technologies and its role as one of the largest digital advertising agencies has positioned IBM to drive real results in the following areas:

• Developing relationships with consumers.
• Playing where the consumer plays.
• Using Watson to recruit, hire and retain.
• Reinventing the supply chain from forecast to the last mile.

In this session, Bill Gillespie will share examples of how IBM has helped retailers and CPG customers deal with today's change.
Wednesday, April 1, 2020
Breakout Sessions II – 11:45–2:45 pm

**Grocery Shopper Trends in the Age of Personalization**

**David G. Fikes, Executive Director, Food Marketing Institute Foundation**

Increasingly sophisticated technological tools may make completing life’s tasks more efficient, but they have changed expectations as well. With ongoing access to a wealth of education and inspiration, consumers now seek their own ideal version of...well, everything. From coffee shops to banking, consumers now expect companies to go beyond just “customer-centric” by offering products and services that feed consumer needs.

Building on more than four decades of research into grocery shopper attitudes and behaviors, including last year’s examination of what it means to “eat well” and “shop well,” FMI’s U.S. Grocery Shopper Trends 2019 study takes a deeper look at personalization in the context of grocery retail. During this session, David Fikes will explore how consumers personalize their eating and negotiate needs within their households and examine how grocery retailers can support shoppers as they pursue their ideal, individualized ways of eating.

**Talent Pool: How Data and Psychometrics Identify Tomorrow’s Leaders**

**Stacey Shapiro & Evan Sharp**

*Consultants, Russell Reynolds Associate*

With consumer demands at an all-time high, organizations must be intuitively aware of needs, agile in responding, and highly personalized in deploying solutions is increasing rapidly. Customer centricity is essential in today’s world, regardless of whether your organization is B2C, B2B or B2B2C. However, how do you know whether you have the talent within your organization to activate your customers and grow your business? Join Stacey Shapiro and Evan Sharp, consultants within the consumer practice at Russell Reynolds Associates, as they discuss the talent implications of this changing market. Stacey and Evan will highlight how personality data and leadership trends are increasingly used to predict leadership potential and to differentiate those leaders who will most likely ascend into the C-suite.

**Lessons from the Gridiron: How to Build a Coaching Culture**

**Ryan Blanck, Managing Partner, Deviate**

Many perceive conflict as uncomfortable, avoid it altogether or handle it with aggression. Ignoring issues sabotages careers, teams, locker rooms and friendships. Leaders are expected to prepare for regression and confront challenges in real-time. Sadly, too many people shy away from real conversations and end up creating a water-cooler culture. Big things can happen when conflict is used as a tool to grow individuals, restore trust, and improve culture. Clearing the air minimizes stories and improves alignment and communication, positively affecting the bottom line, engagement and retention.

Managing conflict is not enough and waiting for conflict to happen is not leadership. If you’re interested in how to proactively build a coaching culture, this conversation is for you. Ryan Blanck will provide you with guiding principles to help lead your lives, families and teams.

**Next Gen Partnering: Building Customer-Focused Assortments**

**Michael Anderson, Vice President, dunnhumby**

**Shelly Huisken, Director of Space Planning, Meijer**

Meijer has been on a multi-year journey to deliver the best in-store experience for its customers. Over the past year, that journey has led Meijer to partner with dunnhumby to reinvent how their category management processes and decision criteria are used to develop and execute assortments. During this session, Shelly Huisken from Meijer and Michael Anderson from dunnhumby will share how they’ve partnered to embed customer insights and analytics into the category management process. They will also share how the new process allows both internal and manufacturer partners to work together to develop winning strategies.
Wednesday, April 1, 2020
Closing Keynote Speaker
1:45–2:30 pm

Transforming to an Omnichannel Food Retailer: How Ahold Delhaize USA is Creating a Personalized Customer Experience

Kevin Holt, CEO, Ahold Delhaize USA
CEO Kevin Holt will discuss Ahold Delhaize USA's journey to become a grocer of the future. Ahold Delhaize USA believes personalizing the shopper experience is critical to customer growth and loyalty. Giving her access to fresh products at a great value whenever, wherever, however she wants to shop, the company is focused on meeting consumers' evolving preferences. The company is rethinking traditional operations, strategies and ways of working to achieve future success. And, this transformation won't happen without ensuring its associates are purpose-driven and focused on enabling its brands to be the local grocer of choice in their communities. Join us for an insightful session on Ahold Delhaize USA's success as a brick and mortar retailer, while reinventing its brands as they pave the way for online shopping, pick-up, delivery and a total omnichannel experience.

TUESDAY, MARCH 31, 2020 LUNCHEON PROGRAM

WMU Food Marketing Alumni Hall of Fame
2020 INDUCTION

WEDNESDAY, APRIL 1, 2020 LUNCHEON PROGRAM

Adrian Trimpe
Distinguished Service Award
This Year's Recipient

JOHN S. PHILLIPS
SVP Customer Supply Chain & Global Go-To-Market

PEPSICO
### PAST ATTENDEES

Corporate Sponsors are highlighted in **RED**.

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**Learning Evolution, LLC**
2020 CORPORATE SPONSOR PACKAGES

Platinum Sponsor Package includes:

• Two complimentary registrations to all conference and pre-conference events ($1,890 Value)
• 15% Discount on all table registrations ($930 Value per table)
• A $2,000 Platinum Sponsor Scholarship awarded in your company’s name
• Two full page color ad with premium space in the conference program
• A Platinum Sponsor banner with your company logo displayed at the ballroom entrance
• Company Ad and logo to scroll across the main ballroom screen during all conference meal functions
• Prominent sponsor recognition on the conference website and during all general session events

Gold Sponsor Package includes:

• One complimentary registration to all conference and pre-conference events ($1,195 Value)
• 10% Discount on all table registrations ($620 Value per table)
• One full-page color ad with premium ad space in the conference program
• Company Ad and logo to scroll across the main ballroom screen during all conference meal functions
• Sponsor recognition on the conference website and during all general session events
• Conference signage recognizing your company as a Gold sponsor

Silver Sponsor Package includes:

• 5% Discount on all table registrations ($310 Value per table)
• One full-page color ad in the conference program
• Sponsor recognition on the conference website
• Sponsor recognition on the conference website and during all general session events
• Conference signage recognizing your company as a Silver sponsor

SPONSOR INCENTIVE

Sponsors who move up a sponsor level from 2019 or sign up for a new sponsorship at the Gold or Platinum level, will receive the choice of a 20% discount on one table registration ($1,080 value) or an additional complimentary registration to the conference.
Grand Rapids Looks Forward
to Welcoming You!

Travel to Grand Rapids
Grand Rapids provides easy accessibility and convenience. The Gerald R. Ford International Airport (GRR) serves six major airlines and offers 120 daily nonstop flights.

The airport is only a 15-20 minute drive from downtown Grand Rapids, where the Amway Grand Plaza Hotel is located. Metro Car/Metro Cab is the preferred transportation provider at the Gerald R. Ford International Airport. They provide taxis or town cars curbside, in front of the airport terminal. Cost for Uber or Lyft is approximately $20-$25 from the airport to the Amway Grand Plaza Hotel.

Hotel Accommodations
A special room rate at the Amway Grand Plaza Hotel in Grand Rapids is available for those attending the WMU Food Marketing Conference. The conference room discount is good through March 6, 2020.

To make your hotel reservation, call the hotel directly at (800-253-3590) and ask for the Western Michigan University Food Marketing Conference hotel rate.

Additional hotel accommodations are available at the JW Marriott (616-242-1500) and the Courtyard Marriott (616-242-6000).

Conference Venue
The WMU Food Marketing Conference will be held at the DeVos Place Convention Center, which is connected via skywalk from the Amway Grand Plaza Hotel, JW Marriott and the Courtyard Marriott.

Parking Accommodations
DeVos Place has parking conveniently located under the convention center. Access to the parking lot is on Michigan Street next to the river. DeVos Place parking is available 24/7 and may be paid by credit or debit cards. Additional parking is available in the City-County Building on Monroe Street (across from DeVos Place) or several other parking structures within walking distance.

Conference Registration
Conference Registration, Sponsorship or General Information is available at: www.foodmarketingconference.com

Conference Hotline: 269.387.2132 #WMUFMC

To discover more about Grand Rapids, visit www.ExperienceGR.com/WMU
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- KeHE
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- Kroger
- Learning Evolution
- Meijer
- Mondelez International
- Nepa
- PepsiCo
- Smucker's
- SpartanNash

DIAMOND SPONSORS

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- IRI
- jda.

GOLD SPONSORS

- ACOSTA
- Alliance Foods, Inc.
- Brew Dr.
- CATALINA
- Chobani
- Dawn
- Frontier Co-op
- GP
- Jewel-Osco
- Justin's
- Kimberly-Clark Corporation
- Masterpiece Flower Company
- McLane
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- prevedere
- Primal Kitchen
- SAP
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- Unilever
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- Carlin Group
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- dunnhumby
- Freshdirect
- Grecian Delight
- H.T. Hackney
- Inductive Intelligence
- Lifeway
- Interox
- Mars Wrigley
- Martint
- P&G
- Post Brands
- Prairie Farms
- Sherwood Foods
- Shopper Intelligence
- SignArt
- Smart Market
- Superior Foods Co.
- Sysco