

2019

JULY 14 - 19

Cornell University
Ithaca, NY



FOOD EXECUTIVE PROGRAM

1964 - 2019

APPLY HERE: WWW.FIMP.DYSON.CORNELL.EDU/APPLY

WHO SHOULD ATTEND?

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.

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.

The tuition for the program is \$8,990, which covers instruction, lodging, continental breakfast, lunch, some dinners, books, and supplies. Transportation and personal items are not included.

ADMISSION DETAILS

“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

PAST PARTICIPATING COMPANIES

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

CONTACT INFORMATION

Telephone: 607.255.1167

Fax: 607.255.4776

Email: food-exec-program@business.cornell.edu

Web: fimp.dyson.cornell.edu/executive-programs/foodExec

To apply online: 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.

“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 up 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



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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 14 - 19, 2019

	MORNING	AFTERNOON	EVENING
SUNDAY			• Opening dinner reception
MONDAY	• Today's Food Industry: Setting the Stage	• Strategic Turnaround Simulation	• Free time
TUESDAY	• Strategic Turnaround Simulation • Leading at a Higher Level	• The Future of Food in the US Market • Strategic Turnaround Simulation	• Group social activity
WEDNESDAY	• Decision Making • Strategic Turnaround Simulation	• Strategic Imperatives in the Food Industry • Strategic Turnaround Simulation	• Free time
THURSDAY	• Strategic Turnaround Simulation • The Future of Private Label	• Sleep and Executive Performance • Senior Executive Panel	• Picnic dinner sponsored by Nestlé
FRIDAY	• 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.



Shelley Balanko

PhD, 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.



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.



Dan Hooker

General Manager, Walmart eCommerce
Dan is a global retail and consumer packaged goods executive with broad experience across diverse business environments and formats. For the last four years Dan has focused on the digital channel - selling to ecommerce retailers and running multi-million-dollar businesses for Walmart.com and Jet.com.

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.

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.

The Future of Food in the US Market

Shelley Balanko
Five macro trends 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.

The Future of Private Label

Dan Hooker
Today's high quality private label goods are transforming the shopping trip from a CPG led product-first model to a shopping experience that is closely linked to the overall store. Retailers are hastily investing in their private-label brands as they seek ways to differentiate themselves to meet consumer needs AND gain attractive margins.

This trend is even more apparent online and the big brands face a death by a thousand clicks.

“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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DO NOT FORWARD