



WISE Refresher

November 2025

Tap into everything WISE has to offer by exploring key programs and member benefits.





Companies that recruit, retain,
and advance women have a
competitive advantage in the
global market.

3 core pillars of programming

1

INFORM & RECOGNIZE

2

GROW

3

CONNECT





1

INFORM & RECOGNIZE

WISE World E-Newsletter

Monthly

- Provides updates on upcoming WISE events & announcements
- Highlights our dynamic Partners and/or Members
- Offers content around the Private Label industry

Top Women in Store Brand Awards

Nominate July, Awards November

- Industry awards celebrating top women: lifetime achievement, emerging leader, innovation, regulatory / QA, marketing / merchandising, sales, operations, supply chain / procurement, corporate services



2

GROW

WISE Webinars

Quarterly

- Conducted by expert speakers
- Covers a variety of topics to foster professional & personal growth

WISE Resource Center

All Year Long

- On-demand access to archived webinars – a speaker database of dynamic presenters

Inclusive Excellence Learning Series

*Sign-up in January,
Starts in February*

- Tools and knowledge to lead change within your organization and community
- Tailored tracks – Leadership & Personal Growth tracks

New & Emerging Manager Training

Sign-up in May, Starts in August

- Program equips participants with essential leadership and personal effectiveness skills to help them grow into management roles

WISE Committees

All Year Long

- 6 committees: Partner Liaison, Marketing & Communication, Recruitment & Membership, Events, Professional Development, & Talent Development



3

CONNECT

Mentor Circles

*Nominations in January,
Runs throughout year*

- Online networking
- Formed small group to share experiences and learn from others
- Purpose to set goals, build competence, and help each other

WISE Connect

Up to 4x per Year

- Online networking in small groups
- Scheduled around specific topics to cultivate discussions and nurture relationships

Night of Dynamic Networking

1-2x per Year

- In-person networking events
- Opportunity to meet others in Private Label industry

PLMA Sunset Reception

Annual, November

- In-person networking event as part of broader PLMA conference
- Opportunity to meet others in Private Label industry

WISE Annual Meeting

Annual, November

- Virtual annual meeting with key agenda topics: Board Updates, Top Women in Store Brands Awards, and Keynote Speaker

Programming At A Glance



Pillars		Inform & Recognize		Grow					Connect				
Partnership level	# of Members	WISE World E-Newsletter	Top Women in Store Brand Awards	WISE Webinars	WISE Resource Center	WISE Inclusive Learning Series	WISE New & Emerging Manager Training	WISE Committees	Mentor Circles	WISE Connect	Night of Dynamic Networking	PLMA Sunset Reception	WISE Annual Meeting
Not Partner Exclusive	N/A	✓	✓	✓						✓	✓	✓	✓
Premier	Unlimited	✓	✓	✓	✓ Members Only	✓ Members Only	✓ Members Only	✓	✓ Unlimited	✓	✓	✓	✓ Reduced Fee
Diamond	12+1 HR	✓	✓	✓	✓ Members Only	✓ Members Only	✓ Members Only	✓	✓ Limited to # of Members	✓	✓	✓	✓ Reduced Fee
Platinum	8+1 HR	✓	✓	✓	✓ Members Only	✓ Members Only	✓ Members Only	✓	✓ Limited to # of Members	✓	✓	✓	✓ Reduced Fee
Gold	4+1 HR	✓	✓	✓	✓ Members Only	✓ Members Only	✓ Members Only	✓	✓ Limited to # of Members	✓	✓	✓	✓ Reduced Fee
Silver	2+1 HR	✓	✓	✓	✓ Members Only	✓ Members Only	✓ Members Only	✓	✓ Limited to # of Members	✓	✓	✓	✓ Reduced Fee
Bronze	1+1 HR	✓	✓	✓	✓ Members Only	✓ Members Only		✓	✓ Limited to # of Members	✓	✓	✓	✓ Reduced Fee
Individual Member	1	✓	✓	✓	✓ Members Only			✓		✓	✓	✓	✓ Reduced Fee

You can sign-up on WISE’s website for most programs. Leverage Partner Liaison!



WISE Annual Meeting

Went virtual in 2020—and with great success, we've continued the format! The event features:

- WISE wins, updates, and board nominations.
- Celebration of Top Women in Store Brands honorees, including a Lifetime Achievement Award.
- A dynamic keynote to close the event.

PLMA Sunset Reception

- Held on Sunday during PLMA—this can't-miss gathering consistently earns rave reviews.

SAVE THE DATE



THURSDAY, NOVEMBER 13, 2025



SPEAKER: LAYSHA WARD

2025 Keynote Speaker **Laysa Ward**

Laysha Ward is an accomplished C-suite executive with 32+ years of leadership experience at Target, a Fortune 50 company with \$104 billion in annual revenue and 400,000 employees. As a purpose-driven leader, she boasts a nationally recognized track record of success in delivering results for consumer-facing brands. From rural roots to the C-suite, Ward advanced from a front-line team member on the sales floor to a prominent executive role in her three decades at Target. She has remained deeply connected to her origins in rural Indiana, championing the ethos that true success is measured by the equitable opportunities we create for everyone. For Ward, leading with meaning is focused on progress over perfection.

Join a committee!

Partner Liaison

Actively engages with different partners and provide updates on all things WISE!

Marketing & Communication

Create and manage content for monthly newsletter, social media, and more!

Recruitment & Membership

Proactively sells the value of WISE to attract and gain new partners & members.

Events

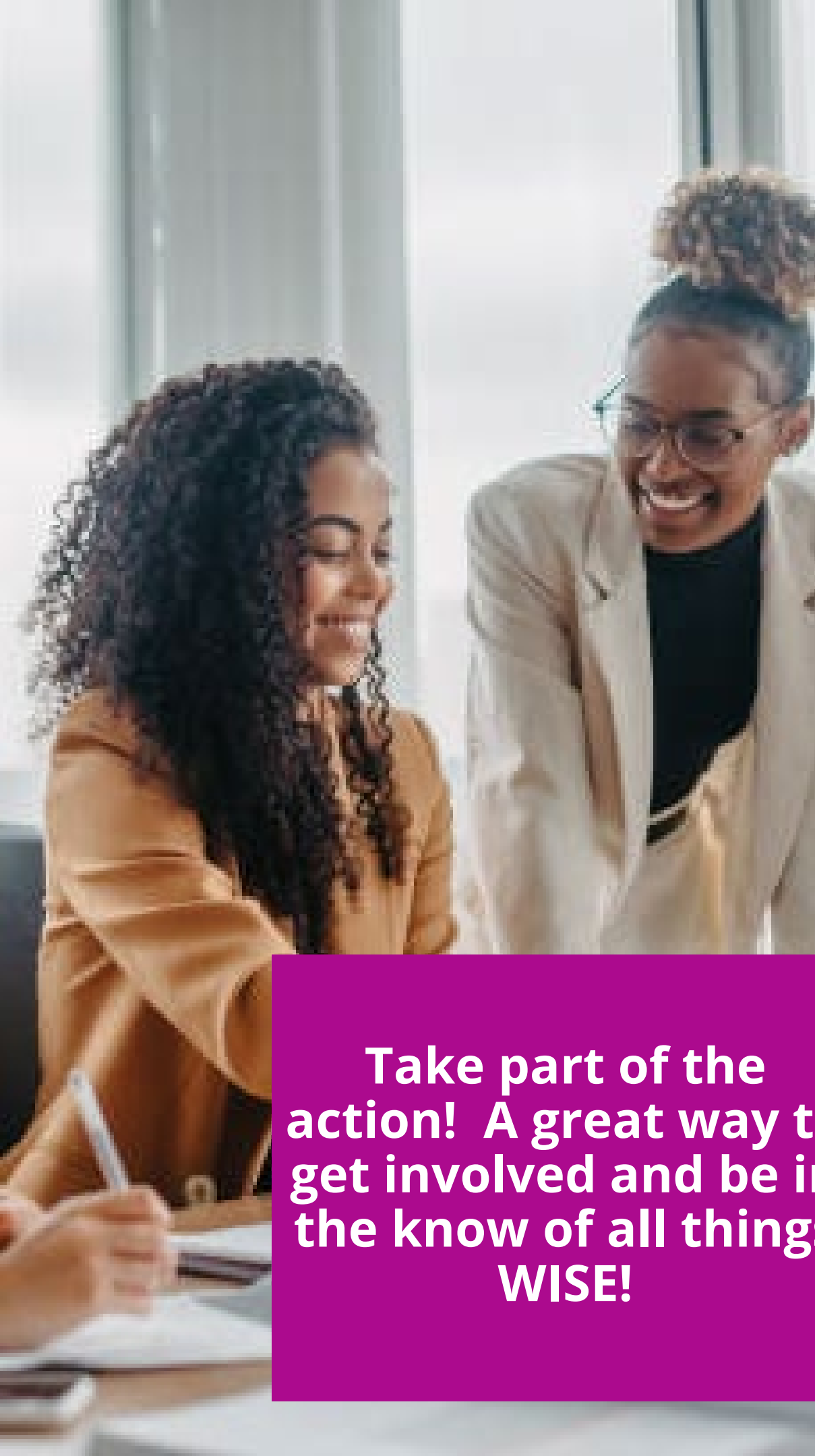
Organize virtual and in-person WISE events, such as the Annual Meeting & PLMA Sunset Reception.

Professional Development

Create webinars/programming, including the Inclusive Excellence Series and New & Emerging Manager Training.

Talent Development

Develop and manage programming for members, including Mentor Circles.



**Take part of the
action! A great way to
get involved and be in
the know of all things
WISE!**



WISE Junior Board

Purpose

The WISE Junior Board of Directors empowers members through collaboration and leadership, connecting a diverse industry to the next generation of Store Brands.

Who

- Non-governing group of individuals who are committed advocates of WISE.
- Seeking an entry-level industry leadership opportunity.
- Demonstrating an affinity for getting involved in volunteer work.

Qualifications

Member of a partner Organization

- Motivated, self starter
- Planning and executing skills

Commitment to WISE mission

- Reliable & collaborative
- Bandwidth to commit to position responsibilities

Term Limit

- Junior Board members serve a two-year term, with renewal possible.
- A full term is required before applying to the WISE Board or Junior Board Executive Committee.

WISE Jr. BOD Business Challenge:

How can we, as the WISE Jr. Board of Directors, attract diverse, emerging talent into the WISE organization?

Example Member Journeys



Employee Level	Pillars	Year 1 – New Member	Year 2 – Returning Member	Year 3 – Returning Member
Entry-level Employee	INFORM & RECOGNIZE	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB
	GROW	<ul style="list-style-type: none">• Webinars	<ul style="list-style-type: none">• Webinars• Committee	<ul style="list-style-type: none">• Webinars• Committee
	CONNECT	<ul style="list-style-type: none">• Mentor Circles: Participant• PLMA Sunset Reception• Annual Meeting• WISE Connect	<ul style="list-style-type: none">• Mentor Circles: Participant• PLMA Sunset Reception• Annual Meeting• WISE Connect	<ul style="list-style-type: none">• Mentor Circles: Participant• PLMA Sunset Reception• Annual Meeting• WISE Connect
Mid-level Employee	INFORM & RECOGNIZE	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB
	GROW	<ul style="list-style-type: none">• Webinars• New & Emerging Manager Training• Committee	<ul style="list-style-type: none">• Webinars• Inclusive Learning Series• Committee	<ul style="list-style-type: none">• Webinars• Inclusive Learning Series
	CONNECT	<ul style="list-style-type: none">• Mentor Circles: Participant• PLMA Sunset Reception• Annual Meeting• WISE Connect	<ul style="list-style-type: none">• Mentor Circles: Lead• PLMA Sunset Reception• Annual Meeting• WISE Connect	<ul style="list-style-type: none">• Mentor Circles: Lead• PLMA Sunset Reception• Annual Meeting• WISE Connect• Junior Board
Senior-level Employee	INFORM & RECOGNIZE	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB	<ul style="list-style-type: none">• Nominate for TWISB
	GROW	<ul style="list-style-type: none">• Webinars	<ul style="list-style-type: none">• Webinars	<ul style="list-style-type: none">• Webinars
	CONNECT	<ul style="list-style-type: none">• Mentor Circles: Lead• PLMA Sunset Reception• Annual Meeting	<ul style="list-style-type: none">• PLMA Sunset Reception• Annual Meeting	<ul style="list-style-type: none">• PLMA Sunset Reception• Annual Meeting

Questions

- Email your **Partner Liaison** contact
- **Jen Linke**: Chair Partner Liaison Committee & Board Member: JenLinke@WiseDiversity.Org



Role of Partner Liaison

- Make sure our partners are getting the **most out of WISE** while keeping the Partner Contact's work to a minimum!
- Ensuring **awareness** of all upcoming programming
- Serve as a sounding board for **questions on participation** among partner members
- **Communicate the value** that WISE is providing to our partners
- **Answer any questions** our partners have



Thank You!

WISE cultivates diverse collaboration through our programs and provides leadership to empower our industry's continued success.

