



Summit kick-off talk by
Brian Cornell
 President and CEO of Sam's Club

The NEW Leadership Summit 2009

*Smart, fast and flexible
 How to win in the new economy*

October 12–13 | Dallas

EVENT PLANNER



Sara Blakely
 Founder
 Spanx



Kim Feil
 SVP and
 Chief Marketing
 Officer
 Walgreens



Denise Morrison
 SVP and President,
 North America Soup,
 Sauces and Beverages
 Campbell Soup Company

PLUS Your choice of six brilliant breakouts, Retail Safari® store tours, bonus pre-Summit workshop, opening reception and dinner, networking breakfast, special luncheon and more

For information and registration visit www.newonline.org





NEW Leadership Summit

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ROI

The NEW Leadership Summit offers your company learning and networking opportunities unavailable anywhere else at this price. It would cost your firm at least \$3,000 per person to deliver the value you get at the NEW Leadership Summit for just \$595 per person.**

What it would cost your company

6 professionally led workshops
\$30,000

3 keynote speakers
\$25,000

Reception and dinner
\$3,000*

Breakfast and luncheon
\$3,000*

Industry networking
N/A

*Catering costs based on 20 persons.

**Early-bird member rate

High marks

Attendees give the Summit exceptional reviews.

Summit was useful to my business
97%

Summit was beneficial to my career
99%

Would recommend the Summit to my colleagues
98%

Source: Survey of 368 attendees at 2008 NEW Leadership Summit

Forget business as usual. At the NEW Leadership Summit you'll get big ideas, fresh inspiration and the tools you need to accelerate your company and career. You'll learn from accomplished CPG and retail leaders. Roll up your sleeves in your choice of six breakout sessions. Add optional events like our Retail Safari® store tours, pre-Summit workshop and Deep Dive Career program. Network with more than 500 industry leaders. And leave with new ideas, new tools and a fresh perspective on your business and yourself.

WHY you should attend

Ideas

Our three keynotes give you new ideas to make your firm smart, fast and flexible. Our workshops concentrate on the tools you need to implement change. And our optional pre-Summit workshop, Retail Safari® store tours and Deep Dive Career program expand your horizons even further (separate registration required).

Connections

Make valuable connections with clients, colleagues and business partners while you build and enhance relationships with others across your own firm.

Diversity

NEW provides diversity best practices that you can take back to work and use to enhance your company's diversity agenda.

Results

NEW provides your company with access to one of your greatest business assets: women. According to a report in the Harvard Business Review, the 25 best firms for women outperformed the industry medians, with overall profits 34 percent higher when calculated for revenue, 18 percent higher in terms of assets and 69 percent higher in regard to equity.

WHO should attend

Senior-level leaders

Retail executives

Manufacturer executives

Emerging leaders

Men who lead women

HR executives and line managers

Diversity and inclusion officers

Good leaders who want to be great

Register now at www.newonline.org



network
of executive women
CONSUMER PRODUCTS / RETAIL

THE NEW SUMMIT: INSPIRATIONAL HEADLINERS



Sara Blakely
Founder
Spanx

Smart

Sara Blakely will tell you how she turned an "aha" moment into a \$150 million-a-year company.



Kim Feil
SVP and
Chief Marketing
Officer
Walgreens

Fast

Kim Feil will explain how to manage your career and move up in today's fast-changing economy.



Denise Morrison
SVP and President,
NA Soup, Sauces and
Beverages
Campbell Soup Co.

Flexible

Denise Morrison will tell you how to reinvent your organization to meet the needs of today's consumer.

THE NEW SUMMIT: BRILLIANT BREAKOUT SESSIONS

TRACK 1: CAREER DEVELOPMENT

Resilient Leadership

Karlin Sloan, CEO and Founder, Karlin Sloan & Company

It's not what happens to you, it's how you respond. In this highly interactive session, you will learn how to "bounce back" in times of rapid change with skill, strength and motivation-building exercises that you can use yourself and take back to your teams.

Winning the Game of Office Politics

Jo Miller, CEO, Women's Leadership Coaching, Inc.

Too many smart, talented women are working hard and going nowhere while colleagues are gaining recognition and advancing their careers through superior understanding of how their organizations really work. In this workshop you will learn the difference between office politics and organizational awareness, discover the unwritten "rules of the game" at work, dodge the mid-career plateau and build an influential workplace network.

TRACK 2: CORE COMPETENCIES

Storytelling: Developing and Presenting Powerful Business Presentations

Suzanne Bates, President and CEO, Bates Communications

Delivering a great presentation is essential in today's business environment and storytelling is key. Stories connect the audience to your ideas and are a great way to motivate, inspire and influence. Learn how to turn your experiences into memorable impressions that resonate with your audience from Suzanne Bates, nationally acclaimed author, speaker and president and CEO of Bates Communications.

The Look of Success: Avoiding the Image Ceiling

Kathryn Lowell, Founder, Image Matters, Inc.

Many executives hit an "image ceiling" when they are no longer promotable based on their skill-set alone. Why? They have not fully mastered the qualities of a professional image or established a strong professional brand for themselves. Join image consultant and executive coach Kathryn Lowell for an introduction to the appearance, behavior and speaking attributes that provide a strong professional presence, establish rapport and project authority.

TRACK 3: CHANGING WORKFORCE

Reach Your Gen Y Customers by Engaging Your Gen Y Employees

Leah Reynolds, National Lead, Generational Strategies and Rewards Communication, Deloitte Consulting LLP
Jayne O'Donnell, USA Today

Many consumer businesses are managed by executives who don't understand what the Millennium generation values at work. This session will explore Deloitte's latest research about the needs, attitudes and habits of Gen Y employees in the workplace and answer questions about their communication preferences, level of job satisfaction and their reasons for choosing employers. Jayne O'Donnell of USA Today will take attendees one step further, looking through the revealing lens of Gen Y shopping habits.

Diversity Panel: Leveraging the Multicultural Organization

Trudy Bourgeois, President, The Center for Workforce Excellence

The leadership panel will give you a new appreciation for the importance of building strategic relationships with white men (the dominant group in the workforce), teach you how to establish and leverage relationships to improve personal performance, and help you engage in meaningful dialogue about workplace challenges.

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FREE BONUS PRE-SUMMIT WORKSHOP & NETWORKING

Accelerate Your Summit and Career

Kick start your Summit with a practical hands-on workshop that will help you get the most from our program and pay dividends throughout your career. You'll learn to be a better leader through learning and reflection techniques, identify strengths and weaknesses, and overcome barriers to change. You'll get a sneak peak at our breakouts and leave with an action agenda. Afterwards get a jump on networking at our special Accelerate Your Summit networking event.

Retail Safari®

presented by WSL Strategic Retail

Now in its third year, the NEW Retail Safari® has garnered rave reviews from attendees, who have given it some of the highest ratings ever scored for a Network event. Space is limited for this optional event, so register today.

Scheduled stops

Monday, October 12

Fiesta Mart

Newflower Farmers Market

Save-A-Lot

Ulta Beauty

Walgreens

Monday, October 12

8 am

Registration opens

All day

Retail Safari® store tours

1 pm

Connections Café and NEW Scholar Shop open

3:00 pm – 4:45 pm

Bonus Workshop: Accelerate Your Summit and Career

4:00 pm – 5:15 pm

Regional officers meeting

5:00 pm – 5:30 pm

Bonus Networking: Accelerate Your Summit and Career

5:30 pm – 6:00 pm

NEW Members Meeting

6:30 pm – 9:30 pm

Welcome reception and dinner

Special remarks by Brian Cornell, President and CEO, Sam's Club

Tuesday, October 13

All day

Connections Café

6:45 am – 7:45 am

Networking breakfast

8:00 am – 9:15 am

General session

Welcome remarks

Keynote address

“Flexible: Transforming Your Organization for Today's Economy”

Denise Morrison, SVP and President,

North America Soup, Sauces and Beverages

The Campbell Soup Company

Breakout sessions

Breakout sessions repeat

Luncheon

General session

Keynote remarks

“Fast: Keeping Your Career Ahead of the Curve”

Kim Feil, Chief Marketing Officer

Walgreens

“Smart: Visualizing Success”

Sara Blakely, founder

Spanx

Farewell remarks/adjourn

9:30 am – 10:45 am

Breakout sessions

11:15 am – 12:30 pm

Breakout sessions repeat

12:30 pm – 2:00 pm

Luncheon

2:00 pm – 4:30 pm

General session

Keynote remarks

“Fast: Keeping Your Career Ahead of the Curve”

Kim Feil, Chief Marketing Officer

Walgreens

“Smart: Visualizing Success”

Sara Blakely, founder

Spanx

Farewell remarks/adjourn

Deep Dive Career Workshop *(optional event)*

Tuesday, October 13

5:30 pm – 6:30 pm

Registration and Mixer for Deep Dive Workshop participants

Wednesday, October 14

Morning

Breakfast for Deep Dive participants

All day

Deep Dive Career Self-Management Workshop

Led by Sandra Bushby, Global Director of Diversity, Pfizer

Register now at www.newonline.org



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SPECIAL BONUS

Free resilience assessment and coaching hour

The first 120 Summit registrants can claim a complimentary resilience assessment and one-hour feedback session with a Karlin Sloan & Company executive coach. This assessment has been designed to provide greater clarity about your strengths and areas for growth. Ten face-to-face feedback sessions are offered October 14 on a first-come, first-served basis. Remainder of feedback sessions will be provided over the telephone. For more information email clientrelations@karlinsloan.com

Deep Dive Career Into Career Self-Management

led by Sandra Bushby of Pfizer

In this unique one-day course you'll learn to understand your work style, maximize relationships, improve communications, increase effectiveness and build strong mentor partnerships. Prior to the program, you'll take an insightful Birkman Workstyle Assessment Your guide on this one-day adventure is NEW's Sandra Bushby, global director of diversity for Pfizer and a certified Birkman analyst and trainer.

Registration

Register at our member rate of \$650 and qualify for a complimentary Resilience Assessment and free one-on-one coaching session with Karlin Sloan & Co. (limited offer -- please select option during registration process).

Register by September 25 at www.newonline.org

MEMBERS ONLY

You must be a current NEW member to attend.* Not a NEW member? Join now for just \$200 and enjoy 12 months of Network benefits, including invitations to future NEW events and full access to our online networking and collaboration tools.

**Members are individuals who have registered online as part of their organization's national sponsorship of NEW, or individuals who have paid their annual dues. For more information contact Anna Martinez at admartinez@newonline.org*

CANCELLATION AND REFUND POLICY

No refunds within 14 business days of the event. 100% refund or registration transfer 15 days prior to the event.

ANTI-TRUST POLICY

Participants agree to abide by the Network's anti-trust policy. Visit newonline.org for more information.

Lodging



All events will be held at the full-service Sheraton Dallas Hotel in the heart of the city's downtown art and financial district. A limited number of rooms are available at the discount rate of \$169 per night. For reservations, call the hotel direct no later than Friday, September 25 at (214) 922-8000 and mention the NEW Leadership Summit.

SHERATON DALLAS HOTEL 400 North Olive Street | Dallas, TX 75201
Tel 214.922.8000 Fax 214.922.0308

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