

2017

JULY 16–21

Cornell University  
Ithaca, NY



FOOD EXECUTIVE PROGRAM

1964 ★ 2017

APPLY HERE: [WWW.FIMP.DYSON.CORNELL.EDU/APPLY](http://WWW.FIMP.DYSON.CORNELL.EDU/APPLY)





## NEW PERSPECTIVES

The Cornell University Food Executive Program is unique—it offers an unmatched opportunity for food industry leaders to develop skill sets, obtain new perspectives, advance careers, and make a difference.

The five-day program is built around a broad-based curriculum that includes emerging food industry trends, personal leadership style, work-life balance, best-in-class food retailing strategies and the economic environment.

Attendees interact with world-class instructors and thought leaders in an intimate learning environment. Participation in a simulation and group activities fosters the building of lasting peer networks with the brightest minds in the industry.

*“The most impactful part of the program experience for me was investing the time to think about the industry, the macro forces and the external environment that never get enough attention in the normal course of business.”*

**John O’Connor**  
Director, Beverages  
Target

*“The program helped me to better understand industry issues from the retailer’s perspective and in turn helped me create win-win solutions to problems with my customers. The opportunity to network with industry thought leaders was priceless.”*

**Mick Kelly**  
Director, National Accounts  
The J. M. Smucker Co.

## CORNELL UNIVERSITY

*“I would found an institution where any person can find instruction in any study.”*

Ezra Cornell

With 21,000 students, Cornell is the largest university in the Ivy League. Its 14 colleges and schools provide an extraordinarily diverse offering of 80 undergraduate majors, 108 graduate fields of study, and more than 4,000 courses.

Cornell is uniquely positioned as both a private endowed university and the land-grant institution for New York State. As such, it is both a world-class research institution with strengths in the life sciences, physical sciences, humanities and social sciences, and a leader in applying research findings to improve the lives of the people of New York State and the world.

Cornell’s main campus rests on 745 acres in Ithaca, New York. Located in the Finger Lakes region of upstate New York, Ithaca is a vibrant community renowned for its gorges, Cayuga Lake, and rural countryside.

## THE FOOD INDUSTRY MANAGEMENT PROGRAM

Cornell’s Food Industry Management Program (FIMP) is one of the nation’s oldest and most respected food industry research and education programs. Part of Cornell’s College of Business, FIMP offers degrees at the bachelor’s, master’s, and Ph.D. levels, conducts applied research on important food industry issues, and offers numerous seminars and executive education programs for food industry audiences in the U.S. and around the world.

A hallmark of FIMP is the close working relationships that it maintains with food industry trade associations, companies, and their executives.





## PROGRAM SCHEDULE: July 16–21, 2017

	MORNING	AFTERNOON	EVENING
<b>SUNDAY</b>			• Opening dinner reception
<b>MONDAY</b>	• Today's Food Industry: Setting the Stage	• Effective Leadership • Supermarket simulation	• Free time
<b>TUESDAY</b>	• Supermarket simulation • Leading at a Higher Level	• Food Industry Issues • Supermarket simulation	• Group social activity
<b>WEDNESDAY</b>	• Decision Making • Supermarket simulation	• Strategic Imperatives in the Food Industry	• Free time
<b>THURSDAY</b>	• Supermarket simulation • The Economy and the Food Industry	• Sleep and Executive Performance • Senior Executive Panel	• Picnic dinner sponsored by Nestlé
<b>FRIDAY</b>	• Forecast for the Future	• Program conclusion	

## INSTRUCTORS



### Ed McLaughlin

Professor & Director, Food Executive Program  
Before joining the faculty at Cornell, Ed gained international experience working for the United Nations, the U.S. State Department, and the World Bank. Ed teaches courses in food marketing and marketing strategy and directs the Dyson School's undergraduate business program.



### Ken Blanchard

President, The Blanchard Companies  
As a prominent consultant and author in the field of management, Ken's impact has been far-reaching. His *One Minute Manager* library is recognized worldwide.



### Bill Drake

Director, Executive Education, Food Industry Management Program  
Before joining the Cornell faculty, Bill spent 20 years in the food industry with SuperValu. At Cornell, Bill conducts executive programs, both domestic and international. He teaches a course in food industry operations and marketing.



### Bryan Gildenberg

Chief Knowledge Officer, Kantar Retail  
Bryan, an expert in retail insight, has been Kantar's Chief Knowledge Officer since 2010. An award-winning and prolific writer, Bryan is frequently cited in *The Wall Street Journal*, *BusinessWeek*, and *The Boston Globe*.



### Rod Hawkes

Senior Extension Associate  
As a member of Cornell's Food Industry Management Program faculty, Rod is involved in research and executive education. Rod teaches a course in food merchandising.



### Michael Hostetler

Lecturer, Cornell's Johnson Graduate School of Management  
Mike's main interests in research and teaching are strategy, decision-making, leadership, high-performance teams and change management.



### Ana Krieger

Associate Professor of Clinical Medicine  
Associate Professor, Medical Director, and researcher across multidisciplinary fields in sleep medicine, Ana aims at achieving public awareness of sleep problems and better understanding of their consequences and treatment alternatives.



### John Silvia

Chief Economist, Wells Fargo  
John became chief economist at Wachovia in 2002, which was later acquired by Wells Fargo. He has served as senior economist for the U.S. Senate Joint Economic Committee and as chief economist for the U.S. Senate Banking, Housing,

## PROGRAM SEGMENTS

### Today's Food Industry: Setting the Stage

#### Ed McLaughlin

A strategic overview of the food industry and a discussion about the major issues facing retailers, manufacturers, and wholesalers.

### Leading at a Higher Level

#### Ken Blanchard

Ken, best-selling author of *The One Minute Manager*, gives a spellbinding presentation on the fundamental truths and principles behind "raving fan" customer service and encourages you to take a leadership role for customer advocacy within your organization.

### The Economy and the Food Industry

#### John Silvia

John forecasts the near-term economic environment and highlights key issues for the food industry.

### Supermarket Simulation

#### Bill Drake & Rod Hawkes

Teams compete by operating a retail food company in a computerized simulation of a very dynamic and competitive market. Decisions are made regarding promotional strategy, pricing, labor, procurement, inventory, and capital expenditures.

### Strategic Sleep for Top Performance

#### Ana Krieger

Interactive presentation on identifying strategies to enhance sleep and optimize performance on a regular basis.

### Food Industry Issues

#### Rod Hawkes

Consumers are becoming increasingly aware of and concerned about where their food comes from and how it is handled en route to their local store. Rod's session explores the wide array of complex and controversial issues that consumers, manufacturers, and retailers must navigate to provide healthy food.



### Personal Leadership Style

#### Mike Hostetler

Mike will examine four different paradigms of leadership and their relationship to food industry dynamics, the main factors related to leadership success and derailment and the implications for leadership development, and key challenges facing leaders today.

### Senior Executive Panel

#### Ed McLaughlin

Ed moderates a candid discussion of corporate vision, management philosophies, and critical industry issues with an invited panel of leading food industry senior executives.

### Forecast for the Future

#### Ed McLaughlin

In a provocative and interactive session, participants create their own consensus forecast for the future of their industry and, in turn, develop strategies that will enable their firms to cope with and be prepared for the future.

### Strategic Imperatives in the Food Industry

#### Bryan Gildenberg

Bryan scans the horizon and provides his unique data-driven insight on the evolving retail landscape.



# WHO SHOULD ATTEND? ADMISSION DETAILS

Retailers. Wholesalers.  
CPG Suppliers. Service Providers.

The Cornell Food Executive Program prepares middle- and upper-level executives for their next promotion and beyond. The program is well suited for high-potential leaders being prepared for broader general management responsibility.

*"The Food Executive Program at Cornell was one of the best professional development programs in which I've participated. The unique and thoughtful insights offered by both the educators and special guests were completely relevant...especially when applied in the context of the rapidly evolving retail environment."*

**Chris Keetch**

**Produce Category Manager**  
AHOLD USA Retail

Since space in the Food Executive Program is limited, it is important to apply as early as possible. To apply, complete the online application here: [fimp.dyson.cornell.edu/apply](http://fimp.dyson.cornell.edu/apply).

The tuition for the program is \$8,350, which covers instruction, lodging, continental breakfast, lunch, some dinners, books, and supplies. Transportation and personal items are not included.

## PAST PARTICIPATING COMPANIES

7-Eleven	Food 4 Less	McCormick	Safeway
A&P	Foodland	McLane	Save-A-Lot
ADVO	Food Marketing Institute	Meijer	Save Mart
Ahold USA	Foodstuffs	Merchants Distributors	Savvy Food Marketing
Albertsons	Fred Meyer	Merco, S.A.	Schnuck's
Almacenes Exito	Genji	Meridian Fine Foods	S.C. Johnson
Associated Grocers of New England	Giant Food Stores	Merkart American	Seattle Chocolates
Associated Wholesale Grocers	Giant Eagle	Murray's Cheese	Shaw's
Bashas'	Gillette	Nabisco	Schnuck Markets
BI-LO	Guldfageln	Nash-Finch	SHOP 'n SAVE
BJ's Wholesale Club	Gruppo PAM	Nestlé	Shoppers
Bodega Latina Corporation	H-E-B	Nestlé USA	ShopRite
Bolands	Hagen Gruppen	Nestlé Purina PetCare	Sigro Food Group
Brookshire Brothers	Hannaford	Nielsen	Smart & Final
Brookshires	Harris Teeter	Northgate Gonzalez Markets	Smucker's
C&S Wholesale Grocers	Hershey's	Novartis Consumer Health	Sobeys
Cadbury Beverages	Hormel	PAK'nSAVE	Solae
Campbell's	Hussmann	Paramount Citrus	Spartan Stores
Catalina Marketing	Hy-Vee	Pathmark	Stop & Shop
CHEP	Idahoan Foods	Pepperidge Farm	Super Fresh
Chiquita Frupac	Information Resources	Perfection Fresh Australia	SuperValu
Core-Mark	Jeronimo Martins	Pingo Doce	Tanimura & Antle
CropLink	Jewel-Osco	Price Chopper	Target
Cub Foods	Johnson Wax Professional	Procter & Gamble	The Class Produce Group
D'Agostino	K & N's	Progressive Enterprises	The Harvest Group
Daymon Worldwide	K.V. Mart	Provigo	Tops Markets
Defense Commissary Agency	Kantar Retail	Publix	Unified Western Grocers
Delhaize America	Kimberly-Clark Australia	Quaker Oats	Unilever
Dollar General	King Soopers	QuikTrip	Vantage Foods
Domino Foods	King Kullen	Raley's	Wakefern
Door to Door Organics	Kings	Ralphs	Walgreens
Drug Fair	Kraft	Rich Products	Wegmans
E.D. Smith	Kroger	Roche Bros.	Weis Markets
Energizer	Laurel Grocery Company	Ronitco	Winn-Dixie
Federated Co-operatives	Longo's	Rosen's Diversified	Wonderful Citrus
Ferrero USA	Lowe's Foods	Roundy's	Woolworths
Food Lion	McCain Alimentaire	Rouses	Wrigley

## CONTACT INFORMATION

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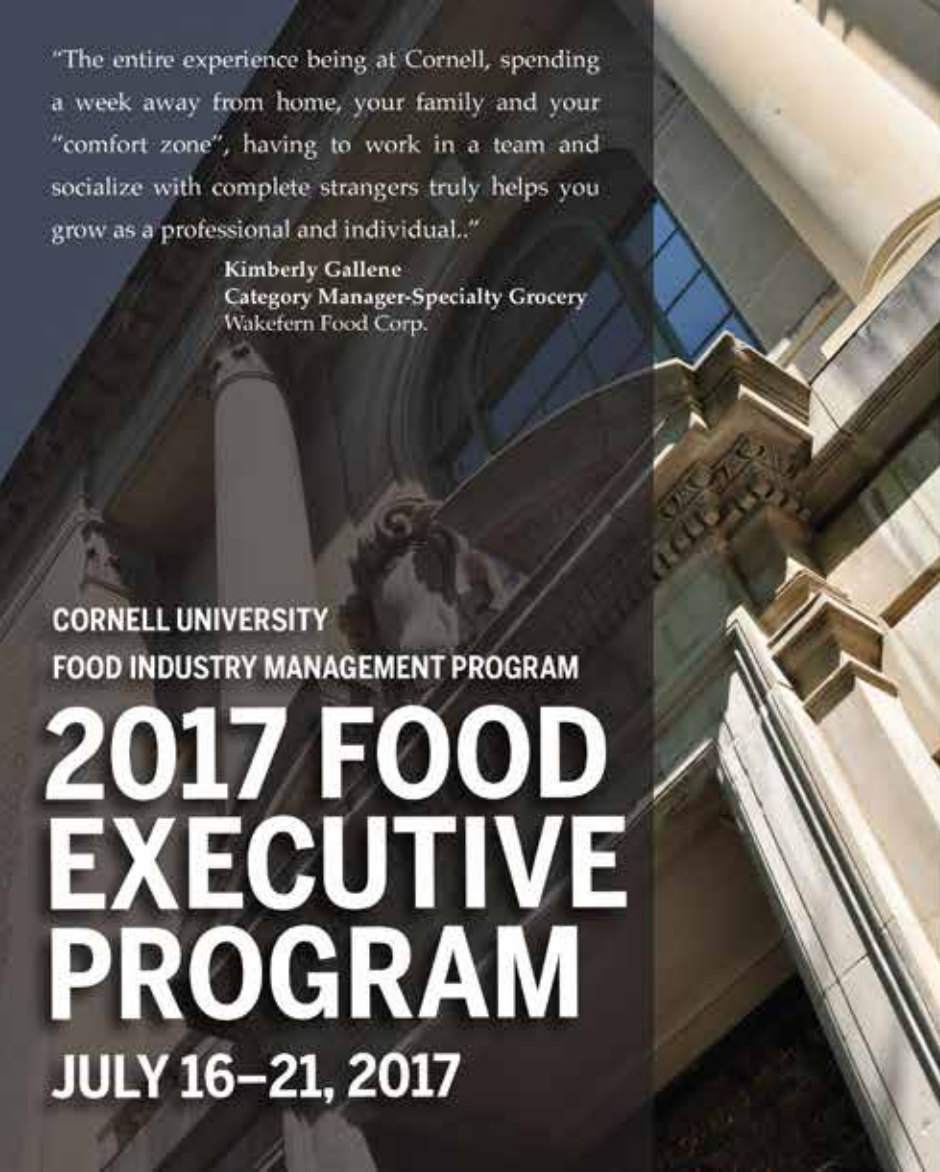
**To apply online:** [fimp.dyson.cornell.edu/apply](http://fimp.dyson.cornell.edu/apply)



**ELENA MALOVIK**

Program Coordinator

Elena manages program execution, including admissions, facilities scheduling, planning, and speaker coordination.



"The entire experience being at Cornell, spending a week away from home, your family and your "comfort zone", having to work in a team and socialize with complete strangers truly helps you grow as a professional and individual.."

Kimberly Gallene  
Category Manager-Specialty Grocery  
Wakefern Food Corp.

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ITHACA, NY 14853

DO NOT FORWARD