Session Dates
March 13th - 16th, 2017
September 18th-21st, 2017
* Registration for this course will close one week prior to course start date.

Who Should Attend
Food industry executives, managers & high potentials seeking to grow and strengthen their leadership & strategic thinking skills.

Tuition & Fees
$3,995 per person includes tuition, course materials and parking; transportation and hotel accommodations not included

About the Program
It is essential for executives in the food industry to continually elevate their personal leadership and management skills in order to effectively lead their organizations. With charges in technology, challenges in maintaining customer loyalty, and new competition altering the playing field, it is important to learn various strategies to expand and sustain growth.

This four day program conducted by faculty from USC’s Marshall School of Business will enhance the strategic mindset of executives, managers, and high potentials while providing useful knowledge, engaging discussion, and actionable tools. Focusing on leadership development, team management, marketing strategy, and effective communication, attendees will complete the program inspired and equipped to lead their organizations.

Schedule & Sessions

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<th>DAY 1</th>
<th>DAY 2</th>
<th>DAY 3</th>
<th>DAY 4</th>
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<tr>
<td>7:00</td>
<td>Breakfast</td>
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<td>7:30</td>
<td>Introduction &amp; Overview</td>
<td>Review of Previous Day</td>
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<td>8:00</td>
<td>Strategy</td>
<td>Executive Communication</td>
<td>Decision Making</td>
<td>Power/Influence</td>
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<td>12:00</td>
<td>Lunch</td>
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<td>1:00</td>
<td>Marketing</td>
<td>Industry Evolution and Disruption</td>
<td>Actionable Leadership</td>
<td>Executive in Residence Summary Conclusion</td>
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<td>5:00</td>
<td>Opening Reception</td>
<td>Group Work</td>
<td>Group Work</td>
<td>Cocktail Reception &amp; Graduation</td>
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Testimonials
"The Food Industry Executive Program changed my outlook on my whole career. The self-confidence I’ve gained from learning and accepting my personal leadership style is astounding. I can’t believe I learned so much in only 4 days!"
- Branch Manager, Crossmark

"This program is an impactful, fast-moving course full of diverse subjects and extremely relevant speakers. It’s a must for anyone looking to advance their thinking, their business and their career."
- Strategic Account Manager, Park City Group

"This program exceeded my expectations. Although I already have an MBA, I was able to learn so many new concepts that speak specifically to our industry. There are several things that I will take back to my company and local team that can positively impact business results. Having exposure to the speakers and networking with fellow classmates was truly invaluable and I would recommend this program in a heartbeat."
- Account Executive, Kellogg Company

www.marshall.usc.edu/fiep | 213.740.0416
Executive In Residence

Mike Stigers
President of wholesale and supply chain services for SUPERVALU
USC Marshall FIEP has named Mick Stigers its Executive-in-Residence for 2017. Stigers began his
grocery career in 1974. During the next 35 years, he held senior executive positions at Safeway, Jons
Market, and PW Supermarkets of San Jose, California. Stigers joined SUPERVALU in 2001, and led
the Northern region in Minnesota before being named president of CUB Food in March 2014. Today,
Stigers oversees SUPERVALU’s relationship with approximately 1,900 independent country-wide
retail grocery stores, and is responsible for the company’s logistics, procurement, transportation
operations, and third-party logistics.

Faculty

- **Diane M. Badame** is the Assistant Dean for the Marshall MBA Program and Professor of Clinical Marketing at USC. She is
  widely known for her research on organization behavior and marketing, particularly in the areas of total quality management,
  advertising and promotion management, and service and product management.

- **Shon Hiatt** is the FIEP faculty director and an assistant professor of business strategy at USC Marshall. His research has been
  joining USC, Professor Hiatt was on faculty at Harvard Business School where he also taught the Global Agribusiness Seminar.

- **James J. Owens** is an Assistant Professor in the Center of Management Communication at the USC Marshall. He is an expert
  in professional management communication, including oral, written, negotiation and interpersonal skills, as well as career-
  related communication such as interviewing, resumes, and networking. He has authored more than 100 articles published in
  local, national, and international magazines and newspapers.

- **Cynthia McCloud** is an Adjunct Professor and the Director of the Food Industry programs at Marshall School of Business.
  McCcloud built her career in sales and marketing specializing in the food retail and manufacturing industries in both the U.S.
  and also in several international markets. Over the years, she has held roles as EVP and General Manager at several start-ups,
  Catalina Marketing Europe, Catalina Marketing U.S. and started her career at The Vons Companies in Southern California.

- **Nate Fast** is a USC Marshall Assistant Professor of Management and Organization and was recently selected by Poets &
  Quants as one of “The World’s 40 Best B-School Under the Age of 40”. He studies the determinants and consequences of
  power and status in groups and organizations. He also examines the psychological processes that influence the spread of
culture. His findings have been published in top-tier academic journals.

- **Cynthia Alt** is a USC Marshall adjunct faculty and a professor at the Center of Management Communication. She consults for
  Fortune 200 companies, focusing on assessment, facilitation and development. Her expertise has led to measurable results in
  productivity, quality, turnover, and customer satisfaction.

- **Scott Wiltermuth** is a USC Marshall Associate Professor of Management and Organization. He researches how socio-
  environmental factors affect people’s reactions to unethical behavior and their likelihood of behaving unethically themselves.
  He also studies how interpersonal dynamics, such as synchrony and dominance, affect people’s willingness to cooperate with
  others.