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Business Students Learn Label Manufacturing in the Windy City

Stella Connell

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Business Students Learn Label Manufacturing in the Windy City

Retail association's gathering proved a positive learning experience for many

JANUARY 8, 2019 BY STELLA CONNELL



Heath Rooks (left), Rachael Dickens, Amy Jo Carpenter, career planning specialist at the UM School of Business Administration, and Ryan Arneson attend the 2018 PLMA University Outreach program in Chicago. Submitted photo

OXFORD, Miss. – Three University of Mississippi business students were among 60 undergraduates from 20 U.S. colleges and universities chosen to participate in the Private Label Manufacturers Association's third annual University Outreach program.

The meeting, held Nov. 10-13 in Chicago, was in conjunction with PLMA's annual trade show. The program provided students with an immersive experience in the grocery retailing and store-brand industry.

The Ole Miss students, all seniors, participating in the program were Ryan Arneson, a **management** major from Granite Bay, California; Rachael Dickens, a **marketing** and management major from Vancouver, Washington; and Heath Rooks, a marketing major from Collierville, Tennessee.

"It was such an honor for the students and me to participate in the PLMA outreach program," said Amy Jo Carpenter, career planning specialist at the UM **School of Business Administration**. "We interacted with students and advisers from many other colleges and universities around the country and gleaned valuable information from industry leaders.

"Clay Dockery, an Ole Miss business school alumnus and vice-chair of the organization, afforded us this opportunity to network and gain hands-on experience in this area of retail business, and we returned with valuable new knowledge."

The program included two days of university-level classes, followed by two days under the mentorship of practicing professionals in the buying and selling divisions of retail businesses. Participating retailers included Costco, Aldi, Ahold Delhaize, Topco, Wakefern, **jet.com**, Walgreens, CVS, Wegmans, Albertsons and Walmart.

The classes included an overview of retailing and store-brand development in the U.S., the role of manufacturers and retailers, generational marketing, store brand innovation, the e-commerce revolution and career orientation, along with a tour of three supermarkets.

All coursework was led by industry executives and experienced consultants. Directed visits and subsequent analysis of three nearby retail stores also offered examples of private-label products.

"We believe that learning about the various aspects of our thriving industry will encourage the students

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Campus Briefs

Civil Engineering Professor Receives Most-Cited Paper Award

OXFORD, Miss. – Peer recognition is a rewarding experience for anyone, but University of Mississippi researcher Amir Mehrara Molan was elated when an article he co-authored recently received the Most Cited Paper Award at the 102nd Transportation Research Board meeting in the nation's capital. The International Journal of Transportation Science and Technology presented the civil engineering

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Young Alumna Gives Back to School of Accountancy

OXFORD, Miss. – Stephanie Jennings Teague, of Chicago, sees her commitment of \$100,000 to the Patterson School of Accountancy's new building at the University of Mississippi as a means of saying "thank you." "It is a way to show a small token of my appreciation to Ole Miss, the faculty and staff, and the accounting

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U.S. inflation roller coaster prompts fresh look at long-ignored money supply By Michael S. Derby NEW YORK – The amount of money sloshing around the U.S. economy shrank last year for the first time on record, a development that some economists believe bolsters the case for U.S. inflation pressures continuing to

to consider the trade as a career choice following the completion of their education,” said Brian Sharoff, PLMA president. “As in prior years, the 2018 students came away with a deeper knowledge and appreciation of store brands as well as of potential employment and career opportunities.”

Besides UM, participating schools were Auburn University, Baruch College, Cal Polytechnic University at San Luis Obispo, Grambling State University, Howard University, Illinois State University, Ithaca College, Niagara University, North Carolina A&T, Portland State University, Saint Joseph’s University, Texas A&M University, Tuskegee University, Western Michigan University and the universities of Arizona, Arkansas, Florida, Illinois and Missouri.

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