

# THE FMC

AT WESTERN MICHIGAN UNIVERSITY

JOIN US FOR THE FMC 2026: MARCH 24-25, 2026 | RADISSON PLAZA HOTEL & SUITES, KALAMAZOO, MI

## KEY DISCUSSIONS & INSIGHTS:



TRENDS & GENERATIONS



THOUGHT LEADERSHIP



GROWTH & INNOVATION



BRAND BUILDING



THE EVOLVING CONSUMER



TECH & TRANSFORMATION

# KEYNOTE SPEAKERS



**JULIE AUFLICK**  
VP of Merchandising  
at Kroger Michigan



**BRAD BOGOLEA**  
CEO & Co-Founder  
at Simbe Robotics



**TINA BROWEN**  
Sr Marketing Director  
at Jewel-Osco



**BRUCE BROWN**  
CCO  
at WK Kellogg Co



**DEB CONKLIN**  
President & CEO  
at KeHE



**KEVIN COUPE**  
Content Guy  
at MorningNewsBeat



**KRISTEN CROUSE**  
SVP of Client Insights  
at Circana



**GREG FERRARA**  
President & CEO  
at NGA



**STRETEN GAJIC**  
SVP of National Grocery  
at Keurig Dr Pepper



**STEPHANIE GALLO**  
CMO  
at Gallo



**CLARE GALVÃO**  
VP of Sales Growth &  
Capabilities at Kellanova



**TRISHA GREYSLOCK**  
President & CEO  
at NFRA



**JUSTIN HONAMAN**  
Head of Worldwide Retail,  
Restaurants, & Consumer at AWS



**CARRIE JONES-BARBER**  
CEO  
at Dawn Foods



**DEEPAK JOSE**  
Head of Data & Decision  
Intelligence at Niagara Bottling



**SHAYNA KRAWCZYK**  
Customer Executive  
at Hormel Foods





**ANTHONY KYLES**  
Industry Expert



**TYLER LOWELL**  
Managing Partner & CEO  
at CA Fortune



**JENN MARTIN**  
VP of Merchandising for Fresh  
at Meijer



**JOEY MATOS**  
Sr Director of Sales  
at Danone



**ORR ORENSTEIN**  
SVP of Artificial Intelligence  
at Inmar Intelligence



**MADDIE PACIOREK**  
Associate Manager of Category  
Management at Kellanova



**DAVE PEACOCK**  
CEO  
at Advantage Solutions



**LYNN PETRAK**  
Lead Writer & Editor  
at Circana



**GIL PHIPPS**  
SVP Global Customer Solutions  
at Advantage Solutions



**ASHLEY ROEHM**  
President  
at Acosta Sales Agency



**KEITH ROTHSTEIN**  
GVP Strategy & Analytics  
at Meijer



**LESLIE SARASIN**  
President & CEO  
at FMI



**TYLER SCHUTZ**  
VP of Retail  
at Dunnhumby  
dunnhumby



**GARY SEAGRAVES**  
RVP  
at Mondelez International



**MIKE STIGERS**  
President  
at Wakefern Foods Corp



**DOUG VANDEVELDE**  
CGO  
at WK Kellogg Co



# KEYNOTE SPEAKERS



**KATELYN WANDEL**  
MBA Candidate  
at University of Michigan



**PAT WITTE**  
CCO  
at Reyes Coca-Cola Bottling



**LIZ ZOLCAK**  
President  
at Fresh Thyme



**LILY ZWANKA**  
Brand Marketing Analyst  
At Danone



**DR. RUSSELL ZWANKA**  
Director of the FMK Program  
at Western Michigan University



**& MORE TO BE ANNOUNCED!**

## FOOD MARKETING ALUMNI AWARD



**KATIE PAUL**  
SVP of Merchandising at KeHE Distributors  
BBA '09

## ADRIAN TRIMPE AWARD



**JEFF NAULT**  
Director of Data Science & Analytics at Meijer

# SPONSORSHIP LEVELS

## PRIORITY ACCESS

### \$28,500 – 4 SPOTS AVAILABLE

- Includes in-person conference registration for 24 people. Additional registration or blocks discounted at 20%.
- Includes unlimited live hybrid access to all sessions for your organization.
- Sole sponsor recognition for keynote speaker session, with commercial feature before session – limited.
- Company ad copy and logo featured prominently within conference ballroom, on website, and all promotional materials.
- High priority for Food Marketing Association Company Day (Fall 2026/Spring 2027) – student interviews, internship priority, presentations, full-time graduate hiring priority.
- Three \$2,000 Priority Access Sponsor Scholarships awarded in your company's name.

## PLATINUM PLUS

### \$23,500 – 8 SPOTS AVAILABLE

- Includes in-person conference registration for 18 people. Additional registration or blocks discounted at 20%.
- Includes live hybrid access to all sessions for 40 people in your organization.
- Sole sponsor recognition for keynote speaker session, with commercial feature before session – limited.
- Company ad copy and logo featured prominently within conference ballroom, on website, and on all promotional materials.
- High priority for Food Marketing Association Company Day (Fall 2026/Spring 2027) – student interviews, internship priority, presentations, full-time graduate hiring priority.
- Two \$2,000 Platinum Plus Sponsor Scholarships awarded in your company's name.

## PLATINUM

### \$18,500 – 8 SPOTS AVAILABLE

- Includes in-person conference registration for 12 people. Additional registration or blocks discounted at 15%.
- Includes live hybrid access to all sessions for 30 people in your organization.
- Sponsor recognition for keynote speaker session.
- Company ad copy and logo featured prominently within conference ballroom.
- Sponsor recognition on conference website and company logo on all promotional materials.
- Two \$1,000 Platinum Sponsor Scholarships awarded in your company's name.

## GOLD

### \$12,500 – 10 SPOTS AVAILABLE

- Includes in-person conference registration for 8 people. Additional registration or blocks discounted at 10%.
- Includes live hybrid access to all sessions for 20 people in your organization.
- Sponsor recognition for a keynote speaker session.
- Conference signage recognizing your company throughout the event.
- Company recognition in select conference promotional materials including print, social media, and virtual.
- Two \$1,000 Gold Sponsor Scholarships awarded in your company's name.

## SILVER

### \$8,500

- Includes in-person conference registration for 6 people. Additional registration or blocks discounted at 5%.
- Includes live hybrid access to all sessions for 10 people in your organization.
- Sponsor recognition on conference website.
- Conference signage recognizing your company throughout the event.
- Company recognition in select conference promotional materials including print, social media, and virtual.
- One \$500 Silver Sponsor Scholarship awarded in your company's name.

## BRONZE

### \$3,500

- Includes in-person conference registration for 3 people.
- Includes live hybrid access to all sessions for 5 people in your organization.
- Sponsor recognition on conference website.
- Conference signage recognizing your company as a Bronze Sponsor.
- Company recognition in select conference promotional materials including print, social media, and virtual.

**QUESTIONS? READY TO SPONSOR? EMAIL [LISA.YOUTZY@WMICH.EDU](mailto:LISA.YOUTZY@WMICH.EDU) OR [RUSSELL.ZWANKA@WMICH.EDU](mailto:RUSSELL.ZWANKA@WMICH.EDU)**



# ABOUT WMU FOOD MARKETING

**WESTERN MICHIGAN UNIVERSITY IS THE PREMIER UNIVERSITY IN THE US OFFERING A FOUR-YEAR BUSINESS DEGREE SPECIALIZING IN FOOD AND CONSUMER PACKAGED GOODS MARKETING.**

- Of our students, **100%** have an internship experience upon graduation.
- Over **\$100,000** in program scholarships awarded and fully funded conference attendance granted to high-achieving students.
- Program includes **interviews, industry engagement, leadership, and community service**.
- Faculty with over **100 years of combined** industry experience.
- Professional **category management certification**.
- Industry leading **Food Marketing Conference** – attended by over 1,000 industry professionals.
- Over **50,000 miles travelled annually** by students to industry conferences, trade shows, and site visits.
- Strong success in **national case competitions**, and presence in global conferences.
- Our program is **centrally located** between Detroit and Chicago, with programs in Ireland and Thailand, and an industry tour throughout the Great Lakes region.
- An **industry advisory board** representing leading food industry companies with over \$300b in combined sales.



**WMU'S FOOD MARKETING ASSOCIATION (FMA) IS A STUDENT-LED ORGANIZATION THAT CONNECTS STUDENTS WITH THE FOOD INDUSTRY TO SUPPORT NETWORKING AND LEADERSHIP DEVELOPMENT.**

- Weekly Company Day meetings that include **company presentations, interviews, and networking mixers** with leading CPG employers.
- Meetings cover **industry trends, company culture, technology advancements, and career paths** related to the food/CPG industry.
- The **only WMU business organization** to consistently host new employers each week.
- Strong focus on **connecting students with industry leaders** to build networks and grow career opportunities.
- Committed to **aligning student career goals** with the **talent needs of top food/CPG employers**.



CONNECT WITH WMU'S FOOD MARKETING ASSOCIATION ON SOCIALS!



**LinkedIn**

@FOOD MARKETING ASSOCIATION AT WMU

**Instagram**

@WMU\_FOODMKTG

**facebook**

@WMU – FOOD MARKETING ASSOCIATION



# CERTIFICATIONS

**WMU OFFERS TWO UNIVERSITY-BASED, GLOBAL CERTIFICATIONS THAT COMBINE WMU'S CATEGORY MANAGEMENT CURRICULUM AND LEARNING EVOLUTION'S TECHNOLOGY.**

- Food marketing faculty and **industry experts** developing content and providing instruction.
- Affordable prices that make training an **incredible value**.
- An **innovative program** for partners in the food industry and other universities with food marketing-focused programs.
- Level 1 and level 2 **category management certifications**, which confirm and expand upon participant understanding of current category management theory and marketing principles.
- Knowledge and tools for developing and implementing **consumer-centric category strategies** in the context of the global omnichannel markets for food and fast-moving consumer goods retail channels.

## WHO SHOULD ENROLL?

- Food industry **professionals** looking to advance their knowledge and skills of category management
- Entry-level **merchants** and **operators**
- Food marketing **students**
- Food **companies** looking to increase overall ability to connect with customers



## HOW TO REGISTER:

CONTACT DR. RUSSELL ZWANKA  
RUSSELL.ZWANKA@WMICH.EDU  
TO SIGN-UP TODAY!