

# Executive Female Leadership Network Meeting

Sunday, October 23

9:30 am                      **Registration**

10:00 am – 10:15 am   **Welcome & Opening Remarks**  
*Kristin Popp, President, WGA and Executive Vice President, Woodman's Foods*

10:15 am – 11:00 am   **Member Introductions**  
Meet your follow share group members!

11:00 am – 11:30 am   **Industry Update**  
*Greg Ferrara, President & CEO, National Grocers Association*

11:30 am – 12:30 pm   **Lunch**

12:30 pm – 6:00 pm   ***Dare to Lead*<sup>™</sup> : A Courage Building Program for Leaders**

Developed by renowned researcher and author Brené Brown, *Dare to Lead*<sup>™</sup> is an empirically based courage-building program designed for the leaders of the future. The most significant finding from Brene's ground-breaking research is that courage is a collection of four skill sets that are teachable, measurable, and observable. The *Dare to Lead*<sup>™</sup> program focuses on developing these courage-building skills.

Participants of *Dare to Lead*<sup>™</sup> trainings can expect to learn:

- Vulnerability is the foundational skillset of courage
- The critical role self-awareness plays in Daring Leadership
- Armor (not fear) is the greatest obstacle to Daring Leadership
- Four measurable and teachable skillsets that result in courageous leadership

To embrace Daring Leadership to show up fully in the workplace and relate in a way that calls others to greatness

*Natalie Johnson, co-founder, ViDL Solutions*

7:00 pm – 9:00 pm   **Networking with Purpose – Offsite Social Event**  
Rooftop -- 601 Pennsylvania Ave, NW, Washington DC



## Monday, October 24

7:00 am – 7:30 am

**Breakfast**

7:30 am – 8:00 am

**The Dimensions of Wellbeing**

8:00 am – 8:45 am

**CEO Panel**

*Katie Hotze, Founder and CEO, Grocery Shopii*

*Amy Nemetschek, President and CEO, Certco, Inc.*

*Stephanie Becker, Sr. Vice President, General Counsel  
and Chief Legal Officer, Associated Wholesale Grocers*

*Moderator: Kristin Popp, President, WGA and Executive  
Vice President, Woodman's Foods*

8:45 am – 9:15 am

**Consumer Trends**

9:15 am – 9:30 am

**Break**

9:30 am – 10:00 am

**Media Strategy**

*Leisa Stahl, District Vice President, Client Development  
– Retailers, Inmar Intelligence*

10:00 am – 10:30 am

**Future of Digital Commerce**

*Lori Brown, Senior Vice President, Industry & Customer  
Development, Rosie*

10:30 am – 11:00 am

**Market Trends**

*Heidi Huff, Vice President, Business Partnerships, IGA,  
Inc.*

11:00 am – 11:30 am

**WGA Update**

*Kristin Popp, President, WGA and Executive Vice  
President, Woodman's Foods*

11:30 am

**Meeting Adjourns**

## MEET THE SPEAKERS

### **NATALIE JOHNSON, MS ' CO-FOUNDER & CVO: ViDL Solutions**



Natalie Johnson is a consultant and trainer with over 30 years' experience working with employers globally. Natalie is the co-founder and Chief Visionary of ViDL ("vital") Solutions, an organization focused on helping companies improve culture and business performance through supporting employee wellbeing, improving team dynamics and building courageous leaders. Specifically, Natalie's work focuses on developing strategies and initiatives to ignite behaviors that align with values.

Natalie has a background in human performance. She is an industry-recognized Dare to Lead™ Facilitator, Performance Coach, Emotional Wellbeing Coach and Certified Wellness Coach.

She has received a variety of awards including Healthcare Hero, Champion of Healthcare,

Health Program Innovation Award, Corporate Wellness Leadership Award and Business Leader

Woman Extraordinaire. You can read more about Natalie in this recent interview with [Corporate Wellness Magazine](#).



### **AMY NIEMETSCHEK, PRESIDENT & CEO, CERTCO, INC**

## **KATIE HOTZE ' FOUNDER & CEO: Grocery Shopii**

Named a Top 10 Women in Grocery Tech by RIS, Katie Hotze is an innovative leader and entrepreneur with over two decades of experience in digital marketing, data analytics and business strategy.

Katie is the founder and CEO of Grocery Shopii, a Charlotte-based startup that solves a \$550B problem in the CPG & Retail industry by reducing cart abandonment with machine learning. Grocery Shopii uses recipes as a recommendation engine to expedite online grocery shopping inside the shopping journey.



Prior to Grocery Shopii, Katie spent 20 years in management and technology consulting where she led global marketing teams for Mercer, the world's largest HR consultancy, and BearingPoint.

## **HEIDI HUFF, VICE PRESIDENT, BUSINESS PARTNERSHIPS, IGA USA**

Heidi Huff, IGA's vice president of business partnerships, is responsible for creating strategic relationships between consumer product manufacturer brands, technology and service companies, and IGA corporate in ultimate service to the IGA retailers and their shoppers.

These relationships allow for investment, analytics, creative promotions, and emerging technology programs that drive local sales and advance IGA's national presence in the grocery industry.

Heidi is a six year member of WGA Board of Directors, currently serving as vice president of membership, and a member of the NGA Foundation Board of Regents. She has held several marketing and branding management positions throughout her career, including roles as director of marketing for IGA and senior director of Red Oval Partnerships. Prior to IGA, she served as the operations manager for Building Leaders, Inc. and on the sales and development team at Corner Bakery Café. In her free time, Heidi enjoys spending time with her family, which these days is often spent at the softball field cheering on her daughter, who plays for the Northwestern University Wildcats.



## **LORI BROWN, SVP, INDUSTRY AND CUSTOMER DEVELOPMENT, ROSIE**



Lori is the SVP of Industry and Customer Development at Rosie, the industry-leading online grocery shopping platform for mobile and web. Before joining Rosie, Lori spent the previous 18 years at Post Consumer Brands, most recently as the Regional Vice President for the West. She has been in the grocery business for 40 years, starting in retail at Kroger while in college. Lori received her Bachelor's degree from the University of Puget Sound, and her Master's degree from USC in Food Industry Leadership. She also completed the USC Food Industry Executive Program.

Lori serves on several boards and education foundations. In March 2021, she was nominated as the President of the Pacific Harbors Council, Boy Scouts of America. She is the first female elected for this role in 111 years. Her other board of director's positions include the Illuminators, California Grocers Association, Washington Food Industry Association, the WFIA Educational Foundation, and the Navigator Lighthouse Foundation.

Lori has earned numerous awards over her career, including Progressive Grocer's Top Women in Grocery-Rising Star, and the Shelby Report's Women of Influence. In 2021 Lori received the Silver Beaver award for distinguished service to young people from the Boy Scouts of America.

## **KRISTIN POPP, SVP, PRESIDENT, WGA AND SVP, WOODMANS FOOD MARKETS**



Kristin is Senior Vice President, Woodmans Food Markets. Prior to her current position, Kristin served as HR Director for the company. With 24 years' experience, she leads the overall operations of the organization.

Kristin is also a six-year member of the Women Grocers of America (WGA) and currently serves as the president of the organization. Operating under the NGA Foundation, WGA's mission is to inspire and empower women of the independent grocery industry through personal and professional development, cultivating connections and highlighting accomplishments and achievements.



## **GREG FERRARA, PRESIDENT & CEO, NATIONAL GROCERS ASSOCIATION**

Greg Ferrara is the President and CEO of the National Grocers Association (NGA). NGA, headquartered in Washington, DC, is the national trade association that is the voice of the retail and wholesale companies which comprise the independent sector of the supermarket industry, as well as those companies that provide products and services to the industry. In his role as President and CEO, Mr. Ferrara is responsible for working closely with NGA's Board of Directors to develop and implement a strategic vision which advances the Association's efforts and public policy positions in support of the independent supermarket industry. Having first joined NGA in November 2005, Mr. Ferrara brings a wealth of experience in the grocery industry having managed his family's century-old supermarket in New Orleans before the store was ultimately destroyed in Hurricane Katrina. Greg holds a BA in Political Science from Loyola University New Orleans and is a fellow of the prestigious Institute of Politics at Loyola University. He is a graduate of the US Chamber of Commerce Institute for Organization Management (IOM) and is a graduate of the NGA Executive Leadership Program at Cornell University.



## **LESIA STAHL, DISTRICT VICE PRESIDENT, CLIENT DEVELOPMENT – RETAILERS, INMAR INTELLIGENCE**

Lesia Stahl, District Vice President, Client Development - Retailers at Inmar Intelligence partners with her grocery retailers on identifying new Martech opportunities to increase shopper engagement and advance digital transformation initiatives. Her focus is on digital incentives and loyalty, ecommerce and retail media solutions. She has been with Inmar for one year but has been serving the retail grocery industry for most of her 25+ year career in areas of customer experience, loyalty and digital transformation. Prior to Inmar, Lesia was with Accenture and Hitachi Consulting within their Retail/CPG Digital practices and started her career at Jewel Osco in Chicago which was eventually bought by Albertsons.



Lesia is a coach and developer of people and is passionate about mentoring young women in the workplace. As a new WGA Board member, she is excited about the opportunity to join the WGA mission and further expand its exposure and reach. In her free time, Lesia enjoys golf, travel and volunteering in animal rescue.

## **STEPHANIE BECKER, CHIEF LEGAL OFFICER/GENERAL COUNSEL, ASSOCIATED WHOLESALE GROCERS**

Stephanie Becker is currently the Chief Legal Officer, General Counsel and Corporate Secretary for Associated Wholesale Grocers. Stephanie has been practicing law for over 25 years, with time in private practice and in the Czech Republic before joining AWG 17 years ago. She has spent her career at AWG assisting independent retail grocers across the country. While the work of a lawyer is not always visible to the grocer, her work impacts the daily life of every retail member of AWG. Stephanie is always eager to work with retailers to find ways to educate Congress on the issues impacting local grocery store owners and their customers. She also greatly enjoys assisting retailers in securing store locations, financing remodels, upgrades, expansions and acquisitions, and planning for the future.



Stephanie has spent a substantial amount of time in the past few years addressing the impact of power buyers on both cost and availability of goods and has worked on pushing forward with the Credit Card Competition Act to introduce competition into credit card processing industry. She is a member of AWG's Executive Leadership Team and regularly works closely with the Board of Directors.

And, when possible while managing to balance the work of the legal department and AWG, Stephanie loves to travel and spend time with her husband and son, an extremely energetic 5 year old.