



The Women's Foodservice Forum, in partnership with Sysco, present...



The WFF Sewell Scholars Award



Phyllis Shapiro Sewell recently retired from her noteworthy career of service, including 20 years on the Board of Directors at Sysco. She was a member of Sysco's Compensation Committee and their Corporate Governance and Nominating Committee. Ms. Sewell's prestigious career has touched a multitude of industries from retail, foodservice, media, and many more. She has served on numerous public and private boards and has been regarded as a pioneer for women's rights in the workplace. She formerly served as Senior Vice President of Federated Department Stores, Inc., where she was the first female executive. Honors bestowed upon Mrs. Sewell include being named the Cincinnati Enquirer Woman of the Year in 2003, a Great Living Cincinnati by the Cincinnati USA regional Chamber in 2003, one of the top 85 Women Business Executives by Industry Week Magazine in 1985 and one of Business Week Magazine's Top 100 Corporate Women in 1976. She received the Alumnae Achievement Award from Wellesley College in 1979 and was inducted in the Ohio Women's Hall of Fame in 1982.

The Sysco Corporation is honoring the legacy of Phyllis Sewell by sponsoring a high potential woman in the foodservice industry to attend The Women's Foodservice Forum (WFF) Executive Leadership Program, in partnership with Northwestern University's Kellogg School of Management. Taught by Northwestern's diverse faculty, this program stands out as one of the industry's leading vehicles for talent development. With top quality content, faculty and attendees, the program brings to life the WFF's Core Leadership Competencies that develop key interpersonal skills and build paradigms for change for high-potential women and men.



Scholarship Recipients will receive a \$15,000 grant that covers the following:

- Attendance to the WFF Annual Leadership Development Conference, WFF Executive Summit, and biannual Kellogg Campus Sessions*
- Accommodations and meals at conferences and class sessions
- Personal concierge
- Certificate of completion from Northwestern University Kellogg School of Management

* Attendees are responsible for their own travel costs to and from course sessions and conferences.

Who Should Apply:

- High-potential female leaders from all functional areas of the foodservice industry— Human Resources, Sales, Marketing, Operations and Finance
- Emerging executives at a director level or above with documented P & L experience
- Aspiring women who need the opportunity to broaden their business and leadership skills
- Foodservice Industry franchise and small business owners
- Driven individuals committed to attending programming for two years and completing certification



Interested parties must return the attached application to WFF headquarters by **February 17, 2012**. The award recipients will be announced at the WFF Leadership Development Conference April 22-25, 2012, in Dallas, Texas. For more information about the WFF Leadership Development Conference visit <http://bit.ly/WFF2012>.

To learn more about the WFF Executive Leadership Program go to: <http://bit.ly/WFFKellogg>

For information regarding the Sewell Scholarship, contact awards@womensfoodserviceforum.com.

The WFF Sewell Scholars Application

Please complete the following application and additional requirements. Completed applications and all attachments must be received by **February 17, 2012**.

Guidelines:

- Applicant approval process will be managed by Northwestern University Kellogg School of Management
- Qualified applicants will be sent the WFF scholarship committee to select top candidates, who will then be interviewed by the Sewell Scholarship Selection Panel
- Applicants must commit to the program for two years, and attend all courses at each offering
- Applicants must also be paid Women's Foodservice Forum members during their matriculation through the Executive Leadership Program

Application Instructions:

- Complete the following application form
- Attach two professional letters of recommendation
- Submit a current professional resume
- Submit a short bio (250 words or less)
- Choose ONE of the following questions and submit a 500-1000 word essay with your response:
 - Question 1: Why are you the ideal candidate for the WFF Executive Leadership Program and how will your professional and personal experiences benefit your colleagues?
 - Question 2: Describe a situation, event or activity that demonstrates your ability to be a change agent or innovator, or where you have pushed the boundaries of an organization.
 - Question 3: Discuss a particular dimension of your leadership style that works well within your organization. Then discuss a dimension of your leadership style that needs to improve and your ideas about how to change it.

Applicant Information:

*=Required Field

Prefix First (given) Name* Middle Name Last (family) Name* Suffix

Gender* DOB (mm/dd/yyyy) Country of Origin*

Preferred E-mail Address*

Organization Information:

Company/Organization*: _____

Website*: _____

Current Position:

Position Title*: _____

Management Level*: (check one) _____
Top Senior Middle Non-applicable

Parent Company Annual Sales* (In \$US): _____
Under \$ 1 Million \$1-10 million \$10-50 Million \$50-500 Million
\$500 Million + Unknown Non-applicable

Parent Company Number of Employees: _____
Under 100 100-1,000 1,000-10,000
10,000 + Unknown Non-applicable

Experience Information:

Highest level of education attained*: _____

Number of years full time work experience* _____ Number of years management experience* _____

Any additional education, training, experience or certifications: _____

Business Contact Information:

Office Address Line 1*: _____

Office Address Line 2 (optional) _____

Office Country* Office City* Office State/Province* Office Postal Code*

Office Phone Number* Office Mobile/Cell Office Fax

Home Contact Information:

Home Address Line 1*: _____

Home Address Line 2 (optional) _____

Home Country* Home City* Home State/Province* Home Postal Code*

Home Phone Number* Home Mobile/Cell Home Fax

Emergency Contact Information:

In case of emergency contact: _____
Name* Relationship*

Phone Number* Alternate Number

Preferences:

Preferred Address: (select one) _____
Business Address Home Address

To facilitate networking opportunities Kellogg will distribute a participant list containing contact information of this session's participants to each attendee. If you prefer to have your address and phone number withheld from the participant list please check the following box:

Admission and Cancellation Policies:

General:

Applicants must be proficient in English. All classes and discussions are conducted in English.

It is understood that during attendance at this program, the participant will be free of other duties and will not leave except in emergency situations.

The WFF and Northwestern University reserve the right to use photos taken during seminar activities for promotional and educational purposes, as well as post participants' photos and bios on our website.

Health Insurance:

It is expected that participants have their own health insurance, valid in the United States. The University is not responsible for medical expenses incurred by participants during the program.

Travel and Accommodations:

Attendees are responsible for their own travel costs to and from course sessions and conferences.

Lodging, meals and materials are included in the program cost unless otherwise stated.

Lodging is provided on campus at our conference center unless otherwise stated. Occasionally, demand for programs requires that participants stay at nearby hotels if there is no room on campus. If necessary, you will be notified as early as possible and all arrangements (including reservations and daily transportation to campus) will be made on your behalf.

Cancellations:

Because attendance at a Kellogg School executive program requires significant advance preparation and demand often exceeds capacity, it is important that you contact us in a timely manner if you must cancel or defer your attendance. To receive a full refund of tuition, notice of cancellation must be received more than 30 days in advance of the program start date. Participants who cancel less than 30 days in advance will not receive a refund but may nominate an acceptable substitute or attend a future session of the same program within one year.

Northwestern University reserves the right to cancel a program at any time for any reason. In the unlikely event of a course cancellation, paid program fees will be refunded, but the university is not responsible for any travel or other related expenses accrued by the program registrant.

University Policies:

Northwestern University is an equal opportunity, affirmative action educator and employer. Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula, and courses.

Self-identification of birth date is entirely voluntary.

Verification and Signature:

By submitting this form I certify that I have read and understood the policy statements above and that all information and accompanying material provided in connection with this application are authentic and accurate.

Applicant Signature

Date

Completed applications and all supporting materials must be received by Friday, February 17, 2012.

Email to:

awards@womensfoodserviceforum.com

Fax to:

972.770.9150

Attention: Scholarships

Mail to:

Women's Foodservice Forum

Attention: Scholarships

6750 LBJ Freeway

Dallas, Texas 75240



WFF Executive Leadership Program

Sponsored By:



PEPSICO



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