



NEW Sponsorship Guide

NEW CHAMPIONS

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What is NEW?



The Network of Executive Women was incorporated in May 2001. We are a 501 C3 not-for-profit educational organization. In our short history, NEW has grown to more than 500 members and is supported by over 250 corporations and more than 30 corporate sponsors.

Mission

The mission of the Network of Executive Women (NEW) is to attract, retain and advance women in the retail and consumer products industry through education, leadership and business development.

What does NEW do to achieve this mission?

Our efforts are concentrated in the following areas:

- Facilitating Leadership Development
- Offering Networking and Business Opportunities
- Providing Mentoring and Support
- Offering Educational Programs
- Championing Diversity
- Enhancing Our Industry's Image

Why do we need a women's network in the consumer products and retail industry?

Women account for over 80% of all consumer goods purchased. Yet they are greatly underrepresented in the top roles of retail and consumer goods and service suppliers. By fostering diversity awareness and support in our industry, we can help our industry become an "employer of choice" for women entering the workforce and help retain women as they progress throughout their careers.

Networks and support groups have been proven to help reduce turnover for women and minorities. Recruitment and retraining for a

key manager can cost 3 – 5 times their overall compensation, plus lost productivity and goodwill.

CONSIDER THESE FACTS:

- Although women account for 47% of the U.S. labor force, they have secured only 15.7% of the corporate officer positions within the Fortune 500 companies;
- Food manufacturing, retailing, and wholesaling in total rank below the Fortune 500 average with a combined average of 14.4% of corporate officer positions held by women:

% OF WOMEN IN OFFICER ROLES

Food Manufacturers	16.8%
Wholesalers	10.5%
Retailing—all combined:	13.0%
Food & Drug Retail	11.7%
Mass Retail	17.3%
Club Retail	18.2%
Total Industry	14.4%
Fortune 500 average	15.7%

In addition...

- Women hold only **9.9%** of corporate line officer positions within the Fortune 500;
- Women note that the predominant barriers to success are:
 - exclusion from informal networks;
 - female stereotyping;
 - inhospitable corporate cultures

Source: Catalyst Census of Women Corporate officers and Top Earners of the Fortune 500, 2003.



CORPORATE SPONSORSHIP

What's the value to you as a sponsor?

NEW offers professional development programs for your employees that complement the development objectives that you set. Your company receives well-deserved industry recognition as a diversity advocate.

You also gain access to the most talented women in the Network, including attraction of university students into our industry.

As a sponsor, your company is investing in the current and future talent pool.

What does NEW provide to sponsors?

- We provide an "activation" program and employee participation scorecard.
- Our employee action learning plan entitles sponsor-selected individuals to become NEW members without paying an annual membership fee
- NEW's commitment to organize and stage regional events
- Access to the NEW Mentoring Program at the member rate
- Individual development/training events, such as "Lunch and Learn"
- Ability to post jobs on the NEW interactive job bank
- "Best Practice" reports on relevant attraction, retention and advancement topics

OTHER SPONSOR BENEFITS INCLUDE:

- Leveraging the scale of the industry to advance diversity practices
- Helping retailers better understand consumer diversity
- Facilitating business relationships with diverse supply chain partners
- Fostering relationship development and networking to achieve goals
- Learning how to support women and foster retention of all staff
- Scorecarding of NEW impact on organization

NEW Sponsorship Levels

TITLE LEVEL—\$50,000.00 and above

SPONSOR BENEFITS

- "Branding" of a NEW event or program with your company logo i.e., "People Supporting Women," Mentoring Program, Scholarship Program, Regional Event programs
- Champion Status for an executive in your company
- NEW will host a diversity development workshop for your company
- Membership privileges for up to 100 employees
- Hosting of regional event

PLATINUM LEVEL— \$25,000.00 - \$49,000.00

SPONSOR BENEFITS

- Membership privileges for up to 50 employees
- Hosting of regional event

GOLD SPONSOR—\$12,500.00 - \$24,000.00

SPONSOR BENEFITS

- Membership privileges for up to 25 employees

SILVER SPONSOR—\$7,500.00- \$12,500.00

SPONSOR BENEFITS

- Membership privileges for up to 15 employees

SPONSOR BENEFITS – ALL SPONSORSHIP LEVELS

- Membership privileges, including registration for NEW events at the member-rate
- "Action learning" opportunities to develop emerging leaders
- Promotional tools: sponsor logo on NEW brochures, Web site, recognition at industry events
- NEW Scorecard of company involvement
- Recognition of effective diversity practices
- Access to NEW Speaker's Bureau
- Access to interactive membership database
- Ability to post jobs in online recruitment bank
- Sponsorship of online discussion guides
- NEW consultation on effective practices (e.g., development of internal networks)

Increasing Your Value to the Industry

Your company's sponsorship of NEW enables you to advance women in industry-leading companies, resulting in more and better selling power.

Through efficient personal and professional development of female executives across the country, NEW effectively positions each of its sponsoring companies as an "employer of choice."



Who joins NEW?

NEW members are a cross-section of the retail/consumer goods industry, representing executive level and emerging leaders from retail, supplier/manufacturers, service providers, consultants, trade associations and press.

NEW MEMBERSHIP PROGRAMS:

- NEW Annual Leadership Summit
- Facilitated Mentoring Program
- Regional Leadership Development Events
- Speakers Bureau
- Interactive Database/Job Bank

Member Programs

NEW ANNUAL LEADERSHIP SUMMIT

Each fall, several hundred executives from around the country gather to invest in their personal and professional development and sharpen their networking skills. The Annual Leadership Summit provides a meeting point for NEW members and guests to hear first-rate speakers, refresh their leadership commitment, and expand their networks of retail/CPG industry executives.

MENTOR PROGRAM

NEW's facilitated mentoring program was initiated in March 2002. We have now trained over 100 mentor/protégé pairs. Through the use of a skills/needs assessment, we pair mentors and protégés who commit to a one-year partnership.

Mentoring provides a multitude of benefits, including exposure to role models, perspective and an experienced point of view for the protégé. Mentors often benefit from exposure to a different corporate culture, enhanced networking opportunities and being able to "turn and pull" and advise an emerging industry leader.

REGIONAL EVENTS/LEADERSHIP DEVELOPMENT

The cornerstone of NEW's outreach to women around the country has been at the local or regional level, in response to requests from our members and their companies. NEW has committed to

bringing programming and networking opportunities to our members and guests in many major market areas. NEW has launched regional networking committees and events in Chicago, Southern California, the San Francisco Bay area, Dallas, the Virginia/Mid-Atlantic region, New York City, Portland, Boston and NW Arkansas.

In each market, a group of NEW volunteers develops programming, marketing, funding and outreach to make the event greatly beneficial to its attendees. We invite you to join an existing market committee or form a new one, with guidance and assistance from NEW staff.

INDUSTRY OUTREACH

In addition to hosting our own events, NEW has been frequently called upon to speak on diversity issues at events in the retail/CPG industry. We have partnered with every major industry trade association on speaking engagements to help bring the word of diversity—and NEW—to a wider audience.

NEW is often asked to refer speakers through our speaker's bureau. If we can help you select from our lists of industry leaders and professional speakers for your next event, please let us know.

NEW DATABASE AND WEB SITE

One of the most exciting projects we've undertaken at NEW is the development of our interactive member database and Web site launched in October 2003. Members are now able to access online membership profiles, a searchable membership directory, online event registration, an online speaker's bureau, a jobs database and more.

VOLUNTEER OUTREACH

A cornerstone of NEW is the belief in "action learning"—the mastery of skill by doing. We help our members to identify skill gaps and offer volunteer opportunities that build those skills. By doing the work of the association, NEW members benefit by building their expertise in a safe, friendly, and supportive environment. NEW is a volunteer-driven association. All of the programs are dependent on help from our volunteer members. We invite you to help make a difference and help us serve you better. We always need good ideas and great people to help with our programs. So get involved by joining today!



The Network Salutes Our Corporate Sponsors

TITLE



PLATINUM



GOLD



SILVER



MEDIA

