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Client: Network of Executive Women

Date: 0115

Re: Marketing –News Release –**NEW Launches “It’s Time” at FMI**

Scope of Work

Network of Executive Women is a featured participant at the Food Marketing Institute January meeting and will launch a new organizational initiative, “It’s Time.” NEW has contracted with Galvin and Associates to write a news release.

NEWS RELEASE

For Immediate Release

Contact: Rob Wray rwrap@newonline.org (323) 664-3198

Network of Executive Women launches “It’s Time,” a movement to improve opportunities for women in consumer and retail industries

Industry organization rolls out new programs, call to action at Food Marketing Institute Conference

Miami Beach Florida –The Network of Executive Women is calling on the retail and consumer goods and services industry to provide better advancement opportunities for women, using the rallying cry, “It’s Time.”

Noting that women make up half of the retail industry’s workforce but less than one in five corporate officer positions and one in 20 Chief Executive Officer roles, NEW presented an agenda for change to 700 senior executives at the Food Marketing Institute’s meeting January 25 and 26, held at the Fontainebleau Hotel in Miami Beach.

Presenting the new agenda were four featured speakers:

- Joan Toth, President and CEO, Network of Executive Women
- Lisa Walsh, NEW Marketing Chair and Senior Vice President, PepsiCo Sales, PepsiCo Inc.
- Amy Hahn, NEW Board Member and Senior Vice President, Marketing, Ahold USA
- Kevin Coupe, Founder and Content Guy, Morning News Beat

In her remarks, NEW president Joan Toth noted that the Network of Executive Women had grown to over 9,000 members in 20 regions across the U.S. and Canada, with more than 750 companies and 100 corporate partners attending seminars, webinars and learning sessions and a robust networking system. While the organization has helped tens of thousands of individuals to advance into leadership positions, the industry as a whole continues to be dominated by men in the top executive suites.

“Women are not the problem,” Toth said, and “men aren’t the problem, either.” Toth said that a change in corporate cultures will provide advancement for women and a more diverse workforce. Such a change provides the industry with great opportunity, she said, since women consumers control 70 percent of household spending.

Toth introduced the rollout of four NEW programs, including the NEW Executive Institute, an intensive 12-month learning course; new webinars focused on the multigenerational workforce;



the NEW Career Accelerator, workshops to benchmark and improve leadership skills; and new reports and surveys, including a report on the status of multicultural women.

PepsiCo's Lisa Walsh expanded on the comments about workplace diversity, noting that the industry needed to embrace the capabilities of all of its workers: "Young and old, black and white, Hispanic and Asian, native born and immigrant, gay and straight."

Walsh said the primary need of business is to recognize talent if it is to prosper and meet its potential. She spelled out the elements of "A workplace with no limits":

"It's time for a new leadership culture. One that's less rigid and more flexible. Less authoritative and more collaborative. Less conformist and more diverse. More authentic and less impersonal.

According to Walsh, "Women need it. Millennials want it. The times demand it. It's Time."

Amy Hahn of Ahold USA characterized the NEW initiative as a "movement" and said the goal is to create "a community that is open-sourced, collaborative, transparent and user-driven."

Hahn ticked off the necessary ingredients for success: partner, engage, consult, enlist men, connect, build a legacy and commit.

Kevin Coupe opened and closed the speaker session with an interactive Question-and-Answer session, using the format to provide facts about women in the retail and consumer products industry and where they excel in capabilities – and lag in gaining access to the C-Suite.

As part of its organizational makeover, the Network of Executive Women introduced a new logo and updates to its website.

About the Network of Executive Women

The Network of Executive Women is the retail and consumer products industry's largest women's leadership organization, with 9,000 members representing 750 companies. The Network has 100 national sponsor companies and 20 regional groups in the United States and Canada. It hosts more than 100 local events and two national conferences each year. For more information visit newonline.org.

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Press and industry contact information:

Rob Wray, Communications and Engagement Director
rwrap@newonline.org
(323) 664-3198