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.

WHO SHOULD ATTEND?
Retailers. Wholesalers.
CPG Suppliers. Service Providers.

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: Cornell Food Exec Program 2020
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.

“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 at Ahold USA Retail

PAST PARTICIPATING COMPANIES

7-Eleven
A&P
ACCO CORSA USA
Acquistapace's Supermarket
ADVO
Ahold USA
Albertsons
Almacenes Exito
Associated Grocers of New England
Associated Wholesale Grocers
Baker Maid Products
Basha's
BL-LO
BJ's Wholesale Club
Bodega Latina Corporation
Bolands
Brookshire Brothers
Brookshore's
Case Wholesale Grocers
Cadbury Beverages
Campbell's
Catalina Marketing
C.H. Robinson
CHEP
Chioppita Fresh
Coen-Mark
CropLink
Cub Foods
C'DAgostino
Daymon Worldwide
Defense Commissary Agency
Delhaize America
Dollar General
Domino Foods
Door to Door Organics
Drug Fair
E.D. Smith
Enersizer
Federated Co-operatives
Ferrero USA
Food Lion
Food 4 Less
Foodland
Food Marketing Institute
Foodstuffs
Fred Meyer
Genji
Giant Food Stores
Giant Eagle
Gillette
Golden Fleece
Groupo PAM
H-E-B
Hagen Groupen
Hannaford
Harri's/Teter
Harinto Kashi N'Karry
Hershey's
Hormel
Hussmann
Hy-Vee
Idahoan Foods
Information Resources
Jeromeo Martins
Jewel-Osco
Johnson Wax Professional
K & N's
K.V. Mart
Kantar Retail
Kingdom-Clark Australia
King Soopers
King Kullen
Kings
Kraft
Kroger
Laurel Grocery Company
Longo's
Lowe's Foods
McCain Alimentaire
McCormick
McLane
Meijer
Merchants Distributors
Mero's, S.A.
Meridian Fine Foods
Merkert American
Murray's Cheese
Nabisco
Nash-Finch
Nestle
Nestle USA
Nestle Purina PetCare
Nielson
Northgate Gonzalez Markets
Novartis Consumer Health
PAK's/SAVE
Pam's
Pathmark
Pepperidge Farm
Perfection Fresh Australia
Pingo Doce
Price Chopper
Procter & Gamble
Progressive Enterprises
Progreso
Public
Quaker Oats
QuikTrip
Raley's
Ralphs
Rich Products
Roche Bros.
Ronco
Rossi'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
Sliger Food Group
Smart & Final
Smuckers
Sobeys
Solar
Spanish Stores
Stop & Shop
Super Fresh
SuperValu
Tanimura & Antle
Target
The Class Produce Group
The Harvest Group
Tops Markets
Unified Western Grocers
Unilever
Vantage Foods
Walmart
Walgreens
Weinmann
Weis Markets
Winn-Dixie
Wonderful Citrus
Woolworths
Wrigley

CONTACT INFORMATION
Telephone: 607.255.5024
Email: food-exec-program@business.cornell.edu
Web: https://dyson.cornell.edu/outreach/fimp/programs/food-executive-program/
To apply online: CORNELL FOOD EXEC PROGRAM 2020

CORNELL UNIVERSITY

"I would found an institution where any person can find instruction in any study."
- Ezra Cornell

With 23,600 students, Cornell is the largest university in the Ivy League. Its 15 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.

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 at 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 be afraid to fail while finding success.”
- Dave DeJohn, Manager of Fresh Operations at Western Division Hannaford
PROGRAM SCHEDULE: July 12 - 17, 2020

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INSTRUCTORS

Ed McLaughlin
Professor Emeritus & Faculty Director, Food Executive Program
Before earning his PhD, Ed worked for the United Nations, the U.S. State Department, and the World Bank. He teaches courses in food marketing and retail strategy and for 20 years, directed Cornell’s undergraduate business program before becoming the Dyson School’s first dean.

Miguel Gómez
Robert G. Tobin Associate Professor; Director of Food Industry Management Program
Miguel’s research examines the economic, social, and environmental performance of food distribution and marketing. His research is supported by the U.N. Food and Agriculture Organization, the National Science Foundation, and the U.S. Department of Agriculture.

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
Faculty Director, Executive Education Programs
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
An expert in retail insight, Bryan has been Kantar’s chief knowledge officer since 2010. An award-winning and prolific writer, Bryan is frequently cited by The Wall Street Journal.

Glenn Altschuler
Thomas and Dorothy Litwin Professor of American Studies; Dean of Continuing Education and Summer Session
Glenn is the author or co-author of 11 books and over 1,200 essays, book reviews and op/eds. He is a regular contributor to The Hill, a “go-to” Washington D.C. platform for “political junkies.”

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
Professor of Clinical Medicine
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
Director, Executive Education, Food Industry Management Program
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.

Ken Burbary
Professor of Digital Marketing
Ken is a digital marketer specializing in how technology can drive business results. With over 20 years of digital advertising leadership, including a deep background in digital marketing analytics, he is considered a nationally recognized expert in the digital marketing space.

SELECTED 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.

Strategic Turnaround Simulation
Bill Drake & Dan Hooker
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.

Retail Digital Disruption
Ken Burbary
A fast-paced tour through the latest digital trends and what AI, voice search and social media mean for food retailers and brands.

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 fans” customer service and encourages you to take a leadership role for customer advocacy within your organization.

Business of Politics & Politics of Business
Glenn Altschuler
Glenn has been an animating force in the American Studies Program. His year-long survey of Popular Culture in the United States, 1900-present is one of the most popular courses at Cornell. In this session, Glenn will review the policies of the Democratic and Republican candidates for president and handicap the election of 2020.

Strategic Imperatives in the Food Industry
Bryan Gildenberg
Bryan scans the horizon and provides his unique data-driven insight on the evolving retail landscape.

Food System Sustainability
Miguel Gómez
The food industry is facing formidable challenges to balance economic and sustainability goals. This session reflects on how increased pressure to improve sustainability performance in multiple dimensions (environmental, nutritional, social, and economic) is shaping the structure of the food industry. It discusses food industry responses to such challenges and opportunities for food businesses to simultaneously increase profits and sustainability performance.

Strategic Sleep for Top Performance
Ana Krieger
Interactive presentation on identifying strategies to enhance sleep and optimize performance on a regular basis.

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.

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.

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.