

About WFF

- Celebrating 20 years of leading positive change in the foodservice industry
- 3,800+ members representing all functional areas including foodservice operators, manufacturers and distributors
- More than 400 volunteers that serve on 20+ committees and in board leadership roles
- 170+ sponsor companies provide support — 85% through multi-year commitments

Why Support WFF?

- Demonstrate your commitment to building gender-diverse teams and the WFF mission to *Elevate Women Leaders*
- Invest in the growth of WFF's best-in-class leadership training programs — all designed to build the *WFF Core Leadership Competencies* of your employees
- Gain access to your valued business associates through WFF event attendance and sponsorship
- Be recognized as a leader in recruiting, developing and retaining female talent in the foodservice industry

How to Support WFF

- Become an active member and attend year-round programming with your team
- Provide resources to WFF — cash sponsorship, in-kind services, volunteer time and talent
- *Lead by Example* — help to achieve WFF's bold goal of having gender-parity on all foodservice leadership teams by the year 2020

WFF Focus Areas of Investment in 2009

- Expand reach and frequency of Regional Connects and Leadership Roundtables
- Execute enhanced *Emerging Executive* and *Executive Track* content at the Annual Leadership Development Conference
- Pilot day-long, market-based programs focused on the *WFF Core Leadership Competencies*
- Pilot the *Highway to Gender Diversity* assessment tool with select corporate partners
- Expand desktop learning opportunities for members
- Launch a comprehensive communication plan to affect change in the foodservice industry



*Gender Diversity in the Foodservice Industry –
What Key Companies Say About WFF*



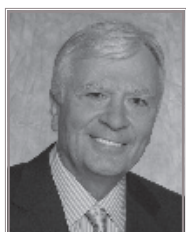
“When it comes to workplace diversity, moving from rhetoric and attitude to systemic commitment and results is always the challenge. It’s hard work, and it never ends. But here at Coca-Cola, we believe that workplace diversity is a business imperative of the highest order. In the foodservice industry, the leading voice for gender diversity and inclusion is the Women’s Foodservice Forum, which is why we are honored to be a founding sponsor of this dynamic, passionate organization.” – Chris Lowe, President Coca-Cola Foodservice, The Coca-Cola Company



“Diverse leadership is critical for any organization to reach its full potential. As a leader in the foodservice industry, Sodexo is proud to be a key strategic partner with the Women’s Foodservice Forum, an organization committed to empowering women through mentoring, networking, and career development. The Women’s Foodservice Forum presents tremendous personal and professional growth opportunities and encourages women to cultivate their own unique talents, abilities and skill-sets to become strong and successful leaders.” – Dr. Rohini Anand, Senior Vice President and Global Chief Diversity Officer, Sodexo, Inc.



“We appreciate and applaud the commitment that Women’s Foodservice Forum has made to enable women in our industry to embrace their own talents, share their knowledge, and help others to be successful. We share this commitment to develop women leaders at USF. In fact, we have a mentoring program dedicated to developing women leaders across all spectrums of our business.” – Bob Aiken, President and Chief Executive Officer, US Foodservice



“The WFF has been an effective catalyst in promoting the business case for gender-based executive leadership for almost 20 years now. At Dunkin Brands, we truly value WFF for its skills development workshops, which are tailored specifically for all experience levels from emerging leaders to senior level executives. We continue to be a proud supporter of WFF because we wholeheartedly believe in their mission to both develop and elevate women leaders in the foodservice industry.” – Jon L. Luther, Chairman and Chief Executive Officer, Dunkin’ Brands

