



*mission*

# REPORT

Advancing All Women



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# WELCOME

**THE** word ‘unprecedented’ has been used repeatedly to describe the events of 2020 – but we’re proud to say **NEW pivoted with unprecedented speed and skill.** Unpredictable circumstances forced our organization to turn almost overnight from live events to a completely digital world, so we could continue to support our members with connection in a time of isolation. As a result NEW held more than 250 regional and national events, furthering the leadership growth of women at a time when so many were questioning whether their careers could continue. We also launched our first ever all-digital conferences – drawing in a record number of attendees to both events in the process!

As a powerful movement arose in America calling for change, NEW ensured we were there to support our partners as they worked to create equitable workplaces. Supporting women of color is and always will be a key focus of our mission. With the launch of our new DEI Workshop Series in 2020, NEW will be able to offer even better support to our partners and members as we move forward.

We also piloted our brand new ‘Beyond Allies’ program, coming later this year, to make strong strides toward our goal of creating more male allies and sponsors to help accelerate workplace transformation for equity.

**Our Regions came together to meet the challenge of all-digital programming in 2020.** They innovated, creating new kinds of Connects and adapting cherished annual events to an Online setting. Region events regularly drew broad participation from NEW members far outside their own regions, and we are so grateful to the hardworking volunteers who made our digital pivot happen in their communities.

NEW continues to focus on diversifying our community. We want to connect, learn, and drive action alongside anyone who wants to Advance All Women, regardless of race, religion, sexual orientation, age, citizenship, disability, or gender identity. All are welcome!

If 2020 taught us anything here at NEW, it’s this – the need for us has never been greater. In 2020, women lost or were forced to leave their jobs in staggering numbers. But we cannot be discouraged. **The only way out of the ‘Shcession’ must be to move forward.**

Getting women back to their careers will take more than hope. It will take commitment, accountability, and hard work on the part of organizations around this country – and NEW will be right beside them. NEW is here to support our partners as they transform their workplaces for equity, now and in the years to come.



*Sarah Alter,*  
President and CEO, Network  
of Executive Women



*Monica Turner,*  
President North America  
Sales, Procter & Gamble

# FROM LIVE TO VIRTUAL

179

REGIONAL EVENTS

2543

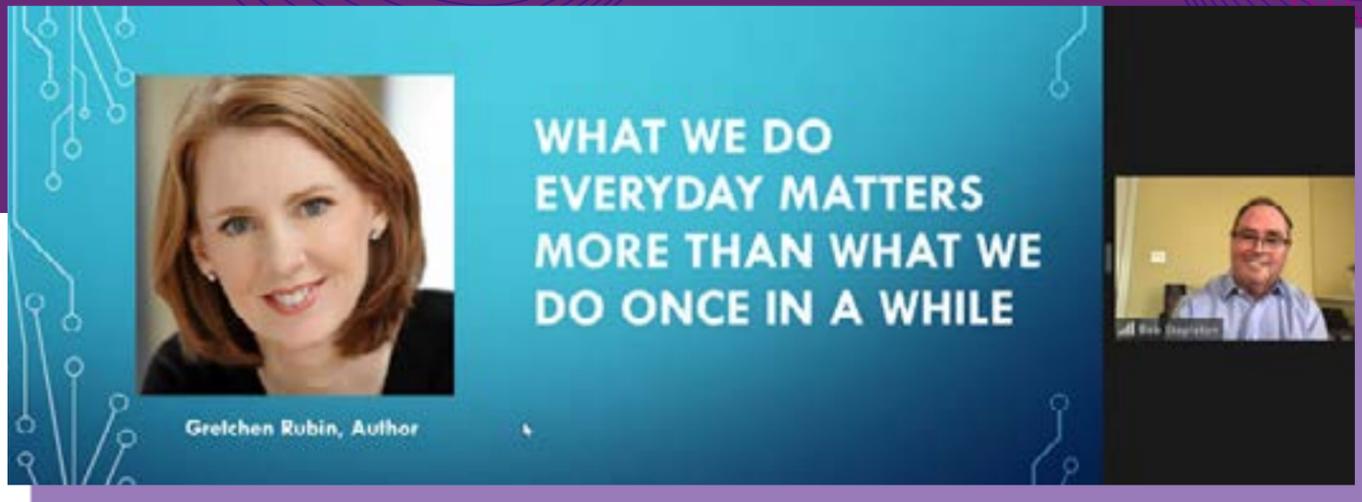
TOTAL CONFERENCE REGISTRANTS

\$6,906,787

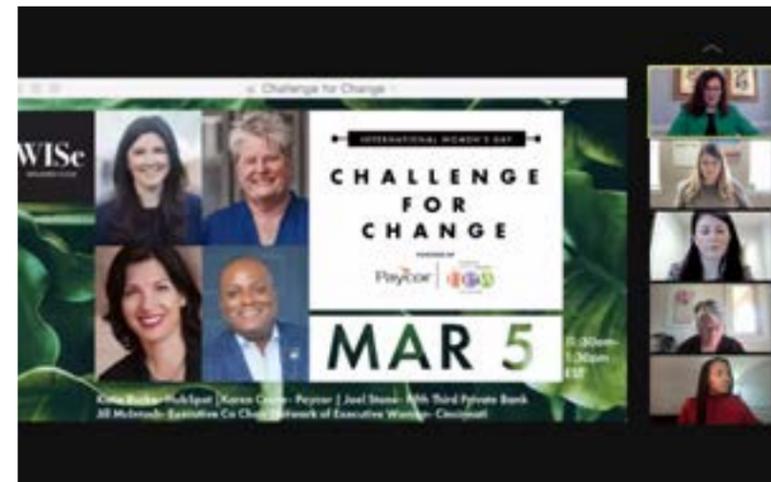
IN REVENUE

14,291

HQ EVENT REGISTRANTS



"Unpredictable circumstances forced our organization to turn almost overnight from live events to a **completely digital world**, so we could continue to **support our members** with connection in a time of isolation."



# BOARD OF DIRECTORS

## THE CHANGE VANGUARD

**NEW'S** diverse Board of Directors reflect thought leaders from organizations at the forefront of Diversity and Inclusion best practices. They provide NEW with key insight into the needs of our partners, and help us develop solutions which will work on the ground to advance all women in the workplace.

### NEW BOARD OF DIRECTORS EXECUTIVE COMMITTEE

**Front row, left to right:**  
Monica Turner, Sarah Alter and Lisa Walsh.

**Back row, left to right:**  
Abbe Luersman, Beth Marrion and Dagmar Boggs.



### NEW EXECUTIVE COMMITTEE

Board Chair, Monica Turner,  
Procter & Gamble

Vice Chair, Abbe Luersman,  
Ahold Delhaize

Immediate Past Chair, Lisa Walsh,  
Atlantic Street Capital

Treasurer, Dagmar Boggs,  
The Coca-Cola Company

Secretary, Beth Marrion,  
Accenture

### 2020 COMMITTEE CHAIRS

Audit Chair,  
Christina Bieniek  
Deloitte Consulting LLP

Finance Chair,  
Dagmar Boggs  
The Coca-Cola Company

Governance Chair,  
Lisa Walsh  
Atlantic Street Capital

NewGen Co-Chair,  
Ellen Siebenborn-Forsyth  
Blue Buffalo, Co.

Regional Advisory Chair,  
Marla Daudelin  
PepsiCo – Frito-Lay  
Division

Strategic Value Co-Chair,  
Vicki Felker  
Nestle Purina PetCare  
Division

Compensation Chair,  
Kim Underhill  
Kimberly-Clark North  
America.

Strategic Value Co-Chair,  
Abbe Luersman  
Ahold Delhaize

### DIRECTORS AT-LARGE

Chris Baker  
Visa

Kelly Caruso  
Shipt

Kendra Doyel  
Ralph's Grocery Company

Andy Dunn, Founder  
Red Swan Ventures,  
Co-founder, Bonobos

Cassandra Johnson  
Google

Michelle Larson  
Shaw's/Albertsons

Melody Richard  
Walmart

Chris Skyers  
Wakefern Food Corporation

### 2020 NEW GEN COMMITTEE

NewGen Co-Chair  
Ellen Siebenborn-  
Forsyth  
Blue Buffalo, Co.

Alexis Drickel  
PetSmart

Daniela Field  
7-Eleven

NEW HQ Coach  
Julie Basile  
Network of Executive  
Women

Kara Jordan  
Anheuser-Busch InBev

NEW HQ Coach  
Holly Goodhart  
Network of Executive  
Women

Dana Kline  
Procter & Gamble

Janese McClellan  
Procter & Gamble

Advisory Board  
Sponsor  
Hollie Reinhart  
Lowe's

Jordan Mills  
Party City

Arianna Moscatel  
Nestle

Rimsha Baig  
Mars

Allie Tarantino  
General Mills

Mary Crail  
Valassis

Lilly Voelker  
PepsiCo

Mariel Dehn  
Hormel



**SARAH ALTER**

President & CEO



**JULIE BASILE**

VP, Regions, Community & Marketing



**KARIANNE GOMEZ**

VP, Strategic Value



**CAROL GUSTAVESON**

VP, Strategic Partnerships & Members



**KATHERINE HALL**

Region Experience Coordinator



**CHANEY HATHAWAY**

Financial Analyst

# OUR TEAM



**BRIANA HOLMES**

Marketing & Communications Coordinator



**JULIE JANCKILA**

Director, Corporate Partnerships



**KAREN JONES**

Senior Director, Head of Learning & Development & DEI



**LAURIE GREER**

VP, Strategic Partnerships & Members



**CAROL JONES**

VP, Finance & Administration



**CHRISTEN NG**

VP, Technology & Analytics



**KRISTIN LEE**

Virtual Learning Manager



**ERIKA MUSSER**

Chief of Staff



**KAT ORTIZ**

Training Specialist



**ANGELA BICE**

Copywriter & Content Strategy Specialist



**VANESSA CULLERTON**

Copywriter & Content Strategy Specialist



**NICK DEMMEL**

Marketing Automation & Analytics Specialist



**NICHOLAS RAMIREZ**

Digital Service Manager



**ASIA RAY**

Membership Engagement Coordinator



**MAGGIE REBMAN**

Accounts Receivable Specialist



**BINTI DESAI**

Financial Analyst



**DESIREE FREY**

Director of Regional Growth & Development



**HOLLY GOODHART**

VP, Technology & Analytics



**ANGELA REED**

Technology Project Manager



**SARAH SAPP**

Member Experience Coordinator



**ROBIN SCHWARTZ**

VP, Technology & Analytics

# MEMBERSHIP VITAL STATISTICS

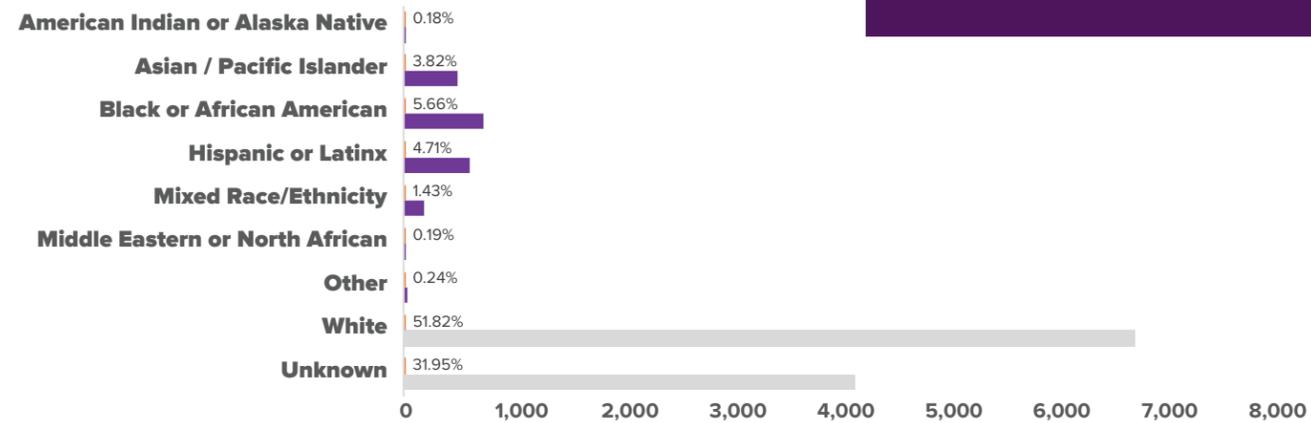
**IN** 2020 NEW further diversified our membership. **Members of NEW who identify as people of color make up 16% of our membership, and the number of male NEW members increased by 63.8%.** In a year marked by a movement for greater diversity at every level of our society, and for strong education on the work still needed to achieve true inclusion, we're proud to say that NEW continues to grow more diverse all the time.

# 13,081

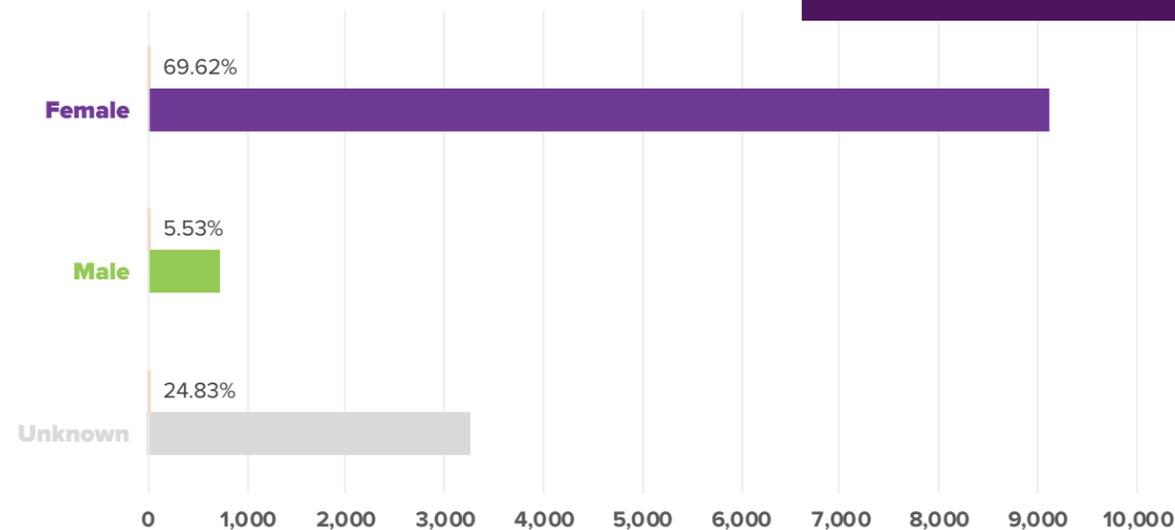
TOTAL MEMBERS



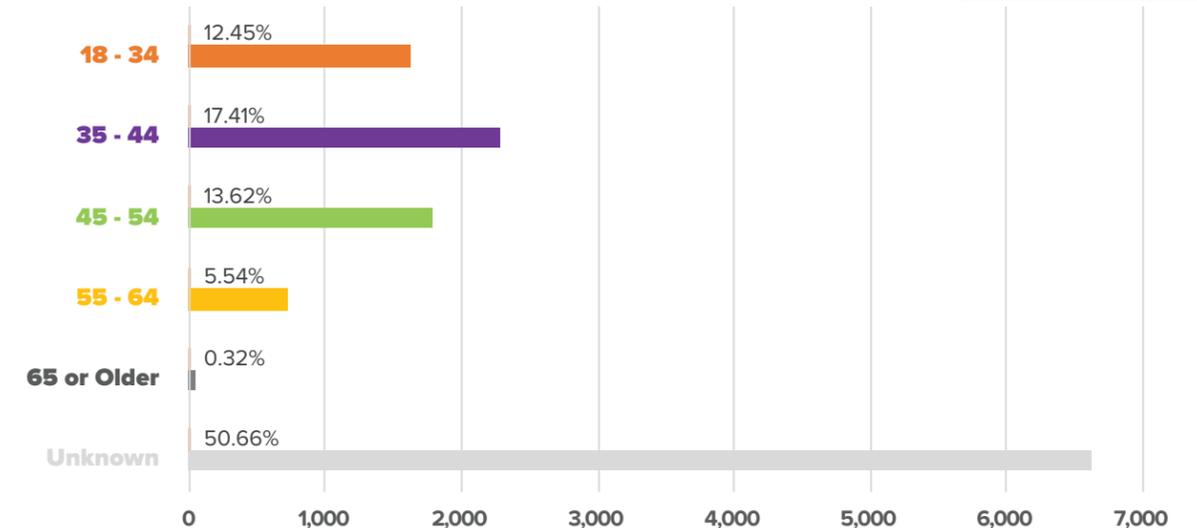
## ETHNICITY



## GENDER

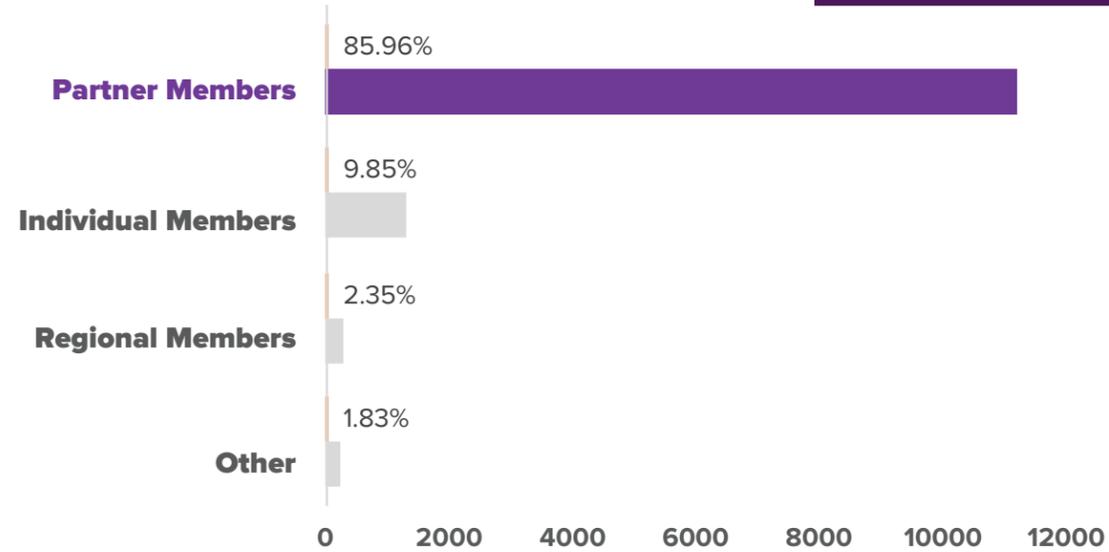


## AGE

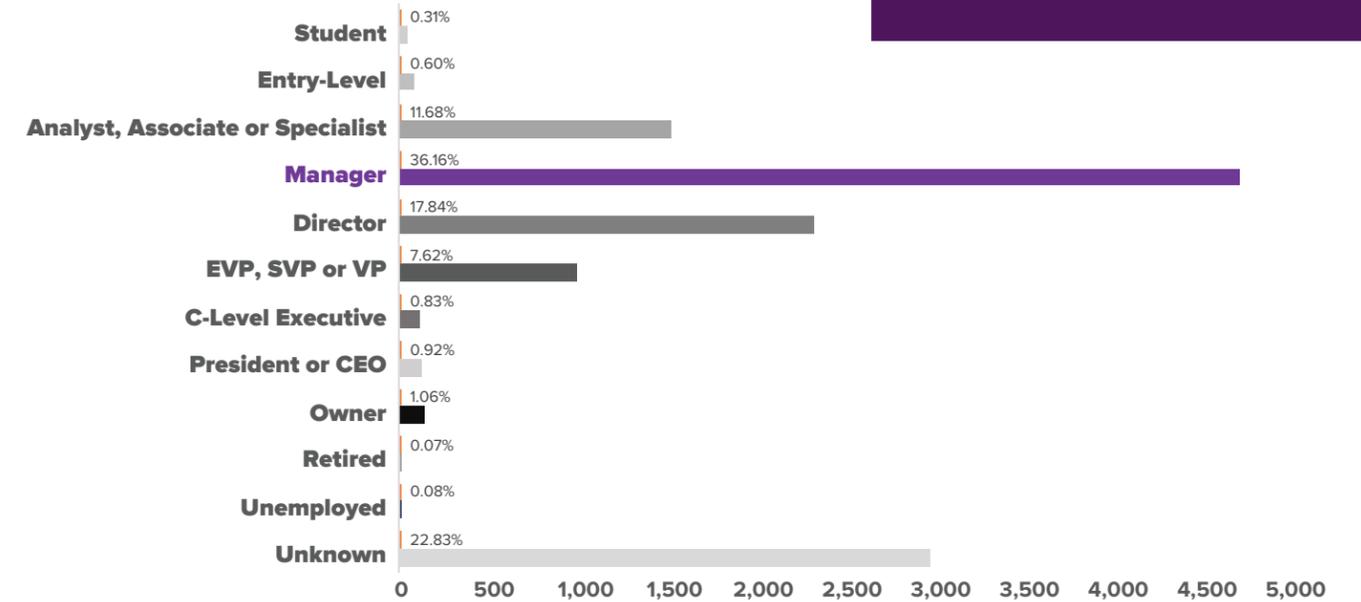


# MEMBERSHIP VITAL STATISTICS

## MEMBERS



## JOBS



# REGIONS

22

REGIONS

179

EVENTS

25,814

ATTENDEES

**2020** was the year of the virtual pivot in a truly spectacular fashion. Not only did the number of events held rise by 8.5%, but the variety of events regions held in this all-digital year was truly staggering. From powerful discussions of diversity and inclusion at the height of the summer's protests to solutions-based leadership development programs, **NEW's regions truly delivered on the promise of our network to connect members all over the country during this difficult year.**

As Julie Basile, NEW VP Regions, Community and Marketing, put it, "I've never been more proud of the work I am so fortunate to do at NEW. Leading this team of Regional talent is truly special. I've seen them continue to rise to the occasion, to innovate, challenge and support each other. These women and men are creating valuable experiences in their volunteer roles, and are generating huge impact on NEW's mission as well as their professional and personal development. I can't wait to see what they do next, and **I firmly believe we are building a rich talent pipeline that will change the face of NEW for years to come.**" We will be forever grateful to our regions for all the hard work they do, and this year showed the drive and passion of our region leaders like no other.



## REGION ANNIVERSARIES



# REGIONAL AWARDS

**EVERY** one of our 22 regions went above and beyond this year. NEW acknowledged this impressive work with four brand-new awards specific to the challenges faced and overcome by NEW's volunteer leadership in 2020.

## POWERING THE PEOPLE

NEW Northwest Arkansas quickly assessed the need to shift our largest event of the year to virtual with the help of regional sponsor technical support, and ensured our members and attendees had an excellent experience...in addition, **we raised over \$1200 for a local food bank...to give back and strengthen our community partnerships during this time of need.** We couldn't be more proud to see our region continue with strength through this difficult time.

- **Diana Marshall and Doug Waller**

In 2020, NEW Twin Cities was fueled by the possibilities of the broader reach and impact that a virtual world offered us. Anchoring on the timely and relevant topic of "Together Women Are Stronger", **we intentionally built a moment that compelled nearly 400 people, most outside of our region, to come together** to learn, reflect, and connect on how, as women, we can support and help advance each other.

- **Kellie Davies and Helen Driskell**

## POWERING PARTNERSHIPS

What a year for NEW North Texas! We pivoted to accommodate a new virtual reality with a huge focus on accomplishing our key objectives...introduced two new male executive advisors to help us with content, and enlisted our male counterparts' support to drive leadership development and male allyship...**we have an incredible team of board members, committee leads, and volunteers.** They all took the opportunity to learn new ways of creating engaging events, our members, and our sponsors. Thank you to the entire team!

- **Sheila Gamble and Kris Torres**

**Winning this award was truly a celebratory moment for our programming on Diversity, Equity, & Inclusion.** NEW Atlanta incorporated talent at local sponsoring companies like UPS, Google, Clarkston Consulting, Meredith Corp and The Coca-Cola Company to shine a light on DEI and empathy...with an average of 40% of attendees coming from outside ATL.

- **Tonia Ramsue, CPCC, CDCC**



As one of the largest regions, **NEW Chicago has been laser-focused on building a team of successful, diverse, and passionate leaders** who embody NEW's mission of advancing all women. In 2020, we are proud to have expanded our committee to over 65 members, advanced over 25% of the team with new leadership roles, and added new positions to deliver successful member events in the virtual environment.

- **Emma Smith and Tiffany Menyhart**

**Advancing all women means including all women** and garnering support from our male allies. We intentionally sought to enrich our region with expanded points of view, experiences, and voices.

- **Vicki Goizueta**



This award celebrated how **our region shines brilliantly through unshakable relationships.** By securing in-kind donations generating over \$40,000 for sponsorships of premier events, and our ongoing internal mentorship of other NEW regions, we have developed strong, sustainable partnerships in support of our mission of advancing all women.

- **Amy Eskoff-Garrett**

Our strong board team has embraced partnerships, including with Clif Bar's LUNAFEST, which engaged our members and became **one of the most successful and innovative events this year.**

Less than a month later, we added a LUNAFEST 2 due to the overwhelming positive response and engagement from our members and sponsors.

- **Christy Duncan-Anderson and Mary Tarczyński**



## POWERING THE PIVOT

## POWERING OUR PURPOSE

# AMBASSADOR & INDIVIDUAL AWARD WINNERS

When I first became an ambassador, I remember saying I wanted to make an impact like all the previous winners before me and three and half years later, I have. **It was such a great sense of accomplishment that I was able to build awareness and participation for NEW** within Mars Petcare, develop associates through regional events, webinars, Executive Leaders Forum, Rising Stars, and National Leadership Summit. It's been one of the most rewarding experiences that has not only developed associates and myself.

- Kelly Nguyen



## POWERING OUR PURPOSE:

Morgan Millard & Kelly Nguyen, Mars Petcare

## POWERING THE PEOPLE:

Janelle Rowe, PepsiCo, Inc.

It was an honor to receive the Network of Executive Women "Powering the People" award. I have been incredibly blessed throughout my career to have multiple amazing women as mentors, sponsors, and managers who have shaped who I am today. One reason I love being a NEW Ambassador for PepsiCo's Frito-Lay division is this role has given me a way to pay that forward and carry the torch for others. **There is nothing more rewarding than helping women achieve their career goals and this award demonstrates our entire committee's dedication to drive deeper engagement within NEW.** PepsiCo is proud to be one of the founding partners back in 2001 when NEW was first incorporated and we look forward to continuing a strong partnership for years to come.

- Janelle Rowe

**OUR** ambassadors were also a **key part** of keeping NEW's mission active and members engaged inside their organizations as work went remote and events went Online. NEW was thrilled to acknowledge the **excellent work** of in four categories at the **NEW Leadership Summit** this year.

## POWERING THE PEOPLE:

Carla Bailey, Danone North America

I was honored to receive the NEW Ambassador of the Year Award for Powering the People category. I am personally gratified by helping women in Danone and beyond know what resources NEW has to offer, but I was extremely grateful to have my efforts recognized by others. NEW has impacted my life greatly, and **I have met some wonderful and inspirational women who I learn from constantly.** The opportunities NEW provides for ongoing learning and professional development are top notch and have helped me become a better leader. I gain tremendous insights and personal learning from the annual Leadership Summit.

- Carla Bailey



## POWERING THE PIVOT:

Kelly Georgetti, Beam Suntory, Inc.

When the global pandemic hit, I wanted to find a way to drive value and partnership with NEW with the Summer Spirits Series allowing Beam Suntory to engage and stay connected with NEW members while highlighting our fantastic Brands and talented Brand Ambassadors. I'm grateful to have been recognized with the "Powering the Pivot" award at NEW Leadership Summit 2020. As we head into our 4th year as a NEW Partner, **I will continue to work to drive equity in our workplace,** integrate NEW into our Employee Impact Groups, and evangelize the amazing resources NEW offers our employees.

- Kelly Georgetti



## BEYOND ALLY AWARD:

Doug Waller, Harry's, Inc.

I've been honored to serve in the Network of Executive Women as a Male Ally. **I would like to encourage all men to move from just being aware of the gender inequality problem to asking themselves what they personally can do in becoming an advocate for women.** The gender inequality gap is not just the problem of women to solve. As allies in this movement, we need to be a part of the solution in breaking down the barriers in order to advance all women.

- Doug Waller

# OUR YEAR IN LEARNING & DEVELOPMENT

63

NUMBER OF WEBINARS

91

NUMBER OF HQ EVENTS

14,291

HQ EVENT REGISTRANTS

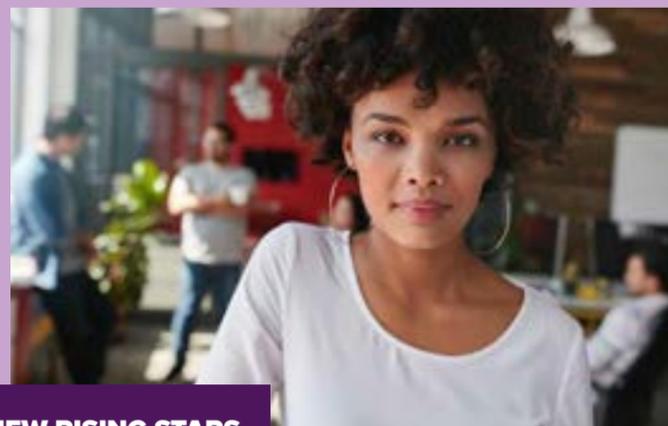
**NEW's** Learning and Development team was at the forefront of NEW's pivot in 2020. As a result of scaling up our digital HQ event offerings, the number of overall registrants to NEW events shot up to over 14,000 in 2020! These events kept our network connected to each other, featuring content that nurtured their career journeys and DEI education at a time when both were of critical importance.

In 2020, we responded to the growing need for strong DEI training with our new "DEI Workshops", which address the thorniest challenges women of color face in corporate workplaces head-on. We also piloted our new Beyond Allies program, which will help build male allyship and sponsorship for women's careers for years to come.

We also launched our newest piece of proprietary research, as part of an ongoing series focused on the challenges faced by individual communities of color in our workplaces. **"Latinas in Corporate America" unveiled key truths on the unconscious bias Latinas face, and the unique strengths they bring to the table as leaders.**



WEBINARS



NEW RISING STARS



DEI WORKSHOPS



NEW EXECUTIVE LEADERSHIP LAB



BEYOND ALLIES

# CONFERENCES



**NEW's** first ever all-digital conferences were a rousing success, bringing in **a record total of nearly 3,000 attendees combined!** As our digital pivot continued throughout the year, NEW created best-in-class, all-digital versions of our two most beloved events. The comments from attendees speak for themselves.

At NEW Executive Forum, Marc Pritchard, CBO, Procter & Gamble, and Monica Turner, President North America Sales, Procter & Gamble, led a vital discussion on **the importance of leading the pack in socially conscious advertising,**

**and making meaningful cultural change to ensure alignment between external and internal representation.** And attendees were wowed by keynote speaker Arianna Huffington's inspiring Thrive Global story, and the power of making micro-steps for wellness.

NEW Leadership Summit wasn't just the largest Summit ever – it was the largest conference NEW has ever held! From powerful discussions of bias to actionable solutions for time management, Summit delivered an unforgettable experience to our members.

We learned how Starbucks adjusted and grew to become a more diverse organization from Nzinga Shaw, Chief Diversity Officer, Starbucks, and were inspired by the strength of actor and comedian Cristela Alonzo's story of "Growing Up and Standing Up." Terri Cooper, Chief Inclusion Officer, Deloitte, and Alphonso David, President and CEO of the Human Rights Campaign, taught us **the invaluable importance of ensuring your LGBTQ employees can bring their full selves to work.** NEW Board members Cassandra Johnson, Executive VP of Customer Care, Google Devices & Services, Abby Luersman, Chief Human Resource Officer, Ahold Delhaize, and Chris Baker,

Sr. VP and Head NA Retail, Visa, spoke with NEW President and CEO on the next steps to Advance All Women in our rapidly changing world. And finally, keynote speaker Jennifer Garner, actress and entrepreneur, warmed our hearts and spoke to valuable lessons of taking action and living toward our highest aspirations.

**Whatever 2021 holds, NEW knows this – the inspiration 2020's conferences gave our members will carry us into 2021 with strength and purpose.**



“ The conference does what it sets out to do - **empowers women, builds them up, inspires!** ”



As a first-time NEW attendee, **this exceeded my expectations.** Such a breath of fresh air in the world we live in. I CANNOT wait to attend again. ”



**NEW over-delivered on their first virtual [executive forum]** They were in touch with their audience's needs and executed a flawless program that will ultimately set the bar for future virtual events and the industry! ”



“ The summit was **raw, empowering, inspiring, and reflective.** Just what I needed! ”



**441**

FORUM REGISTRATIONS

**2,102**

SUMMIT REGISTRATIONS

**2,543**

TOTAL REGISTRATIONS



NEW Leadership Summit changed my work and my team's balance! I learned so much about myself and the way I approach work, and how that flows into my team. **I now have tools to make a marked improvement to a better work experience...**Very grateful I had this opportunity to grow personally and professionally from listening and participating in the Summit. ”



A unique platform where all can come together with different backgrounds and opinions and **feel welcomed, rejuvenated, and validated.** [An] amazing experience! ”

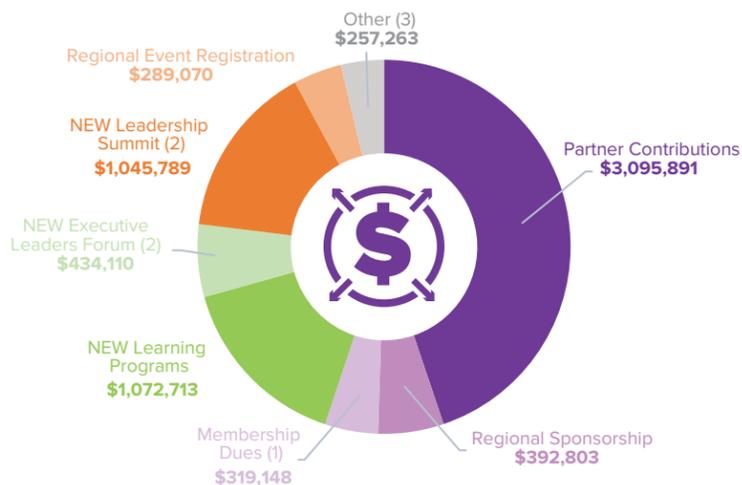


“ I did not know what to expect as a first-time male invitee, but **I feel more educated, inspired, and supportive having attended.** ”

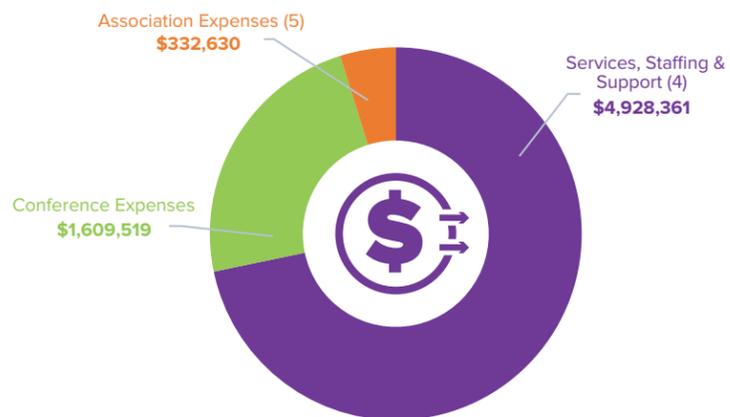


# FINANCIAL REPORT

## Total Revenue 2020 | \$6,906,787

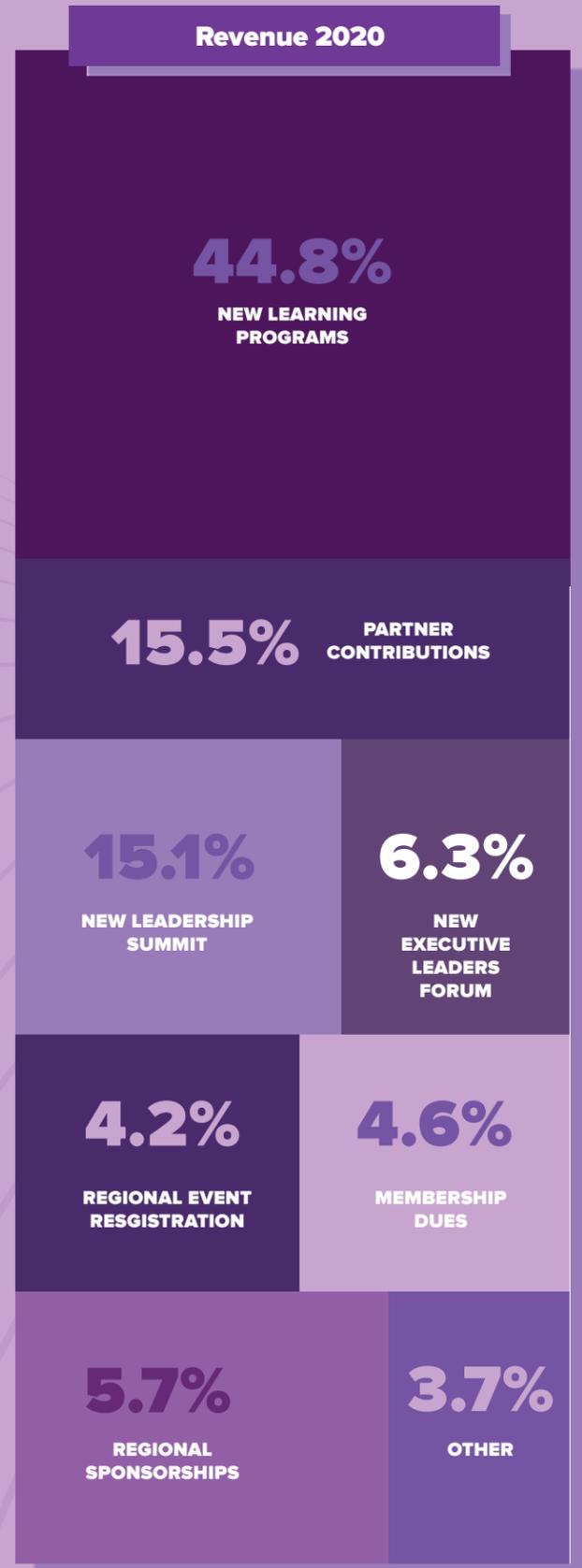


## Total Expenses 2020 | \$6,870,510



Change in Net Assets <sup>(6)</sup>  
**\$36,277**

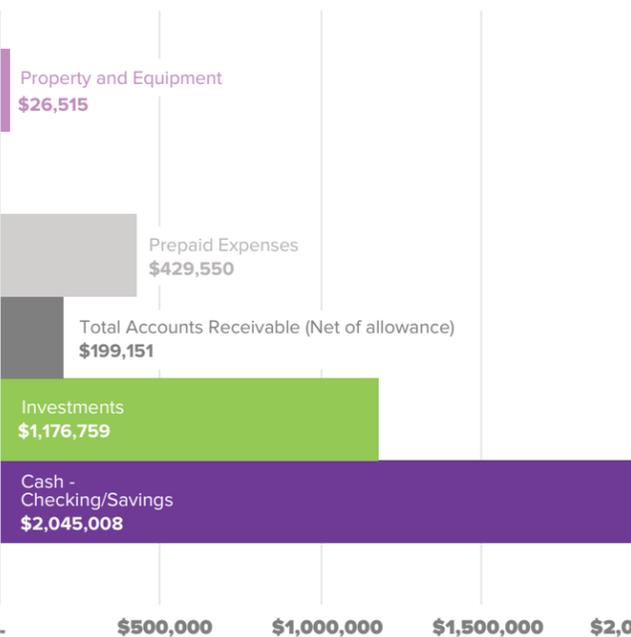
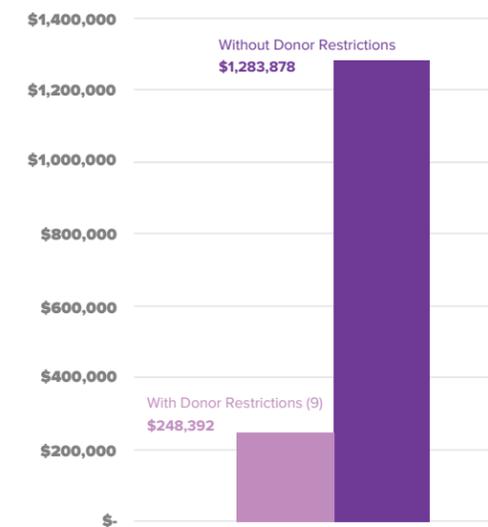
## Revenue 2020



## Total Liabilities 2020 | \$2,344,712



## Total Net Assets | \$1,532,270



## Total Assets 2020 | \$3,876,983

Total Current Assets  
**\$3,850,468**

Total Liabilities & Net Assets  
**\$3,876,983**

### NOTES

- Includes individual and corporate membership dues.
- Includes sponsorship fees.
- Includes scholarship donations, interest income, currency gain/loss, other income and in-kind contributions of
- Includes sales, marketing, accounting, strategic planning and organizational development, regional support, public relations and advertising, education and program development, legal services, staff salaries, benefits, payroll and vacation, credit card, sales taxes.
- Includes insurance, depreciation, bad debt, in-kind rent, computer services, telephone and other.
- Expenses include Future Fund spend of \$428,802 and Severance costs of \$162,272. 2020 Margin excluding Future Fund activity is \$465,079.
- Includes payroll liabilities, accrued payroll and vacation, credit card, sales taxes.
- Includes unearned membership dues, sponsorship and event revenue.
- Includes funds restricted for scholarships and NEW Future Fund.

# OUR PARTNERS

**AS** NEW enters its 20th year, we could not have expanded our impact to touch so many lives without the support of our partners. In partnering with us, these organizations show their commitment to Advancing All Women, accountability to their female employees, and a willingness to stand firmly on the right side of history.

NEW is there for our partners every step of the way, acting as a network of support and a powerful tool to develop female leaders and advance them all the way to the C-Suite. This work is at the core of our mission to Advance All Women, and we thank the partners who stood alongside us as we fought for equity in 2020.

## FOUNDATION



## TITLE



## PLATINUM



## GOLD

- 3M Consumer Healthcare
- Acosta, Inc.
- Advantage Solutions
- Amazon
- Beam Suntory, Inc.
- Bel Brands USA, Inc.
- Bimbo Bakeries
- Bissell Home Care Inc.
- BJ's Wholesale Club
- Blue Diamond Growers
- Brown-Forman
- Chevron
- Clif Bar Company
- Core-Mark
- Costco Wholesale Corporation
- Coty Beauty
- Crossmark
- CVS Health
- Del Monte Corporation
- Dollar General Corporation
- Duracell
- E. & J. Gallo Winery
- Essity
- Ferrero USA
- Heineken USA
- Hormel Foods
- Hy-Vee
- IKEA
- Ingredion
- Inmar
- Insignia Brands
- Intel Americas Inc.
- IRI Worldwide
- J R Simplot Company
- J.C. Penney Company, Inc.
- J.M. Smucker Company
- KeHE Distributors, LLC
- Keurig Dr Pepper
- Lowe's Companies Inc.
- Meijer, Inc.
- Numerator
- Perdue Farms Inc.
- PetSmart Inc.
- Post Consumer Brands
- Quad
- Republic Services, Inc.
- Schwan's Company
- Southern Glazer's Wine and Spirits
- SpartanNash
- Stanley Black Decker
- Starbucks Coffee Company
- Taylor Farms
- The Home Depot
- TreeHouse Foods
- Triad Retail Media
- Upfield
- Wakefern
- Wonderful Citrus, LLC

# CONNECTIONS OF LEADERSHIP

## REGION BOARD MEMBERS

**NEW'S** Regional Leadership kept our mission alive in 2020 with an expert pivot to the unfamiliar. Any lesser group might have stumbled, but not our leaders! Their hard work and commitment to our mission powered our network through 2020. In partnership with our Ambassadors, who are so key to connecting their organizations with our network, these volunteers went well beyond the call of duty over the course of this past year. Each of the names listed on these pages was a key part of NEW's continued ability to Advance All Women in 2020, and we thank them.

### NEW ATLANTA

Executive Co-Chair, Tonia Ramsue,  
Lotus Image Consulting

Executive Co-Chair, Shelley King,  
Accenture

Operations Officer, Katie Davis,  
The Coca-Cola Company

Finance Officer, Camille Hegwood,  
ZEP

Growth & Development Officer, Sarah Boice,  
Accenture

Communications Officer, Sarah Broyd,  
Clarkston Consulting

Programming Officer, Michelle Livingstone,  
Home Depot

Partnership Officer, Carol Caines,  
Microsoft

Executive Advisor, Kelly Rolader,  
Bic

### NEW CAROLINA

Executive Co-Chair, Julie Smanda,  
PepsiCo

Executive Co-Chair, Sharra Nicholson Martin,  
Hershey

Finance Officer, Bari Kriependorf,  
Campbells

Communications Officer, Cassandra Thurmond,  
Diversey

Programming Officer, Nancy Nicoll,  
Ahold Delhaize

Programming Officer, Giselle Turner,  
D&I Consultant

Partnership Officer, Keisha Rivers,  
KARS Group

Operations Officer, Candice Morgan,  
Trane Technologies

Growth & Development Officer, Lydia Mahon,  
Food Lion

### NEW CHICAGO

Executive Co-Chair, Tiffany Menyhart,  
Kraft Heinz

Executive Co-Chair, Emma Smith,  
PepsiCo

Operations Officer, Emily Launer,  
Accenture

Finance Officer, Bridget Flint,  
Deloitte

Growth & Development Officer, Stefanie Kruse,  
Walgreens Co

Communications Officer, Lauren Hilton,  
PepsiCo

Programming Officer, KL Daly,  
CTL Global Solutions

Programming Officer, Sheila Lukaszewsk,  
Kimberly-Clark Corporation

Partnership Officer, Sue Golden,  
Golden Leadership

Executive Advisor, Julie Basile,  
Network of Executive Women

Executive Advisor, Sarah Alter,  
Network of Executive Women

### NEW CINCINNATI

Executive Co-Chair, Jill McIntosh,  
Simpactful

Executive Co-Chair, Amy Eskoff Garrett,  
Procter & Gamble

Operations Officer, Elise Keeler,  
Unilever

Finance Officer, Lisa Vannis,  
Deloitte

Growth & Development Officer, Jenni Skiba,  
General Mills

Communications Officer, Rene Robers,  
Heineken USA

Programming Office, Dawn Shirley,  
Vestcom

Programming Officer, Chelsey Alexander,  
Procter & Gamble

Partnership Officer, Jeff Orschell,  
EY

Executive Advisor, Sharon Haynes,  
Retired Proctor & Gamble

### NEW DENVER

Executive Co-Chair, Lanita Isler,  
Scotts Miracle Gro

Region Executive Advisor, Carla Bailey,  
Danone

Operations Officer, Anne-Marie Mitchell,  
Amazon

Communications Officer, Patricia Upton,  
Acosta Inc.

Programming Officer, Melinda Bendix-Horn,  
Acosta Inc.

Partnership Officer, Susan Fecko,  
Black Dog Studio | Brand Communication

### NEW FLORIDA

Executive Co-Chair, Jillian Pantano,  
iHeartMedia

Executive Co-Chair, Sarah Nielsen,  
Advantage Solutions

Operations Officer, Kara Pudenz,  
Nestlé

Finance Officer, Kiah Lawrence,  
Kimberly Clark Corporation

Growth & Development Officer, Mary Williams,  
Amazon

Communications Officer, Genine Daux,  
Dannone Wave

Programming Officer, Desireé Oliverio,  
Acosta Inc.

Programming Officer, Katie Kirkpatrick,  
Sargento Foods Inc

Partnership Officer, Gina Iacovon,  
BJ's Wholesale Club

Region Executive Advisor, Christina Keppel,  
Neptune Retail Solutions

# CONNECTIONS OF LEADERSHIP

## REGION BOARD MEMBERS CONT.

### NEW GREATER PHILADELPHIA

Region Executive Advisor, Peggy Allen, PERRY iSearch Partners Inc.

Finance Officer, Tammy Serfass, GIANT Food Stores, LLC

Growth & Development Officer, Tamela (TJ) Vesek, Irl Worldwide

Communications Officer, Kimberly Mack, GIANT Food Stores, LLC

Programming Officer, Sasha Brenner, The Hershey Company

Programming Officer, Sherry Ulsh, The Hershey Company

Operations Officer, Kristin Lindsay, Hershey

Executive Co-Chair, Rebecca Jutkus, Hershey

Executive Co-Chair, Gabriele Garner, IKEA

### NEW IDAHO

Executive Co-Chair, Marissa Crab, The Albertsons Companies

Region Executive Advisor, Amanda Martinez, The Albertsons Companies

Region Executive Advisor, Karin Hart, Simplot

Operations Officer, Sarah Ransom, Colgate Palmolive

Finance Officer, Jennifer Albright-Wilson, Nature's Bounty

Region Executive Advisor, Holly White, Altria

Programming Officer, Johanna Oseland, Toku Saku Consulting

Programming Officer, Kristina Christiansen, Kimberly-Clark

### NEW MID-ATLANTIC

Region Executive Advisor, Phyllisann Fobian, GSK

Operations Officer, Kelli Hall, Giant Food

Finance Officer, Anne Golding, Giant Food

Growth & Development Officer, Felis Andrade, Giant Food

Communications Officer, Kate Kowalzik, Giant Food

Programming Officer, Taryn Guy, Retail Business Solutions

Partnership Officer, Letta Jenkins, UNFI

Executive Co-Chair, Billye Pounds, Giant Food

Executive Co-Chair, Lyndsey Corbin, Heineken USA

### NEW NEW ENGLAND

Executive Co-Chair, Dana Kelly, Ferrara Candy Company

Executive Co-Chair, Lynne Powell-Pinto, Procter & Gamble

Region Executive Advisor, Barb Poremba, The Coca-Cola Company

Operations Officer, Laura Reynolds, Acosta Inc.

Finance Officer, Kate Marchenko, C&S Wholesale Grocers

Growth & Development Officer, Kim Richardson-Roach, Peapod

Communications Officer, Sue Marie Breden, Procter & Gamble

Partnership Officer, Brigid McGovern, The Coca-Cola Company

Programming Officer, Amy Roy, Numerator

### NEW NASHVILLE

Executive Co-Chair, Jessica Scaggs, Dollar General

Executive Co-Chair, Lucia Crater, Impact 21

Operations Officer, Cherish Kelley, Mars Petcare

Finance Officer, Dana Felice, Kraft Heinz

Growth & Development Officer, Jennifer Dilts, Dollar General

Communications Officer, Emily Martin, Unilever

Programming Officer, Rebecca Williamson, Mars Petcare

Programming Officer, Tori Lin, Procter & Gamble

Partnership Officer, Alyssa Miller, Nestlé Purina

### NEW NEW YORK METRO

Executive Co-Chair, Becky Sawtelle, PepsiCo

Executive Co-Chair, Thea McDevitt, American Express

Region Executive Advisor, Eva Kohn, CBA Industries

Operations Officer, Lori Stockel, Nestle Waters North America

Growth & Development Officer, Barbara Mroczynski, Deloitte

Communications Officer, Paige Rotondo, PepsiCo Inc.

Programming Officer, Ricki Gardner, Digital Media Management Solutions LLC

Programming Officer, Fil Musilli, Valassis Digital

Partnership Officer, Kara Jordan, ABI

### NEW NORTHERN CALIFORNIA

Executive Co-Chair, Christy Duncan Anderson, Albertsons Companies

Executive Co-Chair, Mary Tarczynski, Parabolic

Operations Officer, Anna Olide, Wente Family Estates

Finance Officer, Mary Pryor, Ghirardelli

Growth & Development Officer, Jennifer Knutson, Valassis

Communications Officer, Kristin Zierau, Albertsons Companies

Programming Officer, Suzette Skulan, The Clorox Company

Partnership Officer, Anita Torrano, Mondelez International



# CONNECTIONS OF LEADERSHIP

## REGION BOARD MEMBERS CONT.

### NEW NORTH TEXAS

Operations Officer, Carmen Fahrenthold,  
PepsiCo / Frito-Lay

Finance Officer, Ava Bagheri,  
RGP

Growth & Development Officer, Jaime Groce,  
CROSSMARK

Communications Officer, Nicole Wright,  
Acosta Inc.

Programming Officer, Kimberley Haseman,  
Kimberly-Clark Corporation

Programming Officer, Beth Faught,  
CROSSMARK

Partnership Officer, Christy McCrary,  
Mondelez Global LLC

Executive Advisor, Ken Wilcox,  
Interstate Batteries

Executive Advisor, Mike Del Pozzo,  
PepsiCo, Inc.

Executive Co-Chair, Sheila Gamble,  
Kellogg's

Executive Co-Chair, Kris Torres,  
Accenture

### NEW NORTHWEST ARKANSAS

Region Executive Advisor, Karen Stuckey,  
Walmart

Operations Officer, Susan Dux,  
Kraft-Heinz

Finance Officer, Callie Acuff,  
Walmart, Inc.

Growth & Development Officer, Carol Vella,  
Del Monte

Growth & Development Officer,  
Candy Friedman,  
Team Direct

Communications Officer, Tina Winham,  
Spin Master

Programming Officer, Cammy Jo McCain,  
Hallmark

Programming Officer, Yuliya Day,  
Kraft-Heinz

Partnership Officer, Lela Davidson,  
Saatchi & Saatchi X

Executive Co-Chair, Doug Waller,  
Harry's

Executive Co-Chair, Diana Marshall,  
Walmart

### NEW PACIFIC NORTHWEST

Executive Co-Chair, Nicole Balkenbusch,  
Amazon

Executive Co-Chair, Teri Evernden,  
Starbucks

Operations Officer, Jill Samuelson,  
Deloitte

Finance Officer, Bibi Kaminski,  
Hormel Foods

Growth & Development Officer, Robin Robinett,  
Costco Wholesale Corporation

Growth & Development Officer, Lori Meyers,  
Blue Sky Communications

Communications Officer, Diana Unay,  
Visa

Programming Officer, Jane Traversy,  
Procter & Gamble

Programming Officer, Ash Ganapathiraju,  
Nestlé USA

Partnership Officer, Lacey Cozens,  
Cavatappi Distribuzione

### NEW PHOENIX

Executive Co-Chair, Abby Sheppard,  
P&G

Executive Co-Chair, Jamie Johnson,  
Symphony Retail AI

Executive Advisor, Cathy Kloos

Operations Officer, Stacy Johnson,  
USAA

Finance Officer, Wendy Shiozaki,  
Advantage Solutions Marketing & Sales

Growth & Development Officer,  
Sarah McClanahan,  
Albertsons Companies

Programming Officer, April Owen,  
GSK

### NEW SOUTHERN CALIFORNIA

Executive Co-Chair, Melanie Bauman,  
Valassis

Executive Co-Chair, Miriam Welch,  
Albertsons Vons Pavillions

Executive Advisor, Subriana Pierce,  
Navigator Sales and Marketing

Operations Officer, Shannon Beasley,  
Superior Grocers

Finance Officer, Brenda Valley,  
Albertsons Vons Pavillions

Growth & Development Officer, Sally Orzech,  
Southern Glazer's Wine and Spirits

Communications Officer, Vicki Goizueta,  
Acosta Inc.

Programming Officer, Vivian Panou,  
Earthfund

Programming Officer, Tinamarie Squieri,  
Smart & Final

Partnership Officer, Cynthia Weifenbach,  
CLW Consulting

### NEW SOUTH TEXAS

Finance Officer, Lisa Peterson,  
Altria

Growth & Development Officer, Olivia Storvik,  
Campbell's

Communications Officer, Jacob Davidson,  
Altria

Programming Officer, Robyn Calhoun,  
Nestlé

Programming Officer, Felecia Peeples,  
The Coca-Cola Company

Operations Officer, Lindsay Avant,  
PepsiCo, Inc.

Executive Co-Chair, Tiffany Umbehrr,  
Accenture

### NEW TORONTO

Executive Co-Chair, Rachel Doll,  
Tetra Pak

Region Executive Advisor,  
Fotini Iconomopolous,  
Forward Focusing

Operations Officer, Caralia Gosling,  
Mosaic

Finance Officer, Sehrish Ilyas,  
Symcor

Growth & Development Officer, Tammy Janes,  
Unilever

Communications Officer, Alex Fitzgerald,  
The Hershey Company

Programming Officer, Jamie Hoare,  
Advantage Group

Partnership Officer, Brenda Zinkiewich,  
Irving Tissue Company

Executive Co-Chair, Jennifer Hutton,  
The Coca-Cola Company

# CONNECTIONS OF LEADERSHIP

## REGION BOARD MEMBERS CONT.

### NEW TWIN CITIES

Executive Co-Chair, Kellie Davies, Target

Executive Co-Chair, Helen Driskell, P&G

Region Executive Advisor, Valerie Conard, Target

Operations Officer, Melissa Rodriguez, IRI Worldwide

Finance Officer, Tanya Carlson, Target

Growth & Development Officer, Matt Kaplan, Altria

Communications Officer, Alison Nelson, Insignia Systems

Communications Officer, Michael Garcia, Procter & Gamble

Programming Officer, Sara Knapp, Target

Programming Officer, Bonnie Reinke, Advantage Solutions

Partnership Officer, Shannon Amundson, PepsiCo Inc.

### NEW WESTERN MICHIGAN

Executive Co-Chair, Erica Wehmeier, Nestle Purina North America

Executive Co-Chair, Amanda James, Spartan Nash

Communications Officer, Dani Soper, Perrigo

Operations Officer, Lindsay Dillon, Nestle

Finance Officer, Thuhien Ronas, Procter & Gamble

Programming Officer, Liz Braciak, Advantage Marketing Partners

Growth & Development Officer, Sarah Lentz, Sanofi

Partnership Officer, Anna Ricelli, Procter & Gamble



## NEW CORPORATE AMBASSADORS

### 3M COMPANY:

Cindy Timmerman, Ashley Korum, Raha Been

### 7-ELEVEN, INC.:

Kymberly Kuebler, Robin Shivers, Angela Carrales

### ACCENTURE:

Emma Napier, Elizabeth Marrion, Amy Johnson, Megan Mahler, Kris Torres

### ACOSTA, INC. SALES & MARKETING:

Nicole Wright, Shannon Hodock McCoy, Kirsten Barnhorst

### ADVANTAGE SOLUTIONS:

Dianne Galang, Wendy Murray, Shelly Jacoby, Michelle Tonner, Kimberly Todd

### AHOLD DELHAIZE:

Jacqueline Blount, Carley James, Angela Spence, Amy Richardson

### ALBERTSONS COMPANIES:

Vicki Sell, Amanda Martinez, Michele Gross

### ALTRIA GROUP INC.:

Nicole Heitzler, Heather Bell

### AMAZON.COM, INC.:

Kirsten Mitchell

### AMERICAN EXPRESS:

Anna Ziskend Daniel, Thea McDevitt

### BEAM SUNTORY, INC.:

Heather Moubray, Kelly Georgetti

### BEL BRANDS USA, INC.:

Kimberly Mulcahy, Emily Tolzmann

### BIMBO BAKERIES USA:

Meagan Moul

### BISSELL HOMECARE, INC.:

Liz Gottlin, Kristen Perry, Jamie Wilcox

### BJ'S WHOLESALE CLUB:

Lauren Walker, Tricia Saab

### BROWN-FORMAN CORPORATION:

Mary O'Mara, Barbara Reilly, Rachel Behar

### CHEVRON CORPORATION:

Miriam Lopez, Chereese Johnson

### CLIF BAR & COMPANY:

Amber Balestrieri, Karin Thrift

### COLGATE-PALMOLIVE COMPANY:

Branca Franco, Jesma Johnson

### CONAGRA BRANDS:

Jesse McHugh

### CORE-MARK INTERNATIONAL:

Carin Daues, Ali Marciano

### COSTCO WHOLESALE CORPORATION:

Amy Walker, Erin Bradley

### COTY INC.:

Sarah Rack, Sandy Bounds

### CROSSMARK:

Kallie Millar

### CVS HEALTH:

Thomas Ashworth, Melissa Reynolds

### DANONE NORTH AMERICA:

Carla Bailey, Ariel Fortune, Sarah Feltham

### DEL MONTE FOODS INC.:

Amber Dunn, Mara Flynn, Jaime Reeves, Kristen Puhlman, Chelsie Niehoff

### DELOITTE:

Laura Bellinger, Tonya Wilborn, Tiffany Mawhinney

# CONNECTIONS OF LEADERSHIP

## NEW CORPORATE AMBASSADORS CONT.

### **DOLLAR GENERAL CORPORATION:**

Lori Bremer, Tracey Herrmann,  
Jessica Scaggs, Kate Longfield

### **DURACELL INC.:**

Carolina Capodanno, Danielle McGrogan

### **E. & J. GALLO WINERY:**

Beth Orozco

### **ENSEMBLEIQ:**

Ann Jadown, Laura Evegroen, Crystal Stone

### **ESSITY:**

Carrie Harcus, Rachel Bower

### **EY:**

Brittney Jennings, Joan Ong

### **FERRERO GROUP:**

Irene Dominique

### **FORTUNE BRANDS HOME & SECURITY:**

Shane Bill, Stephanie Nelson, Shelli Jorkos,  
Jinie Papaioannou, Katrina Lallo,  
Neha Khedekar, Christina Zazzetti

### **FOSTER FARMS:**

Lauren Daly

### **GENERAL MILLS INC.:**

Denise Inmon, Nicole Henjum, Jenni Skiba, Jenna  
Campbell, Courtney Schroeder

### **GLAXOSMITHKLINE PLC:**

Phyllisann Fobian, Amy Reibrich, Jacque Franklin

### **HALLMARK CARDS, INC.:**

Stacey Bishop-Spurlock, Ann Boldt

### **HEINEKEN USA:**

Dana Hursh

### **HENKEL CONSUMER GOODS**

Seona Skwara, Ingrid Nobert-Gagne, Amanda  
Jones, Christie Wilmler, Rianna Bissoondath

### **HORMEL FOODS CORPORATION:**

Denise Crawley, Jennifer Johnson, Katie Berner,  
Gita Kazokaitis

### **HY-VEE, INC.:**

Tara Dodge, Erica Evans, Georgia Van Gundy,  
Angela Birkenholtz

### **IKEA:**

Rafael Fantauzzi, Patricia Lobell, Meredith  
Kelleher, Amy Vernon

### **INGREDION INCORPORATED:**

Adrienne Speranza, Maria Stewart

### **INMAR INC.:**

Sharon Joyner-Payne, Kim Miller,  
Heather Froelich

### **INTEL CORPORATION:**

Halle Sylva, Gina Garcia, Ellen Weston, Rachel  
Mushahwar, Ann Steuart, Colton Cecchini

### **IRI:**

Katy Tegethoff, Lauren Gaines

### **J. R. SIMPLOT COMPANY:**

Caroline Burum, Ann Smith

### **JOH:**

Bobbie O'Hare

### **JOHNSON & JOHNSON:**

Kelly Kruzel, Gopi Patolia, Michelle Feldman

### **KEHE DISTRIBUTORS, LLC:**

Jessica Stevens, Andrea Shimono

### **KELLOGG COMPANY:**

Shaughn Korpalski

### **KEURIG DR PEPPER:**

Kayla Humel, Jennifer Wagner

### **KIMBERLY-CLARK CORPORATION:**

Erin Mitchell Richeson, Kiah Lawrence,  
Lauren Zamora

### **KRAFT HEINZ COMPANY:**

Steve Mazeika, Kara Albert,  
Meghan Denning, Raven Bryant, Alyssa Lyon

### **LOWE'S:**

Alexandra Garcia

### **MARS FOOD:**

Renee Severin, Monica Newman

### **MARS INCORPORATED:**

Kelly Nguyen, Morgan Millard, Kate Kasch,  
Megan McKellen, Lindy Roberts

### **MEIJER, INC.:**

Lauren Cohen, Amanda McVay

### **MONDELÉZ INTERNATIONAL INC.:**

Colleen Kalebaugh

### **NESTLÉ NUTRITION:**

Paula Casey, Cara Lanzetta

### **NESTLÉ PURINA PETCARE COMPANY:**

Karen Ganschaw, Allison Burg

### **NESTLÉ USA:**

Patricia Gaitan, Nikki Odom, Elizabeth Guevara

### **NESTLÉ WATERS NA:**

Katherin Briceno, Deanna Samaha,  
Amanda Hood

### **NUMERATOR:**

Ashley Leonard, Amy Roy

### **PEPSICO, INC.:**

Meredith Wiktorowski, Emily Silver,  
Janelle Rowe, Julie Smevoll, Lorraine Munoz,  
Katie Wallace, Carmen Fahrenthold,  
Marla Daudelin, Tamiko Olabintan

### **PERDUE FARMS:**

Katherine Moore, Tara Campbell, Sara Froning

### **PETSMART INC.:**

Maleena Rindfuss, Alexis Drickel

### **POST CONSUMER BRANDS:**

Stacy Williams, Jennifer Quast, Jackie Penner,  
Audra Carson

### **PROCTER & GAMBLE COMPANY:**

Kelly Emerson

### **QUAD:**

Catherine Wanzer, Elizabeth Stangeland

### **REPUBLIC SERVICES:**

Elena Goodhall, Marie Mueller, Julia Arambula,  
Michelle Buckler, Bethany Lucari

### **SALESFORCE:**

Ann Kline, Maria Humphrey, Jennifer McLaughlin

### **SANOFI CONSUMER HEALTHCARE:**

Linda Raines, Katy O'Connor

### **SAP AMERICA INC.:**

Dannay McMillian, Piya Paintal, Margot Goodson,  
Meena Patel, Genya Murray, Camille Goleb,  
Lisa Iacona-Davis

### **S.C. JOHNSON & SON, INC.:**

Megan Kuchenbecker, Rebecca Hutson,  
Hannah Schott, Shannon Blum, Summer Searcy,  
Katherine Kellerman  
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# CONNECTIONS OF LEADERSHIP

## NEW CORPORATE AMBASSADORS CONT.

### **SGSCO:**

Hollie Gonzales, Shari Martin, Julia Mastantuono

### **SOUTHERN GLAZER'S WINE & SPIRITS:**

Heather Zyjewski, Rachel Seder

### **SPARTANNASH:**

Amanda James

### **STANLEY BLACK AND DECKER:**

Naomi Butler, Allison Askew

### **STARBUCKS CORPORATION:**

Rebekah Lyle, Julie Key, Kinnari Mehta, Francine Barley, Jennifer Paine

### **TARGET CORPORATION:**

Angie Molina

### **TAYLOR FARMS:**

Megan Strickland, Michelle Morales

### **THE CAMPBELL SOUP COMPANY:**

Catie Bieler, Mia Tomkins Zellers, Neeli Straiges, Yvonna Matthis, Pamela Centonze, Sara Christiansen

### **THE COCA-COLA COMPANY:**

Melissa Pulliam, Lisa Chapman

### **THE CLOROX COMPANY:**

Michelle Talford, Courtney Williamson, Megan Hart, Germaine Hunter

### **THE HERSHEY COMPANY:**

Alicia Petross, Lisa Fishel-Slater

### **THE HOME DEPOT:**

Myra Reeves

### **THE KROGER COMPANY:**

Veronica Nester

### **THE MARS AGENCY:**

Kerry Shaw, Alyse Kramarow, Nichole Hoskins

### **TREEHOUSE FOODS:**

Alexis Ward, Shayna Wagner

### **TYSON FOODS:**

Briana Lee, Michelle Gareau, Kalyn Oden

### **UNILEVER:**

Kanika Sodhi, Alison Castillo, Nadine Garcia, Maureen Taylor

### **UNITED NATURAL FOODS:**

Rachel Holcomb

### **UPFIELD:**

Leslie Concors

### **VALASSIS:**

Theresa Corbin, Melanie Bauman, Filomena (Fil) Musilli

### **VISA INC.:**

Marushka Bland, Sara Thomas, Meera Agarwalla, Sarah Pew, Melanie Peyton

### **WAKEFERN FOOD CORPORATION:**

Pamela Ofri

### **WALGREENS:**

Renee Gadsden, Vruti Patel, Nikisha McDonald, Eliza Cheng, Emily House, Emiyuki Ortiz

### **WALMART, INC.:**

Bridgette Woodell

