



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

The students' present their group capstone projects to industry executives.

Graduation Banquet

The evening begins with a cocktail reception. 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: \$85
- ▶ New Student Fee: \$450
- ▶ Student Health Service Fee: \$427
- ▶ 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) : \$1363
- ▶ Additional fees that may be incurred include text books, materials, parking fees, housing and living expenses

WAFAC 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 WAFAC, with the generous donations of supplier companies and individuals, has supported the Food Industry Management Program with scholarships in excess of \$24,000,000. More than 1,800 students have qualified, persevered and graduated, most of whom are involved in various segments of the food industry.

Today, the WAFAC 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*

2022 PROGRAM CALENDAR

January 6 - 7	Orientation Day
January 10	Classes Begin
February 22	Donor Luncheon
March 14 - 17	Executive Week (spring FIEP)
April 26	Capstone Presentations
April 27	Graduation Banquet
April 30-May 4	WAFAC Conference (in Texas)



Faculty

Finance

Julia Plotts specializes in financial analysis and valuation, mergers and acquisitions, and corporate finance. She is the author of several valuation case studies and contributed to *Valuation: The Art and Science of Corporate Investment Decisions*. Professor Plotts has been teaching corporate finance and financial analysis and valuation in the EMBA, GEMBA, MBA.PM, IBEAR, and undergraduate programs since 2002.

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

Mike Stigers joined the FIM faculty team as an Adjunct Professor in 2021. He is currently the Chief Executive Officer of Cub Foods. He brings to the classroom over 45 years of experience working in the grocery industry. During his career, Stigers has been active in several trade associations including the California Grocers Association, past president of Western Association of Food Chains, and current Vice-Chair of National Grocers Association. He recently attained his Masters of Science in Food Industry Leadership at USC.

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. McCloud studied Organizational Change and Leadership at USC's Rossier's School of Education where she completed her Doctorate in Education. She is an Adjunct Professor and teaches the Leadership course in the FIM program. In the business world, she spent more than 40 years in the food industry where she held leadership roles at The Vons Companies, Catalina Marketing and in international roles with several start-ups as well

Testimonials



Mike Stigers

2017 Executive in Residence, EVP Wholesale and Supply Chain Services SUPERVALU Inc.

“As the grocery industry continues its rapid speed of change, continued education is more important than ever. The USC Food Industry Management Program’s curriculum provides managers and executives the topics needed to fine-tune and enhance the necessary skill set needed to aggressively manage the speed of change.”



Bryan Booth

2017 Class Spokesperson, Director G.M. Promotional Buying, WinCo Foods

“The FIM Program is an educational experience that is incomparable to any class or program I have ever attended. This education process was tailored specifically to the food industry, and made me a student of the industry, not just a student. This program challenged me to grow as an individual in ways which would not have been possible on my own. If you are ever presented with the opportunity to attend the USC FIM program, do not pass it up. The experience will change your life.”



Stephanie Zaragoza

2017 Student of the Year, Division Labor Manager, Fred Meyer

“Going far beyond changing what you think, the Food Industry Management Program changes how you think. Not just about the industry and the players of the past, present, and future, but about yourself and people as well. The curriculum itself is challenging; stretching the bounds of mind and character in a truly unique environment that pushes you to think, do, and be more than you ever thought possible.”



Peter Van Helden

2018 Executive of the Year, CEO, Stater Bros. Markets

“I can wholeheartedly say that it has been rewarding for me to see the advancement in personal and professional growth from fellow Stater Bros. “Family” Members upon completion of the USC FIM Program. I’ve noticed an enhanced ability to think critically and use that level of thinking to carefully examine the “why” behind complex business situations.”



Valerie Jabbar

2018 Executive in Residence, President, Ralphs Grocery Co.

“Enhancing knowledge and skills are important to our continued and shared success. As Executive in Residence, it is an honor to work with students who will help innovate and lead the future of our industry.”