



EXCELLENCE IN  
**SALES &  
MARKETING  
SEMINAR**



MEMBERS  
ATTEND  
**FREE!**



**May 9–11, 2017**

Saint Joseph's University, Philadelphia, Pennsylvania

REGISTRATION DEADLINE: April 7, 2017



**Elevate Your  
Sales and  
Marketing  
Capabilities in  
Our Highly  
Competitive  
Industry**

Snacking. Nutrition. Convenience.  
**SNAC**  
INTERNATIONAL



# EXCELLENCE IN SALES & MARKETING SEMINAR

## Overview

A two-and-a-half-day course covering the essentials for elevating your sales and marketing teams' capabilities in our highly competitive industry. Topics will include:

**Category Management/Retail Partnership • Product and Brand Management  
Promotion and Marketing Communication • Supply Chain and Channel Management**

The Excellence in Sales & Marketing (ESM) Seminar will provide the knowledge, tools, and best practices that sales and marketing professionals will be able to apply immediately, with the goal of improving your bottom line!



### Learn from Seasoned Sales and Marketing Experts

Saint Joseph's University (SJU) located in Philadelphia, PA, is one of the select few colleges that offers a degree in food marketing, and the only college worldwide offering graduate degree programs in food marketing in an accredited school of business. SJU's food marketing faculty is academically and industry-trained, with experience and expertise in food markets throughout the world. SJU's food marketing enterprise has access to a global network of food industry contacts, professionals, and resources throughout the food and allied industries.

### Who Should Attend?

The course is designed for snack industry professionals, including coordinators, managers, and directors who operate positions, such as:

- Regional Sales Managers
- Account Managers
- Customer Development Managers
- Customer Support Managers
- Business Development Managers
- Online/Digital Retail Sales Managers
- Brand/Marketing Managers
- Insights Managers
- Consumer Managers
- Channel Managers



For more information, contact Abby Valentino at 703.836.4500 ext. 201 or [avalentino@snacintl.org](mailto:avalentino@snacintl.org).



# EXCELLENCE IN SALES & MARKETING SEMINAR

## Program Schedule

### TUESDAY, MAY 9

---

- 12:30–1:30 p.m. Registration at the Hilton
- 1:15 p.m. Begin loading bus
- 1:30 p.m. Bus departs from Hilton to SJU, Haub Executive Center
- 2:00–6:00 p.m. **Neill F. Crowley: Category Management/Retail Partnerships**  
Various forms of partnerships are increasingly recognized by both retailers and manufacturers as the key to improving productivity and profits in a slow growth environment. This course covers many of the issues involved in developing and maintaining those partnerships, including category management, partnership goals and requirements, multifunctional account teams, information sharing, quick response, and joint merchandising.
- 6:00 p.m. Bus departs from SJU to Hilton
- 7:00 p.m. Networking Dinner—Location TBD

### WEDNESDAY, MAY 10

---

- 6:30–8:30 a.m. Breakfast at Delmonico's Steakhouse in the Hilton
- 8:15 a.m. Begin loading bus
- 8:30 a.m. Bus departs from Hilton to SJU, Haub Executive Center
- 9:00 a.m.–1:00 p.m. **George Latella: Product and Brand Management**  
Find the perfect synergy between what a product offers and what a customer needs and wants. Learn the latest techniques to discover consumer needs, build a brand portfolio, create and leverage brand equity, and synthesize this knowledge to achieve a sustainable competitive advantage.
- 1:00 p.m. Lunch
- 2:00 p.m. **Mat Bowen: Supply Chain and Channel Management**  
You've got the **product**, **price**, and **promotion**, but how does **place** (channels, distribution, and logistics) bring it all together? From the local to the global level, it's impossible to maintain your competitive advantage without a solid grasp of this fourth "P." Maintain vitality in the marketplace, whether you're in sales, marketing, customer service, shopper insights, or channel management.
- 6:00 p.m. Bus departs from SJU to Hilton  
Open Evening

### THURSDAY, MAY 11

---

- 6:30–8:30 a.m. Breakfast at Delmonico's Steakhouse in the Hilton
- 8:15 a.m. Begin loading bus
- 8:30 a.m. Bus departs from Hilton to SJU, Haub Executive Center
- 9:00 a.m. **George Latella: Promotion and Marketing Communication**  
Effective brand communication requires strategic thinking and a laser focus on your target audience. Gain a deep understanding of setting clear communication objectives using social, local, and mobile media. Create a compelling narrative about your brand, and identify the best form of media to get that story to your intended consumer. Additionally, next-gen new media channels will be highlighted.
- 1:00 p.m. **Certificate Presentation: Includes executive SJU gift and flash drive with all PowerPoint presentations.**
- 1:30 p.m. End of program



# EXCELLENCE IN SALES & MARKETING SEMINAR

## 2017 Faculty



**MAT BOWEN**

### **MAT BOWEN**

Mat is a 20-year veteran of McLane Company, Inc., a nationwide supply chain service company. During Mat's tenure with McLane Company, he has worked in grocery distribution, serving customers in the convenience, drug, mass merchant and club markets. Mat worked in corporate merchandising and held various positions within operations and administration in seven McLane grocery divisions; roles included purchasing, transportation, warehouse operations, customer relations, project management and administration. Mat is currently the Division President of McLane New Jersey, which is a third party supply chain solution providing service for one customer. This role permits him to utilize his experience and manage all aspects of the grocery distribution environment, as well as foster a positive customer relationship.



**NEILL F. CROWLEY**

### **NEILL F. CROWLEY**

Neill F. Crowley has been in food and drug store retailing for over 35 years. His retailing career began in 1961 when he was a stock/clerk management trainee for F.W. Woolworth Co. Neill moved into supermarket retailing in the mid-1960s when he joined Acme Markets, now one of the SuperValu companies. In 1987, Neill was named President/CEO of Skaggs Alpha Beta in Richardson, Texas. At that time, Skaggs Alpha Beta was an American Stores company. In 1991, Neill left Skaggs Alpha Beta and joined the Vons Companies in Southern California, as Executive Vice President of Marketing and Specialty Retailing. In 1994, Neill joined Pathmark Stores, Inc. as Executive Vice President of Marketing. He was also President/COO of Blair Distributors, which was Pathmark's manufacturing and distribution company. In 1997, he retired from Pathmark. Neill is a current member of the Board of Governors of both the Saint Joseph's University Academy of Food Marketing and Food Marketing Foundation. He is currently an adjunct professor in the Haub School of Business at Saint Joseph's.



**GEORGE LATELLA**

### **GEORGE LATELLA**

George Latella is an adjunct faculty member of the food marketing department of Saint Joseph's University. He has taught in the program for 20 years. George is currently Vice President of Strategy and Insights for Depersico Creative Group. He is also Senior Vice President of Business Development for Beacon Marketing Group. He has been with the Tasty Baking Company in their sales and marketing executive departments for the last 23 years under three different management teams. While serving as Director of New Business Development, he developed an analytical model and "go to market" strategy for DSD expansion. And as Director of National Sales, he led the company's expansion into Wal-Mart, Save-A-Lot, Chicago, Phoenix, California, and Florida, and ran the FMI, NACS, and PLMA trade shows for the company.



EXCELLENCE IN  
**SALES &  
 MARKETING  
 SEMINAR**

SNAC INTERNATIONAL MEMBERS COMPLIMENTARY  
 NON-MEMBERS \$1095

**Registration**

**CONFERENCE LOCATION:** **Saint Joseph's University**  
 McShain Hall, Haub Executive Center  
 5600 City Avenue, Philadelphia, PA 19131

**CONFERENCE HOTEL:** **Hilton Philadelphia City Avenue**  
 4200 City Avenue, Philadelphia, PA 19131

Name / Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Email \_\_\_\_\_ Cell \_\_\_\_\_

**For current SNAC International members** this event is FREE, but please fill out card information to confirm registration.  
**\*\*If any attendee cancels** within 14 days of the event or is a no-show, including both members and non-members, SNAC International will charge the provided credit card a \$99 cancellation fee. Credit card will NOT be charged if member attends or cancels prior to April 26, 2017.

**For the non-member rate, charge my**  AMEX  VISA  M/C Exp. date \_\_\_\_\_ / \_\_\_\_\_

Card number \_\_\_\_\_

Name on card \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

**HOTEL RESERVATIONS:** 267.969.3017 or visit <http://bit.ly/2inNN6K>

**ROOM RATE:** \$149 per night

**DEADLINE:** April 7, 2017



EXCELLENCE IN  
**SALES &  
 MARKETING  
 SEMINAR**

**May 9-11, 2017**

Saint Joseph's University | Philadelphia, PA

**REGISTRATION DEADLINE: April 7, 2017**  
**Attendance is limited to the first 50 people.**

**MAIL, EMAIL OR FAX YOUR REGISTRATION AND PAYMENT TO:**

Abby Valentino, Manager, Meetings and Events  
**SNAC International**

1600 Wilson Boulevard, Suite 650, Arlington, VA 22209

avalentino@snacintl.org **EMAIL**

703.836.4500 ext. 201 **PHONE**

703.836.8262 **FAX**

For more information, contact Abby Valentino at 703.836.4500 ext. 201 or [avalentino@snacintl.org](mailto:avalentino@snacintl.org).