

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

CONFERENCE SCHEDULE

DAY 1 | TUESDAY, MARCH 24

- 10:15-11:00 AM STUDENT-ONLY SESSION**
- 11:00-11:45 AM WELCOME LUNCH**
- 12:00-12:10 PM CONFERENCE KICKOFF & STATE OF THE INDUSTRY**
DR. RUSSELL ZWANKA
- 12:10-12:30 PM BEING COMFORTABLE WITH THE UNCOMFORTABLE**
MIKE STIGERS, PRESIDENT AT WAKEFERN FOOD CORP.
- 12:30-1:05 PM THE INTERSECTION OF BUSINESS & TECHNOLOGY**
WITH KEVIN COUPE, CONTENT GUY AT MORNINGNEWSBEAT
BRAD BOGOLEA, CEO & CO-FOUNDER AT SIMBE ROBOTICS
KEITH ROTHSTEIN, GVP STRATEGY & ANALYTICS AT MEIJER
JUSTIN HONAMAN, HEAD OF WORLDWIDE RETAIL,
RESTAURANTS, & CONSUMER AT AWS
- 1:05-1:25 PM THE MESSY MIDDLE: WHAT NEEDS TO CHANGE
BETWEEN MANUFACTURERS & RETAILERS**
DAVE PEACOCK, CEO AT ADVANTAGE SOLUTIONS
- 1:25-1:55 PM KAHOOT & NETWORKING BREAK**
- 1:55-2:15 PM CPG 2026: GROWTH, DISRUPTION, & OPPORTUNITY**
KRISTIN CROUSE, SVP OF CLIENT INSIGHTS AT CIRCANA
- 2:15-2:50 PM STRATEGIC INNOVATION: DIFFERENTIATED
BRANDS, STORES, PRODUCTS, & THE DISTRACTED
CUSTOMER** WITH LESLIE SARASIN, CEO OF FMI
TINA BROWEN, SR. MARKETING DIRECTOR AT JEWEL-OSCO
ASHLEY ROEHM, PRESIDENT AT ACOSTA SALES AGENCY
LIZ ZOLCAK, PRESIDENT AT FRESH THYME
- 2:50-3:10 PM CURRENT MARKET DYNAMICS IMPACTING
NATURAL, ORGANIC, & SPECIALTY**
DEB CONKLIN, PRESIDENT & CEO AT KEHE
- 3:10-3:40 PM KAHOOT & NETWORKING BREAK**
- 3:40-4:15 PM THE EVOLUTION OF A VALUE-ORIENTED,
PROTEIN-SEEKING, INFORMED CONSUMER**
WITH TRICIA GREYSHOCK, PRESIDENT & CEO AT NFRA
CLARE GALVAO, VP OF SALES GROWTH & CAPABILITIES
AT KELLANOVA
GIL PHIPPS, SVP, GLOBAL CUSTOMER SOLUTIONS
AT ADVANTAGE SOLUTIONS
JENN MARTIN, VP OF MERCHANDISING FOR FRESH
AT MEIJER
- 4:15-4:35 PM THE MERGING OF TECHNOLOGY & THE FUTURE**
ORR ORENSTEIN, SVP OF AI AT INMAR INTELLIGENCE
- 4:35-5:00 PM MANAGING THROUGH CHANGE**
DOUG VANDELDE, CGO AT WK KELLOGG CO.
BRUCE BROWN, CCO AT WK KELLOGG CO.
- 5:00-7:00 PM OPENING NIGHT RECEPTION**

DAY 2 | WEDNESDAY, MARCH 25

- 8:30-8:50 AM FMK UPDATE & AWARDS**
- 8:50-9:10 AM HOW AN INDEPENDENT MINDSET IS A WINNER
FOR ALL**
GREG FERRARA, PRESIDENT & CEO AT NGA
- 9:10-9:45 PM TRENDS, GENS, & TECH**
WITH JERROLD COAKLEY, SVP OF HR AT STATER-BROS
CARRIE JONES-BARBER, CEO AT DAWN FOODS
ANTHONY KYLES, INDUSTRY EXPERT
TYLER SCHUTZ, VP OF RETAIL AT DUNNHUMBY
- 9:45-10:20 PM HEALTH & WELLNESS 3.0**
WITH COLLEEN LINDHOLZ, PRESIDENT OF KROGER HEALTH
JULIE AUFLICK, VP OF MERCHANDISING AT KROGER MI
JOEY MATOS, SR. DIRECTOR OF SALES AT DANONE
TYLER LOWELL, MANAGING PARTNER & CEO AT CA FORTUNE
- 10:20-10:50 AM KAHOOT & NETWORKING BREAK**
- 10:50-11:25 AM IT'S AI'S FUTURE, WE'RE JUST LIVING IN IT**
WITH LYNN PETRAK, LEAD WRITER & EDITOR AT CIRCANA
DEEPAK JOSE, HEAD OF DATA & DECISION INTELLIGENCE
AT NIAGARA BOTTLING
PAT WITTE, CCO AT REYES COCA-COLA BOTTLING
GARY SEAGRAVES, RVP AT MONDELÉZ INTERNATIONAL
- 11:25-11:40 AM LEADING THROUGH CHANGE**
STREten GAJIC, SVP OF NATIONAL GROCERY AT KDP
- 11:40-12:00 PM THE GALLO EVOLUTION: DRIVING
TRANSFORMATION THROUGH INNOVATION**
STEPHANIE GALLO, CMO AT GALLO
- 12:00 PM CLOSING LUNCH**

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



JERROLD COAKLEY
SVP, Human Resources
at Stater Bros Markets



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 GREISHOCK
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



COLLEEN LINDHOLZ
President of Health
at Kroger



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



GARY SEAGRAVES
RVP
at Mondelez International



KEYNOTE SPEAKERS



MIKE STIGERS
President
at Wakefern Foods Corp



DOUG VANDELDE
CGO
at WK Kellogg Co



KATELYN WANDEL
MBA Candidate
at University of Michigan



PAT WITTE
CCO
at Reyes Coca-Cola Bottling



LIZ ZOLCAK
President
at Fresh Thyme



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 OR 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!