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.

“This program has helped me calibrate our team, assist in keeping them focused on the most important priorities as well as understand ways to not only support our merchandising and operational best practices but be a part of the vision in creating new ways to manage our business.”

Troy Harding
Retail Operations Manager
The Kroger Co.

“The class helped me approach work from a different angle and to not always look at the business as we know it from within our four walls. This class really opened my mind to think outside the box and take a risk and not being afraid to fail while finding success.”

Dave DeJohn
Manager, Fresh Operations - Western Division
Hannaford

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 SC Johnson 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 15–20, 2018

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## 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.

**Shelley Balanko**  
Ph.D., Senior Vice President, The Hartman Group  
Shelley graduated from the University of Windsor with a Ph.D. in Applied Social Psychology. She regularly engages a diverse audience spanning the consumer packaged goods, retail, and food service segments as she shares leading-edge insights and implications from the field, and an understanding of the evolving consumer culture.

**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.

**Bryan Gildenberg**  
Chief Knowledge Officer, Kantar Retail  

**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.

**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.

## 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.

**Strategic Turnaround 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.

**E-Commerce, Food and the Future**  
**John Silvia**  
The e-commerce channel is expanding rapidly, yet the share of food sales lags. That of non-food categories and profitability remain questionable. This session tackles the complex, fast changing subject of e-Commerce in food, addressing questions such as: How large is the online channel for FMCG and how fast will it grow? How should food retailers and suppliers be thinking and strategizing about the on-line channel for food and consumables?

**The Future of Food in the US Market**  
**Shelley Balanko**  
Five macrotrends that are shaping the future of the food and beverage industry are explored in detail in this session, including: socioeconomic dynamics, evolution of eating rituals, the redefinition of food/beverage quality, how we procure food/beverage, and the rise of the premium. Attendees will be asked to reflect on, and share, how each scenario represents challenges, risks, and opportunities for their businesses. Key takeaways will include specific actions to take today to optimize opportunities and mitigate risks of tomorrow.

**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?


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 thought-provoking 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
AHOLT USA Retail

ADMISSION DETAILS

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: fmtp.dyson.cornell.edu/apply.

The tuition for the program is $8,790, which covers instruction, lodging, continental breakfast, lunch, some dinners, books, and supplies. Transportation and personal items are not included.

PAST PARTICIPATING COMPANIES

7-Eleven
A&P
ACCO/USA
Acquavale's Supermarket
ADVO
Ahold USA
Albertsons
Almacenes Exitos
Associated Grocers of New England
Associated Wholesale Grocers
Baker Maid Products
Bashas'
B&H's
B&J's Wholesale Club
Bodega Latino Corporation
Biolaans
Brookshire Brothers
Brookshires
C&S Wholesale Grocers
Cabrini Beverages
Campbell's
Catalina Marketing
C.H. Robinson
CHEP
Chiquita Frucap
Core-Mark
Crock's
Cub Foods
D'AGostino
Daymon Worldwide
Defense Commissary Agency
Deltahize America
Dollar General
Domino Foods
Door to Door Organics
Drug Fair
E.D. Smith
Enegizer

Federated Co-operatives
Fenarco USA
Food Lion
Food 4 Less
Foodland
Food Marketing Institute
Foodstuffs
Fred Meyer
Gerij
Giants Food Stores
Giant Eagle
Gillette
Guldfeldin
Guppi PAM
H & S
Hagen Gruppen
Hannalord
Haritos Tobacco
Hartford Food Stores
Hershey's
Homel
Hussmann
Hy-Vee
Ikanhorn Foods
Information Resources
Jeromino Martins
Jewel-Osco
Johnson Wax Professional
K & N's
K.V. Mart
Kanrat Retail
Kings Food Co.
Kings
Kroger
Kroger
Laurel Grocery Company
Longo's
Lowes Foods
McCain Alimentaire
McCormick
McLane
Meijer
Merchandise Distributors
Merro, S.A.
Meredith Fine Foods
Merker American
Murray's Cheese
Nabisco
Nash Finch
Nestlé
Nestlé USA
Nestlé Purina PetCare
Nielsen
Northgate Gonzalez Markets
Novartis Consumer Health
PAK'sSAVE
Paramount Citrus
Pathmark
Pepperidge Farm
Perfection Fresh Australia
Pingo Doce
Price Chopper
Procter & Gamble
Progressive Enterprises
Provigo
Puttix
Quaker Oats
Quill Trip
Raley's
Ralph's
Rich Products
Roche Bros.
Ronzoni
Rosen's Diversified
Roundy's
Rouses

Safeway
Save-A-Lot
Save Mart
Savvy Food Marketing
Schnucks
S.C. Johnson
Seattle Chocolates
Shaw's
Schnucks Markets
SHOP 'n SAVE
Shoppers
ShopRite
Silgro Food Group
Smart & Final
Smucker's
Sobys
Solaire
Spartan Stores
Stop & Shop
Super Fresh
SuperValu
Tanimura & Antle
Target
The Class Produce Group
The Harvest Group
Tops Markets
Unilever
Vintaged Foods
Wakefern
Walgreens
Wegmans
Weiss Markets
Winn Dixie
Wonderful Citrus
Woolworths
Wegley's

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To apply online: fmtp.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.