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NEW launches new group in Southern California

Inaugural event at Nixon Presidential Library March 11

LOS ANGELES (Dec. 8, 2008) – The Network of Executive Women, the retail industry’s largest diversity organization, has launched a new regional group in Southern California, the nation’s largest retail grocery market. NEW will hold its first Southern California event March 11 at the Richard Nixon Presidential Library and Museum in Yorba Linda, Calif.

Southern California is the 15th region represented by the Network of Executive Women, Consumer Products and Retail Industry, and the Network’s second group in California. NEW supports diversity and the advancement of women in the consumer packaged goods and supermarket industry through events, networking and diversity best practices and education.

“When you consider the size of the market and the number of grocery industry-related companies that operate in this region, it makes perfect sense for NEW to start a chapter in Southern California,” said Sue Klug, a NEW advocate and president of Albertsons, Southern California Division. “We are looking forward to developing long-standing partnerships with many companies in this region as they join us in our efforts to promote the advancement of women through dynamic programs of education, leadership and business development.”

In addition to Klug, several other key women in the food industry will champion NEW efforts in Southern California, including Caroline Nakken, president and chief executive officer of Mass Connections; Kay Garbizo, vice president of advertising and marketing for Ralphs; Caryn Olson, division vice president for Nestlé; and Mickie Sharp Villaneuva, vice president, warehouse, for Hansen Beverage Company.

The Southern California group’s inaugural after-work event March 11 will feature key supermarket and packaged goods industry leaders, including executives from Albertsons, ConAgra, General Mills, and Safeway.

Executives interested in NEW's Southern California group should contact Kelley Rittel at Mass Connections, (562) 365-0200, ext. 1090, email krittell@massconnections.com.

About NEW

Founded in 2001, the Network of Executive Women, Consumer Products and Retail Industry, has more than 2,000 members from more than 400 companies and 53 corporate sponsors in 15 regions nationwide. For more information on the Network of Executive Women and its best practices, education, mentoring, networking and leadership development programs, visit www.newonline.org.

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