



About the Program

The Spring Semester FIM program, in association with the Western Association of Food Chains, Inc. brings together faculty, participants and teaching materials in a unique educational environment. In addition to the texts, lectures and discussions, the faculty utilizes team projects, role-plays, group presentations, and teaching materials developed specifically for the food industry including special case studies and simulations. The curriculum integrates the functional areas of business with cutting-edge theory and practical application to help students understand how all of the pieces of an organization fit together and work dynamically.

The FIM Program Emphasizes:

- ▶ An integrated curriculum designed specifically for the food industry emphasizing leadership, a rapidly changing business environment, global competition, strategic planning and analysis, financial management, decision making, managing change, new forms of competition, legal issues, executive communication and technology.
- ▶ An outstanding and experienced faculty that provides students with concepts and frameworks from traditional business disciplines, combined with real-world application.
- ▶ Classroom visits by executives at the forefront of developing and implementing technologies, business models and strategies that are shaping the food industry.
- ▶ Exceptional participants from a diverse array of food industry companies working together in various teams to draw and build upon each other's skills and experience.

Admission Requirements:

Candidates who have earned at least a Bachelor's Degree are admitted into the Marshall School of Business on a post-graduate status. All other candidates must have completed at least 60 semester units of college credit which are transferable to the University of Southern California with a minimum 2.75 grade point average. Official transcripts of all previous college work must be submitted to the program office.

Candidates from non-English speaking countries must supply a TOEFL (Test of English as a foreign language) score.

Orientation Day

This is the day for students to arrange their parking, purchase textbooks and obtain their student identification card. Many FIM alumnus from the previous class come to speak candidly to the incoming class about their experience and tips about the program.

Education Day & Presentations

Education Day is held on the morning of the Graduation Banquet. The students' final presentations are given to industry executives.

Graduation Banquet

The evening begins with a cocktail reception at Alumni Park. The Annual Awards Banquet takes place at Town & Gown Ballroom. The FIM students will be presented to the leaders of the food industry.

Tuition & Fees

Tuition is covered through the Western Association of Food Chains scholarship. Additional fees* that are not covered by the scholarship include:

- ▶ Application Fee: \$80
- ▶ New Student Fee: \$350
- ▶ Student Health Service Fee: \$283
- ▶ Student Program Fee: \$64
- ▶ Student Service Fee: \$19
- ▶ Norman H Topping Fund: \$8
- ▶ Student Health Insurance (may be waived if student has their own coverage) : \$1102 Additional fees that may be incurred include text books, materials, parking fees, housing and living expenses

WAFC Scholarships:

The Western Association of Food Chains, Inc. is a non-profit organization comprised of the senior executives from food retail and wholesale companies that account for sales exceeding 140 billion dollars annually in 14 western states. Since 1959, the WAFC, with the generous donations of supplier companies and individuals, has supported the Food Industry Management Program with scholarships in excess of \$23,000,000. More than 1,700 students have qualified, persevered and graduated, most of whom are involved in various segments of the food industry.

Now, more than 58 years later, the WAFC Educational Fund is still providing full scholarships for food retailers and eligible suppliers at the University of Southern California's Food Industry Management Program.

**estimated fees subject to change*

2018 PROGRAM CALENDAR

January 5	Orientation Day
January 8	Classes Begin
February 20	Donor Luncheon
March 12-15	Executive Week (spring FIEP)
May 1	Capstone Presentations
May 2	Graduation Banquet
May 5-9	WAFC Conference



Faculty

Accounting & Finance

Ruben Davila is a Professor of Clinical Accounting and serves as the Faculty Director of the FIM program. He is an expert on financial accounting and reporting, management control issues, mergers and acquisitions, and corporate governance. Professor Davila holds a JD and BS from Loyola Marymount University and an MBA from the University of Southern California.

Communications

Stacy Geck is an Associate Professor of Clinical Management Communication and is an expert in organizational communication effectiveness, intercultural communication, managerial communication, executive presence coaching, effective mentoring techniques, and is a certified facilitator for the Myers Briggs Type Indicator (MBTI). Her research has been published in the Journal of Cooperative Education, the Western Speech Communication Association, and the American Society of Trial Consultants. She holds an MA and BA from California State University, Fullerton.

Industry Leadership

Jim Lee Retired president and chief operating officer (COO) of Stater Bros. Markets, adjunct faculty for the USC Food Industry Management (FIM), a program produced in partnership with the Western Association of Food Chains (WAFC) for over 55 years. Lee, an alumnus of the FIM Program who also holds an MBA from USC Marshall, has more than 40 years of experience in the supermarket industry.

Marketing

Diane Badame is a Professor of Clinical Marketing. Professor Badame, Academic Director of the MBA programs, specializes in the fields of marketing management and customer satisfaction. She received her PhD in Physical Education from the University of Wisconsin and her MBA from the University of Minnesota.

Strategy

Carl Voigt teaches business policy, competitive strategy, entrepreneurship and venture initiation, and global strategy and international management. He is a three-time winner of the Golden Apple Award, and has served as Associate Dean for the undergraduate, executive MBA, and Marshall MBA programs.

Director

Cynthia McCloud is the Director, Food Industry Programs at USC Marshall. She is also an Adjunct Professor and teaches the Leadership course in the FIM program. McCloud built her career in sales and marketing specializing in the food retail industry in the U.S., Asia-Pacific and Europe. Over the years, she held roles in several start-ups, and was EVP and General Manager at MarketTools, Catalina Marketing Europe, and Catalina Marketing U.S.. Early in her career, she spent 18 years at The Vons Companies in Southern California.

Testimonials



Kelly Given

Confections Category and Shopper Development Manager, Nestlé

The USC FIM program was truly an exceptional experience. The program provided me with a tremendous foundation and further development of the knowledge needed to be successful in the food industry. The program enhanced my confidence and leadership abilities, which has ultimately helped shape me into who I am today both professionally and personally. I feel honored that I had the opportunity to attend the program not only for the educational and industry experience but also for the Trojan support system and friends that I now have.



Karl Schroeder

President, Albertsons/Safeway Seattle

The USC FIM Program absolutely broadened my perspective of the industry. I gained practical knowledge that has benefitted me on a number of levels for many years. As President of the Safeway Northern California Division, I also see the positive impact the program has on our participants; the program continues to provide valuable insights to the future leaders of our company and our industry. The program is a tremendous opportunity for the students, the participating companies, and the industry overall.



Kevin Davis

CEO, Bristol Farms

The Food Industry Management Program literally opened the door to my career in the food industry. Without it, I would not have seen the opportunities that were right in front of me and I would not have been prepared for the fast paced and ever changing nature of this great industry. I feel fortunate to have experienced the USC FIM Program as a student back in 1978 and to have benefited from it with over thirty-five years of personal growth and success, because of it!

At Bristol Farms we consider the USC FIM Program and the Executive Program critical components of executive education and leadership development. The proof is in the results!



Donna Tyndall

Senior Vice President of Operations, Gelson's Markets

I graduated from the USC Food Industry Management Program in 1989 and the experience proved to be invaluable for me, both personally and professionally. The course material was demanding and fast paced, and it prepared me for the future with practical knowledge of the challenges we face in our business. Coming from a small company, the program helped to broaden my perspective by exposing me to grocers from across the United States, as well as from Europe and Mexico. I feel honored to be a part of the USC Food Industry Management family and I recommend the program for all the future leaders in our industry.