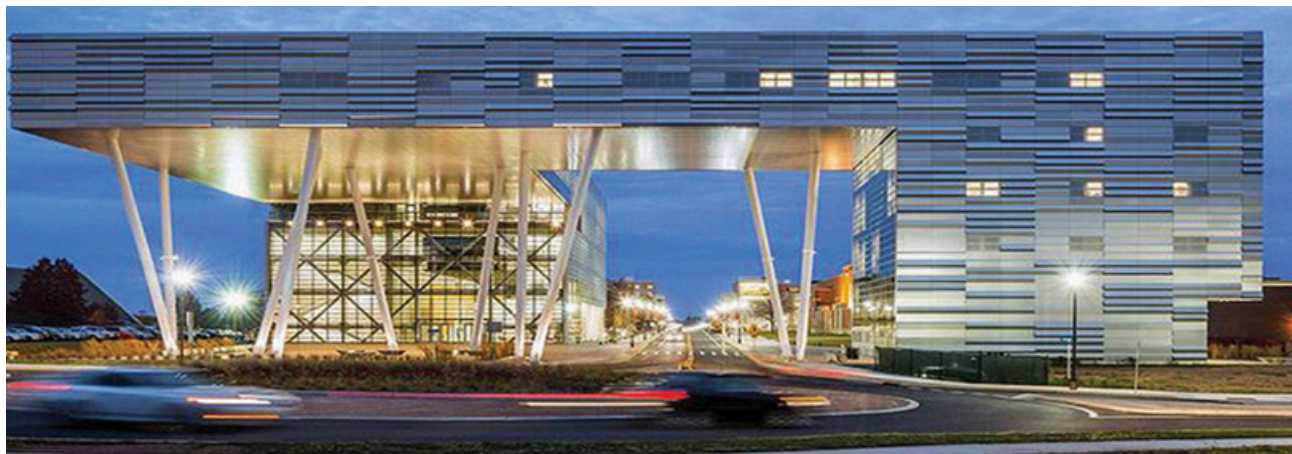




Center of Marketing Advantage Advancement and Action

CM3A NEWS ♦ October 2025



Editorial: Plowing Forward!

Since our kick-off in February 2025, the **Center for Marketing Advantage, Advancement and Action** (CM3A: <https://www.business.rutgers.edu/cm3a>) has generated close to 30 consulting projects for our graduate and undergraduate consulting teams, organized the **2026 FIFA World Cup: A map of opportunities'** workshop with the **Statewide Hispanic Chamber of Commerce**, where members and non-members were able to prepare an event-specific strategy to capitalize on the \$47 billion push to the economy, and is busy preparing the **1st Marketing Careers Day** with **Rutger's Office of Career Management**. It's been busy, but it has been worth it. Our clients are so delighted with our consulting projects that they return for seconds, usually in extensions or operationalization of the recommended strategies and processes. And the turnout on our first event, on September 26th, was just short of spectacular. Thank you!

The Center now plows forward, following its own Strategy Map, which calls for CRM (this means clients will be polled to measure satisfaction and perceived value added), Cash Flow and Budget Management, and materializing the remaining initiatives; surely, we will need to strengthen our research capabilities by adding professors and doctoral students to our networks, hoping to see some publications in the coming year.

Thanks to all who have supported our efforts!

A handwritten signature in blue ink, reading 'Francisco J. Quevedo'.

Francisco J. Quevedo
Executive Director

Feedback: Kudos For Our Student Teams

From: Heather Thompson <hthompson@tabletotable.org>
Sent: Thursday, March 13, 2025 1:00 PM
To: Avni Gujral
Cc: Francisco Quevedo; Maria Sinopoli
Subject: RE: Request for Authorization to Feature Your Logo on Rutgers CM3CA Website!
Attachments: table_to_table_notag.jpg; table_to_table_tagline.jpg

Hello Avni,

Thank you for reaching out, and apologies that it's taken me a couple of days to get back to you! We'd be delighted to be included on your website – we're really grateful for the work we've been able to do with your students and team! I have attached two version of our logo, both with and without the tagline, so you can use the appropriate one based on the size/layout of your page.

If you need anything else from us, please let me know. We look forward to a continued partnership with Rutgers and your department!

Warm regards,
 Heather

Heather Thompson
 Executive Director, Table to Table
 160 Pehle Avenue, Suite 303 | Saddle Brook, NJ 07663
 C: 646.404.4779 | O: 201.944.1525 x11
hthompson@tabletotable.org



Good food belongs on tables, not in landfills. [Donate today](#) to fuel our food rescue mission!

From: Najiyah Bailey <najiyah@imaginenj.org>
Sent: Tuesday, May 27, 2025 10:32 AM
To: Center for Marketing Advantage, Advancement and Action
Cc: Francisco Quevedo
Subject: Re: Request for Authorization to Feature Your Logo on Rutgers CM3CA Website!
Attachments: Imagine Mountainside Logo.png; Imagine Name + Tagline White - Hi-Res - Horizontal.png; Mountainside & Newark.png

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Avni,

We are so grateful for the time and effort that was spent on this project. Yes please include our logo, you can choose from the logos attached.

Thanks again,



Najiyah Bailey
 Media & Design Manager
 Imagine, A Center for Coping with Loss
 Supporting children and families coping with loss and foster
 and emotional well-being for all those who grieve.

It is always gratefully comforting to witness the professionalism of our student teams, the level of their work and project presentations, but even more pleasing is seeing the reaction of their clients, to whom we are thankful for making this experiential learning projects possible.

Our students will carry the value that these projects provide into their professional lives with well-deserved pride, and we hope that their contributions to their companies and nonprofit organizations prove to have a similar value when they are put into operation.

Indeed, some clients are coming back for seconds, and thirds, to operationalize the projects presented by our student teams, which for us is the ultimate expression of satisfaction and perceived value.

Thank you all.

The CM3CA At Work: Fall Semester Projects

This Fall of 2025, our teams should be carrying out 12 demanding projects from 11 different clients again. We graciously greet our new friends and welcome back some familiar faces:

1. **HeartsofMercy:** <https://hearts-of-mercy.org/>
2. **Restmo:** <https://restmo.online/>
3. **RAPNJ(RefugeeAssistanceProject):**
<https://www.refugeeassistancepartnersnj.org>
4. **The Venezuelan American Endowment for the Arts:** <https://vaearts.org/US/>
5. **MyFitPlate:** <https://myfitplateapp.com/>
6. **Glassroots:** <https://glassroots.org/>
7. **MightyMartin:** <https://mightymartinnow.com/>
8. **MargaritaIslandRestaurant(startup)**
9. **WindmillHotdogs:** <https://windmillhotdogs.com/>
10. **NJ Fire Museum:** <https://njfiremuseum.org/>
11. **HempCasita:** <https://hempcasita.com/>

The **Hispanic Chamber of Commerce** workshop generated an overwhelming demand for additional projects, involving strategies to capitalize on the **2026 FIFA World Cup** map of opportunities.

Projects normally involve three delivery phases:

1. Discovery and introductions which allows for the proper orientation of the team;
2. Midterm report, which presents a “work-in-progress” review of market and research, and
3. details the next steps;
4. Final presentation, both in video and slides, which should address all of the client's which should address all of the client's needs and expectations.

Different organizations sometimes have common needs. Popular demands from nonprofits deal with fundraising strategies. Common for private companies are social media and digital marketing tactics. This Fall, we will be operationalizing some of our prior teams' recommendations. The restaurant project would be a startup in Brooklyn, NY, which will include market research and site selection studies to create a business prospectus for investors.

Thank you all for allowing our students to learn experientially, and kudos to the teams for their fine work.

Spotlight: The Statewide Hispanic Chamber of Commerce of NJ 2026 FIFA World Cup: a map of opportunities seminar

Our September 26th event was a success. Some 90 entrepreneurs and managers joined forces with **Rutgers Business** to generate an umbrella Strategy Map and an Operational Plan to capitalize on the immense opportunities created by the **2026 FIFA World Cup**, proposing some excellent ideas with significant incremental effects for their businesses.



Only nine months separate this exciting seminar and the first game of the World Cup, so there is no time to waste. The Strategy Map calls for business intelligence, organization, networking, financial engineering, and promotion to connect with the up to \$47 billion in added GDP that will come to the United States, Canada, and Mexico. Evidently, the low-lying fruit are the restaurant and bar sector, hotels, construction, and transportation, and -if proper licensing is secured- sports clothing and swag manufacturing companies stand closest to the opportunities.



We thank the **Statewide Hispanic Chamber of Commerce** and the sponsors for their support. And now: Let's score some goals!!

BANK OF AMERICA

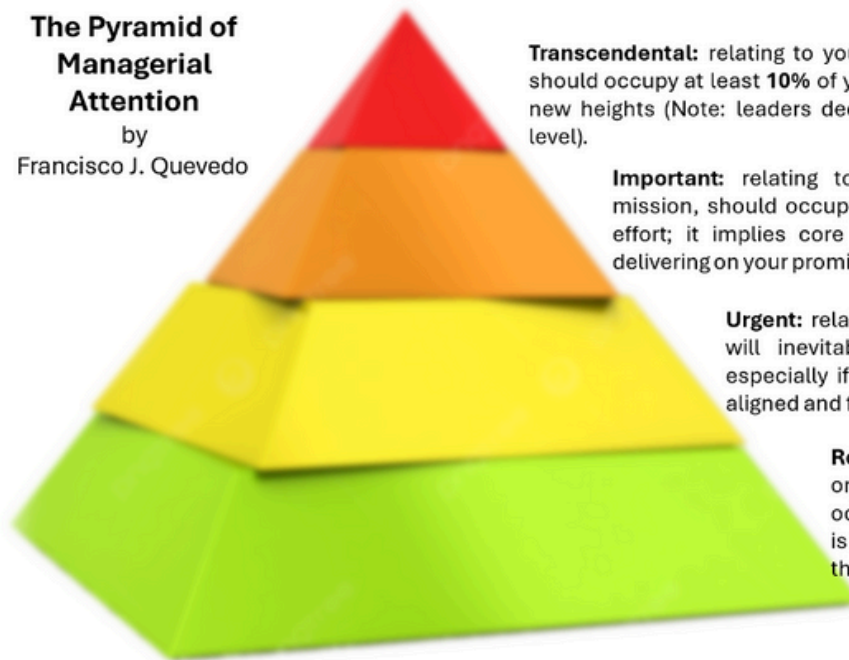


CM3A Tips: “Transcending Routine”

While consultants tell you that the urgent should not distract you from what's important, we say that there is something even more important: Transcending. What's important is related to profitability and growth, and surely that is important, but transcendence is related to development and evolution, to reaching higher planes. In managerial terms, what's important is related to the company's mission, transcending relates to its vision; it sets the difference between mere growth and evolution, of -for instance- evolving from one POS to a successful franchise.

Accordingly, there are four levels of managerial attention: Routine, urgent, important, and transcendental. And we must distribute our time to dedicate, as we suggest, perhaps no less than 10% of our efforts to transcending, and 20% to what's important. Surely, if you do not prepare for due dates and contingencies, urgencies may take up 30% of your time, while routine will take the remaining 40%. The question is: Do you really dedicate at least 10% of your time to vision-critical matters and activities, or are you just focused on what's important, or worse yet, on emergencies? Note: Leaders invert the pyramid and dedicate most of their time to transcending...

**The Pyramid of
Managerial
Attention**
by
Francisco J. Quevedo



Transcendental: relating to your personal or company's vision, should occupy at least **10%** of your time and effort to take you to new heights (Note: leaders dedicate most of their time to this level).

Important: relating to your personal or company's mission, should occupy at least **20%** of your time and effort; it implies core processes, making money and delivering on your promise.

Urgent: relating to your company's protocols, will inevitably occupy **30%** of your time, especially if your processes are not properly aligned and fine tuned.

Routine: relating to your company's organization and processes, should occupy **40%** of your time. Delegating is the key to be able to stay on top of the pyramid.

The Academic Corner by Professor Can Usly, Ph.D.

The Beautiful Game of Business: Lessons from the Pitch

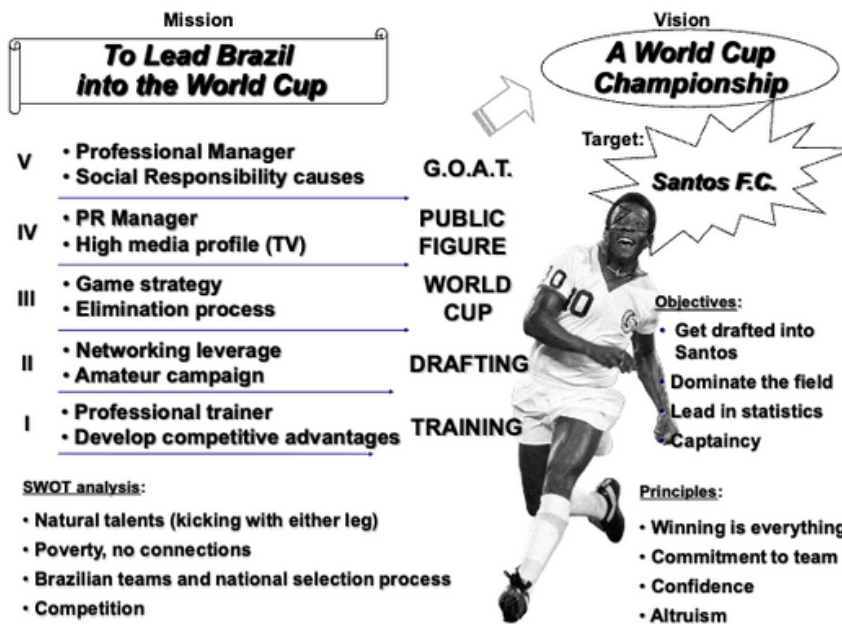
The modern marketplace, much like a soccer pitch, is a dynamic environment defined by constant motion, strategic positioning, and the relentless pursuit of clear objectives. The upcoming **2026 FIFA World Cup**, with its final game to be held in **MetLife Stadium** in New Jersey, brings this global spectacle to our doorstep, offering more than just entertainment. For the astute business leader, it presents a masterclass in the principles of effective marketing and strategy. The lessons on display are universal, applying as much to the local small and medium-sized enterprise as they do to the multinational corporation.

The first, and perhaps most crucial, lesson is the power of a clearly defined, shared objective. In soccer, the goal is simple: to score more than the opponent. Every player on the field, from the goalkeeper to the forward, understands this and their role in achieving it. This is the very essence of management by objectives. For a small business, the “goal” might be to increase market share by a certain percentage or achieve a specific level of customer satisfaction. Every marketing campaign and operational decision must align with this overarching objective. Without it, the team and the business are simply running aimlessly on the pitch



Secondly, soccer demonstrates the critical importance of both specialized skill and team integration. Each player has a specific position and a unique set of skills, yet success is only possible through coordinated effort. The most brilliant individual player cannot win a match alone.

This is a powerful reminder for any business. While individual talent in marketing, sales, or product development is valuable, it is the seamless integration of these functions that creates a winning team. The marketing department must understand the realities of the sales team, and the product developers must be attuned to the feedback gathered by customer service. Businesses need to empower specialists while ensuring they work towards the common goals.



Furthermore, the world of soccer offers a profound lesson in understanding and engaging the customer, or in this case, the fan. The passion and loyalty of soccer fans are legendary. This is not accidental; it is cultivated. Teams and leagues invest heavily in building a sense of community and shared identity.

They understand that they are not merely selling a product (a ticket to a game) but an experience, a sense of belonging. Small and medium-sized businesses can and must do the same. In an age of impersonal digital transactions, the ability to create a genuine connection with your customers, to make them feel like part of a community, is a powerful competitive advantage.

Finally, the 2026 World Cup is a timely reminder of the importance of anticipating and leveraging external events. This global event will bring an unprecedented influx of visitors and media attention to our region. The forward-thinking business, regardless of its size, will already be strategizing how to tap into this opportunity. This could be a local restaurant creating a special menu, a retail store offering themed merchandise, or a service-based business tailoring its offerings to the needs of tourists. This is the essence of strategic thinking: looking beyond the immediate day-to-day operations and positioning your enterprise to capitalize on future opportunities.

The beautiful game, then, is more than just a game. It is a living, breathing illustration of the principles that drive success in any competitive arena. For the business or marketing leader willing to observe and learn, the soccer pitch offers invaluable insights into the timeless truths of strategy, teamwork, and customer engagement.

Rutgers News and Events

We are busy preparing the **1st Marketing Career Day**, which should bring to the Piscataway campus leading employers like **Toyota®**, **Shoprite®**, **Mondelez**, and **Campbell®** on October 24th. We thank them for their support. **Save the date, don't miss it!**

Other upcoming events that may also be of interest to our students, as well as to our corporate, nonprofit, and governmental audiences, are listed below:



Upcoming Events

- ✓ Oct. 16th to 19th: Homecoming, <https://homecoming.rutgers.edu/>
- ✓ Oct. 24th: Marketing Career Day, in coordination with the **Office of Career Management** at Rutgers University, <https://business.rutgers.12twenty.com/events/30006101291383?userTypeId=4>
- ✓ Oct. 24th: Virtual Culture Conference, <https://gsapp.rutgers.edu/event/2025-culture-conference>
- ✓ November 7th: 69th World Continuous Auditing & Reporting Symposium WCARS 2025, <https://www.eventbrite.com/e/69th-world-continuous-auditing-reporting-symposium-wcars-2025-tickets-1573796540819?aff=ebdssbdestsearch>
- ✓ November 14th: 7th Annual Marketing Summit on Transformative Marketing, 08:30 am to 03:30 pm, room 1071, 100 Rockefeller Boulevard, Piscataway campus, NJ, <https://www.business.rutgers.edu/events/2025-rbs-marketing-summit-transformative-marketing-reinventing-success>



Feedback: Please send us your comments and events to cm3a@business.rutgers.edu



The RBS Center for Marketing Advantage, Advancement, and Action
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