

# CORNELL CLUB OF THE BERKSHIRES



## The Cornell Club of the Berkshires invites you to our Spring Speaker event with Gene German, MS '59, PhD '78.

He is the Robert G. Tobin Professor Emeritus of Food Marketing, Dept. of Applied Economics and Management at Cornell and an international expert on retailing and food distribution. His topic: "Is there life after Wal-Mart?"

### ABOUT HIS TOPIC

The distribution of food in the United States has experienced many changes in recent years, but none more significant than the changes taking place in retailing. Wal-Mart has become the nation's largest food retailer, accomplishing this in less than ten years. Its first supermarket, called a "Supercenter," was introduced in 1992, and in 2001 the Wal-Mart Supercenter accounted for more sales than any other supermarket chain in the United States. What will retailing be like in the future? That's the topic of our spring event, with Dr. Gene German, a dynamic and entertaining speaker. You won't want to miss this special event.

### ABOUT OUR SPEAKER

Dr. German joined the staff of the Food Industry Management Program at Cornell University in 1964, after spending seven years with the Kroger Company. He was named the Robert G. Tobin Professor of Food Marketing by Cornell in 1997. He serves as a consultant and board member for a number of U.S. and international food companies.



**Return the enclosed  
card today!**

**4 p.m.**

**Sunday, May 22**

**Stockbridge Library,**

**Main St.,**

**Stockbridge, MA**

Dr. German focuses his research on food industry trends in the United States as well as the Asian market, and teaches in the undergraduate Food Industry Management Program. He was voted the 1984 senior class Outstanding Professor in the College of Agriculture and Life Sciences for his teaching and advisory work with students. He has co-authored the text *Food Merchandising Principles and Practices*, which is in its 4th printing.

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## Cornell Expert to Speak on “Is There Life After Wal-Mart?”

### Featuring Guest Speaker

**Dr. Gene German MS '59, PhD '78**

Reception

May 22, 4 p.m., Stockbridge Library  
Corner of Main and Elm St., Stockbridge, MA

Return the enclosed card by May 19  
with your check payable to Cornell Club of the Berkshires  
Send to Martin Schwartz, Treasurer,  
50 Colt Road, Pittsfield, MA 01201

Questions? Call Toby Levine at 413-298-3868  
After May 17, call Kathy Erickson at 413-698-2007.  
<http://berkshires.alumni.cornell.edu>

Cost	Til May 19	After May 19
Members & guests	\$5 each	\$10 each
Nonmembers	\$10each	\$15 each

#### DIRECTIONS

From the east:

- ◆ Follow Mass Pike (I-90) West to Exit 2 in Lee.
- ◆ Turn left onto Rte. 20, and immediately bear right onto Rte. 102.
- ◆ Proceed west on Rte. 102 for about five miles to Stockbridge. The library is a brick building on the left before the Red Lion Inn.

From the west:

- ◆ From I-90 East, take Exit B3 (Canaan).
- ◆ Follow Rte 22 south for about a mile and turn left onto Rte 102.
- ◆ Continue east on Rte. 102 for about seven miles to Stockbridge. The library is a brick building on the right after the Red Lion Inn.

From points south:

- ◆ Take Rte 23 into Massachusetts. Turn left on Rte. 7 in Great Barrington.
- ◆ Continue north on Rte 7 for 6 miles to Stockbridge. Turn right onto Main St. The library is a brick building at the corner of Elm St. on the right.

## Sunday, August 28: Annual Meeting & Brunch

Reconnect with old Cornell friends and make some new at the 2005 Annual Meeting of the Cornell Club of the Berkshires. Our speaker will be Jay Andrew (Andy) Noel. The Meakem Smith Director of Athletics and Physical Education at Cornell, Andy is a very entertaining speaker and we are thrilled to have him.

The date is Sunday, August 28, and the location is the grand and historic Lenox Club. This is a rare opportunity to experience the private Lenox Club, favored by owners of the famed Berkshire Cottages built during America's Gilded Age. As attendees at last year's annual meeting know, we delighted in the lovely veranda



and the vast expanse of lawns. The food and speaker both were excellent, too.

This is also the day when Cornell Club members from Berkshire and Columbia Counties gather for our annual meeting. We want to review the past year's accomplishments, and share our plans and programs for an exciting coming year.

Please join us for a day of fun and getting to know each other better.

#### Contact Information

<http://berkshires.alumni.cornell.edu>