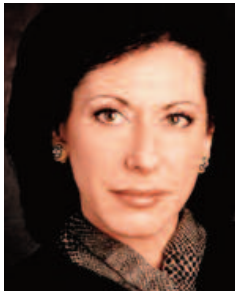




Consuelo Kickbusch
Lt. Col., U.S. Army (ret.)



Larry Merlo
President and COO
CVS Caremark



Edie Weiner
Futurist and author



Bill Fournet
Business strategist



DeLores Pressley
Born Successful Institute



Kevin Coupe
Author and journalist



Fawn Germer
Best-selling author



LEADERSHIP SUMMIT 2010

the new normal: break through for change

Rethink Reboot Revive

September 27-29 | Charlotte

Register at newonline.org by August 4 and save \$100



sponsored by



Welcome reception/buffet



Summit luncheon



Opening video



Dessert party



Networking breaks

PLUS Generations at Work roundtable
Gala welcome reception and buffet
Three SuperSessions Summit luncheon
Networking breakfast Retail Safari®
Deep Dive Career Day
and remarks by special guest
Larry Merlo of CVS Caremark



Action-packed 24 hours

The Summit is designed to fit your busy schedule. Arrive Monday afternoon, enjoy our opening reception and a full day of learning and networking, and depart late Tuesday afternoon or early evening — just 24 hours after you arrived.



Easy come, easy go

Charlotte Douglas International connects with 136 cities non-stop. Book early to get the best fares at this convenient air hub, located just 12 minutes from the Summit hotel.

Summit scores

93 percent said Summit was **useful to their business**

88 percent said Summit **provided outstanding ROI**

95 percent would **recommend Summit to their colleagues**

Source: Survey of 287 Summit attendees

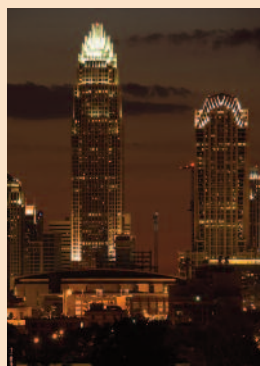
Everything's changed — Here's your big chance

There's a revolution going on in retailing. Major realignments in workforce dynamics, retail buying habits, consumer demographics and the competitive landscape present major opportunities for those ready to seize them.

At the NEW Leadership Summit in Charlotte you'll learn how to profit from the new normal at SuperSessions focused on the future of the consumer products and retail industry. Get ideas to transform your career, life and company from our nationally renowned keynote speakers. Listen to frank insights at our generations at work roundtable. Enjoy top-notch networking at our welcome reception and Summit luncheon. And take advantage of our optional Retail Safari® store tours or Deep Dive Career Day.

Join more than 700 Network members and industry executives expected to attend the ninth annual NEW Leadership Summit. Make your visit even more productive by scheduling a company meeting in Charlotte during the Summit. **Register at newonline.org by August 4 and save \$100**

Charlotte: A great place to do business



The Charlotte area is home to one of the Network's most robust groups, the Carolinas region, and some of the industry's biggest players, including **Family Dollar** and **Food Lion**. Other cpg/retail companies headquartered here include **Archway Cookies**, **Coca-Cola Bottling Co. Consolidated**, **Harris Teeter Food Markets**, **Ivey's**, **Lance Inc.**, **Lowe's** and **Petro Express**. The Queen City is home to three of the world's **top banks** and some of the nation's biggest energy, construction and manufacturing firms. Charlotte is a fine destination before and after the Summit, too. The elegant orchids at **Daniel Stowe Botanical Garden**, the rip-roaring coasters at **Carowinds** and world-class **museums, dining and shopping** are just a few reasons to shut off your Blackberry and book an extra day in Charlotte. Discover more reasons at www.charlottesgotalot.com.

A who's who of cpg/retail

(partial list of 2009 attendees)

Accenture
 Acosta Sales & Marketing
 Brookshire Grocery Company
 C&S Wholesale Grocers
 Cadbury
 Campbell Soup Company
 Catalina Marketing
 Chiquita Brands International
 Clorox Company
 Coca-Cola Company
 Colgate-Palmolive
 ConAgra Foods
 Costco Wholesale
 CVS Caremark
 Dean Foods
 Del Monte Foods
 Deloitte
 Food Lion
 Frito-Lay
 General Mills
 The Hershey Company
 Hormel Foods
 Information Resources Inc.
 J.M. Smucker Company
 Johnson & Johnson
 Johnson O'Hare Companies
 Kellogg Company
 Kimberly-Clark
 Kraft Foods
 The Kroger Co.
 Lance Inc.
 Mass Connections
 McNeil Nutritionals
 Michaels Stores
 Nestlé Purina PetCare
 Nestlé Waters
 Newell Rubbermaid
 Nielsen Company
 Novartis Consumer Health
 PepsiCo
 Procter & Gamble
 Safeway
 Sam's Club
 Sara Lee Corporation
 Save-A-Lot Food Stores
 SC Johnson
 Schwans Consumer Brands
 7-Eleven, Inc.
 Signature Breads
 SMG
 Stop & Shop / Giant
 SuperValu
 Target
 Unified Grocers, Inc.
 Unilever
 Valassis
 Walgreens
 Walmart Stores
 White Wave Foods
 WSL Strategic Retail

Who should attend the Summit

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

10 reasons to attend the Summit

1. Position your company for the future
2. Bring your team to learn and bond together
3. Develop new strategies for your organization
4. Renew relationships and establish new contacts
5. Become a more effective leader
6. Raise your visibility within the cpg/retail industry
7. Take your career to the next level
8. Gain new insights on the multigenerational workforce
9. Promote gender diversity in cpg/retail
10. Leave inspired, energized and ready to tackle the new normal

Outstanding return on investment

More than 88% of attendees at last year's conference say the NEW Leadership Summit offers "outstanding return on investment." It would cost your firm at least \$3,000 per person to deliver the value you get at the Summit for just \$595 per person.*

What it would cost your organization



3 professionally led workshops	\$30,000
2 keynote speakers	\$25,000
Reception and dinner	\$3,000**
Breakfast and luncheon	\$3,000**
Industry networking	Priceless

*Early-bird rate. **Catering costs based on 20 persons.

Make the Summit even more productive by scheduling a company meeting immediately before or after the conference. Contact NEW for details.

opportunity



Schedule

Monday, September 27

- 8:00 am Registration opens
- 1:00 pm Connections Café and NEW Scholar Shop open
- 3:00 pm – 4:45 pm Networking workshop
- 5:30 pm – 6:00 pm NEW Annual Members Meeting
- 6:30 pm – 8:30 pm Welcome reception and dinner
Opening remarks: Larry Merlo, COO of CVS Caremark
Hershey dessert party
- 8:30 pm – 9:30 pm

Tuesday, September 28

- 6:45 am – 7:45 am Networking breakfast
- 8:00 am – 9:15 am General session
Opening keynote: Futurist Edie Weiner
- 9:30 am – 10:45 am SuperSessions
- 11:15 am – 12:30 pm SuperSessions repeat
- 12:30 pm – 2:00 pm Luncheon
- 2:00 pm – 3:00 pm Generations Roundtable
- 3:00 pm – 4:30 pm General session
Closing keynote: Lt. Col. Consuelo Kickbusch
- 5:30 pm – 6:30 pm Mixer and check-in for Deep Dive and Retail Safari®

Wednesday, September 29

- 7:30 am – 8:30 am Breakfast for Deep Dive and Retail Safari®
- 8:30 am – 3:30 pm Deep Dive Career Experience
- 8:30 am – 3:30 pm Retail Safari® store tours

Safari and Deep Dive are optional events — separate registration required. Schedule subject to change.

Lodging

All meetings and events will be held at the full-service Westin Charlotte, conveniently located in the city's uptown financial district seven miles from Charlotte Douglas International Airport. Visit www.Westin.com/Charlotte.

The Westin Charlotte
601 South College Street
Charlotte, NC 28202

A limited number of rooms are available at the rate of \$179 plus tax. For reservations visit www.starwoodmeeting.com/Book/Executivewomen or call (704) 375-2600 and mention the NEW Leadership Summit.

Registration

Early bird member rate \$595 until August 4
Member rate \$695 after August 4

Register at newonline.org by September 13

You must be a current NEW member* with valid log-on credentials to attend. Not a Network member? Join now for just \$200 and enjoy 12 months of NEW benefits, including invitations to national conferences 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.

register now at newonline.org/summit

Opening keynote

Next Practices: Seizing the Future's Surprising Opportunities

Edie Weiner, futurist and consultant

One of America's top futurists will tell you what to expect tomorrow and what to do about it today in this remarkable review of the demographic, cultural, economic and technological changes remaking the business landscape. Edie Weiner, co-author of *FutureThink* and *The Insider's Guide to the Future*, will outline important changes and surprising opportunities affecting your company's marketing, product development, strategic planning and talent management. Weiner is president of Weiner, Edrich, Brown Inc., a leading futurist consulting group that has served more than 300 corporate, academic and government clients since 1977. Active in women's causes, Weiner serves on numerous boards and has been a guest lecturer at Brown, Harvard and Wharton..

Closing keynote

What It Means to Be A Leader Now

Lt. Col. Consuelo Kickbusch, U.S. Army (retired)

Consuelo Castillo Kickbusch is a woman on a mission: To empower leaders with the knowledge she's gained from her hardscrabble upbringing in Laredo, Texas, and her ground-breaking career in the U.S. Army. Born and raised in the barrio, Kickbusch has seen poverty and discrimination first hand. But her immigrant parents taught her the value of culture, tradition and faith. Those values were reinforced during her 20-year career in the U.S. Army, where she became the highest-ranking Hispanic woman in combat support. Her interactive presentation – filled with passion and humor – will help you identify and achieve your personal vision by living your legacy every day. Kickbusch is a nationally known speaker who has inspired people at hundreds of universities, corporations and government institutions. Her closing keynote will leave you inspired to give back to your community, achieve your personal goals and be a more effective leader in today's global marketplace.

SuperSessions

Business Unusual: Navigating the Workforce Transformation

Bill Fournet, founder and CEO, The Persimmon Group

The workplace is in the middle of a massive transformation. Gen X and Y, social media, a down economy – it seems everything is hitting at once. Are you prepared for new challenges like high employee turnover, ethical dilemmas posed by new media and technology, the pending exodus of Boomers from the workplace and socially conscious business strategies? This presentation focuses on the key drivers transforming the workplace and identifies practical, profit-building ways to create high-performance work environments. Topics include motivating different types of employees, collaborative problem solving and effective conflict resolution. Bill Fournet's presentation will offer an in-depth look at generational diversity and practical techniques to help managers develop an effective organization by harnessing their staff's strengths and motivators. You'll leave with a deeper knowledge and understanding of today's key business issues and a roadmap to success.

SuperSessions

<http://twitter.com/NEWnational> Kevin Coupe, journalist and author

In this provocative and entertaining session, Kevin Coupe, the “content guy” for MorningNewsBeat.com and co-author of *The Big Picture: Essential Business Lessons from the Movies*, combines movies and metaphor to illustrate the critical role of embracing change in your organization and career. In addition to illustrations from his book, Coupe will use real-world examples from a variety of industries to explain how to best remain relevant in a fast-moving change environment. For the past decade, Coupe has written his own retail news blog, providing “business news in context and analysis with attitude.” The blog has more than 22,000 subscribers from all over the world.

The New Networking: Face to Face/Facebook to Facebook DeLores Pressley, consultant and coach

The vast majority of business transactions take place between people who have connections that are more than just commercial. Connecting with people, in person and online, is critical in today’s highly competitive marketplace. In this SuperSession, consultant and coach DeLores Pressley will help you gain confidence and build powerful relationships, generate more business by simply being you, develop rapport and leverage opportunities by creating connections that count. You’ll learn how to use social networking sites to your advantage and learn which sites are the best for advancing your career and business. Pressley has been helping executives maximize their personal power for 21 years, addressing companies such as Procter & Gamble, Nordstrom and Saks Fifth Avenue. She has been featured on Oprah, Entertainment Tonight, and ABC, CBS and NBC television.

Bonus roundtable

Generations at Work: What Adversity Has Taught Us Fawn Germer, moderator

Two groups of multigenerational executives will share lessons learned from the Great Recession and discuss ways the generations can work together in the new normal the downturn helped create, and how each generation can improve communications, balance work styles and learn from the other. Multigenerational panelists will provide different perspectives on the recession and explain how it challenged them as leaders and as individuals. Moderator Fawn Germer is the author of five business books, including *The NEW Woman Rules* and *Finding the Up in the Downturn*. The award-winning journalist has written for the Washington Post, the Miami Herald, U.S. News and the Tampa Tribune. Don’t miss her in action as she guides our panel in a frank discussion of the way we do business today.

Presented by

WSL / STRATEGIC RETAIL
KNOW SHOPPERS NOW



GROUP DISCOUNTS

Register five or more and save 10% off our \$299 fee

Register ten or more and save 15%

Every company that registers five or more attendees will receive a free 90-minute debriefing session after the NEW Retail Safari.® The debrief will capture ideas from executives who attended the NEW Retail Safari® and facilitate sharing and brainstorming with other employees in your company. The debriefing will be held at your company and will be moderated by an expert from WSL Strategic Retail. The debriefing is free; you pay only for travel expenses.

Box lunch provided by



Transportation courtesy of



OPTIONAL SESSION: LIMITED AVAILABILITY

Unleash the power of shopability at the NEW Retail Safari®

Climb aboard the Network's Retail Safari® tour bus September 29 and discover how shopability — the art of helping consumers shop easier — can help you power your sales. You'll get a guided tour of five innovative stores in the Charlotte area, gathering new insights, strategies and tactics at each one. You'll get inspiration and intelligence on retail merchandising, displays, planogramming, pricing and more. The NEW Retail Safari® is presented by WSL Strategic Retail, the experts in How America Shops®.

NEW Retail Safari® in Charlotte

Tuesday, September 28

5:30 pm – 6:30 pm Check in and mixer

Wednesday, September 29

7:30 am – 8:30 am Breakfast and briefing

8:30 am – 3:30 pm Store tours

Box lunch provided by Bloom. Motor coach transportation courtesy of Family Dollar.

Separate registration required. Space is limited so please register now.

Safari itinerary

Bloom

At this “different kind of grocery store” you'll find unique solutions to problem categories, innovative signage, information kiosks that dispense recipes and ideas, smart produce scales and personal, handheld scanners that let you bag as you go.

Family Dollar

See how Family Dollar has made shopping quick and easy by cleverly categorizing merchandise and learn why the Charlotte-based chain has quickly grown into one of the nation's biggest retailers by promoting convenience and value.

IKEA

IKEA designs and manufactures its own home furnishings, selling them at huge self-service superstores around the world. Distinctive presentation and unique products make IKEA a master of merchandising in a difficult category.

Trader Joe's

Trader Joe's combines aw-shucks shopability with competitive pricing, store-branded products and a reputation for caring about customers, employees and the environment.

Walmart

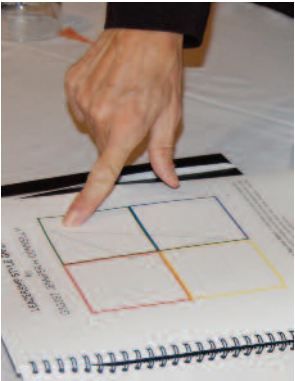
Preview Walmart's bold new store design at this recently remodeled supercenter. The new layout features products arranged by price, wider aisles, better lighting, low-profile shelving, easy-to-read signage — all designed to make shopping a breeze.

register now at newonline.org/safari

retail safari®



Sandra Bushby



OPTIONAL SESSION: LIMITED AVAILABILITY

Discover your true strengths at the Deep Dive Experience

The Network’s Deep Dive Career Day and Experience gives you a priceless look at your most important business asset: Yourself.

Before arriving at the Summit, you’ll take the world-renowned Birkman work style assessment (a \$2,000 value), providing you with a detailed survey of your personal strengths – and blindspots.

On September 29 in Charlotte, you’ll learn how to leverage your unique work style to maximize business relationships, improve communications, increase your effectiveness and build strong mentor partnerships in our one-day workshop.

After the Summit, you’ll participate in nine monthly conference calls designed to extend and enhance your self-awareness and effectiveness. Your on-site Deep Dive facilitator will be NEW’s Sandra Bushby, global director of diversity for Pfizer and a certified Birkman analyst and trainer.

NEW Deep Dive Career Day and Experience

Tuesday, September 28

5:30 pm – 6:30 pm Registration and mixer

Wednesday, September 29

7:30 am – 8:30 am Breakfast

8:30 am – 12:00 pm Morning session

12:00 pm – 1:00 pm Lunch

1:00 pm – 3:30 pm Afternoon session

Separate registration required. Space is limited so please register now.

After Deep Dive, dive deeper

Nine in-depth conference calls extend your Deep Dive learning through November 2011. Each 45-minute session will be led by a career coach from Corbett Consulting and accompanied by a PowerPoint presentation with key take-aways. Topics will focus on goal-setting, communication styles, decision-making, personal branding and more.

“The Birkman work style assessment was, by far, one of the most useful tools I’ve ever had.”

“Deep Dive was powerful. Thank you!”

“Provides not only insights into strengths but also stress behaviors and how to counteract them.”

“Deep Dive was incredible. I would recommend it to anyone.”

“Provides a holistic view of your work style and how you respond to stress.”

“Incredibly insightful and informative.”

—Last year’s Deep Dive participants