new balance
learning and development catalog
winter-spring-summer 2012
Our Beliefs and Purpose

People are meant to grow
want to develop their talents
share a passion for contributing to
NB’s success

We provide learning opportunities
that inspire and strengthen talent
# Seminars and Competencies

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Whether you are a new or more experienced manager, we encourage you to invest in your own and your team’s development. By developing your skills as leader, you’ll enhance your team’s effectiveness and your ability to work with other departments.

We offer organizational development services and workshops in addition to the seminars that you will see in this catalog. Build the spirit and effectiveness of your team with a customized retreat or workshop that achieves your specific business objectives.

Many of our managers enjoy learning from peers external to New Balance. In addition to our on-site NB programs, we encourage you to sign up for off-site seminars through IMS. You’ll learn best practices from the top-rated business leadership gurus with managers from over twenty New England companies.

If you don’t find what you’re looking for, let us know and we’ll make it happen.

Daryl Juran
Corporate Learning and Development

Leading Others: Suggested NB Manager Curriculum

Suggested NB Manager Curriculum

The Creative Edge
Developing Others
Delivering High Impact Presentations
Doing Business Globally at NB
Developing Global Leaders
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Registration Process

For Seminars in Boston
• Send an e-mail to the mail address HR Training Boston
• Put the title of the seminar in the subject line
• Include your name, extension, and title in the body of the email

For Seminars in Lawrence
• Send an e-mail to the mail address HR Training Lawrence
• Put the title of the seminar in the subject line
• Include your name, extension, and title in the body of the email

Confirmation Policy
• You are confirmed in the class when you receive an email or calendar invitation from HR Training Lawrence or HR Training Boston
• Plan in advance to delegate work and/or tell your manager so you will not need to cancel at the last minute

Cancellation Policy
• For Lawrence courses: Please notify Mike O’Connor at Mike.O’Connor@newbalance.com and copy HR Training Lawrence as well
• For Boston courses: Please notify Mike O’Connor at Mike.O’Connor@newbalance.com and copy HR Training Boston as well
• Please notify Mike three days in advance if you need to cancel
Careers in Motion

- How do people make successful internal career transitions?
- What did they need to learn to become successful?

Learn how three associates from Account Services made successful transitions to Apparel, Sales Operations, and PF Flyers. Learn about their career paths, goals, and what it takes to succeed in these roles. Deepen your knowledge about these departments. This is a great opportunity to broaden your business knowledge!

Date: Wednesday, January 11th in Boston
Location: Boston, X-Treme Training Room
Time: 12:00-1:00
Moderator: Mike O’Connor

Laureen Mitchell
Sales Process Analyst

Patrick Trubiano
PF Flyers Assistant Product Manager

Alana Cioffi
Apparel Assistant Product Manager

Open to all associates
Personality Styles: Do You Understand Me?

• What is your personality style and what value does it add to the team?
• How can you adapt your message to achieve maximum effectiveness?

Gain an understanding of yourself, your team, and an appreciation of your strengths using the DiSC personality styles model. Find out your innate style, where you are on the “map,” and how you migrate based on your current environment. Learn how to adapt your style when communicating with others to work more effectively. Team members are encouraged to attend together to enhance team effectiveness.

Date: Thursday, January 19th
Time: 8:30-2:30
Location: Lawrence, Arlington Mills Room
Seminar leader: Mike O’Connor

Open to all associates

Developing Others: A Dialogue And Deep Dive For NB Managers

• How can we help others realize their potential?
• How can you bring out the best of your abilities?

Go beyond the idea that promotion is the only goal of development and talk about ways that managers can significantly support and engage associates in their development. Leave with a deeper understanding about the multiple aspects of development and take away simple, effective ways to incorporate more development into your conversations despite your busy schedule.

Date: Wednesday, January 25th
Time: 8:30-12:30 NEW TIME
Location: Lawrence, Arlington Mills
Seminar leader: Erin Bentz

Open to all managers
**NB360: From Concept to Consumer**

*Ever wish you could get to know our business better?*

Learn the process we use to bring our shoes and apparel from the initial ideas to a finished product. Hear how we choose colors and trends for our product, and the process we use to fit our apparel. A cross functional team of NB associates will tell you what it takes to craft the 993, how we keep our brand alive at retail, and key performance indicators used to measure success.

“NB 360 gave me a sense of pride in my workplace.”

“Perfect...I was able to tie myself into the big picture.”

**Date:** Wednesday, February 1st  
Lawrence, Arlington Mills Room  
or  
Wednesday, March 28th  
Boston, Xtreme Training Room

**Time:** 9:00-12:00

**Seminar leaders:** A cross functional team of NB associates

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**Create Your Own Development Plan**

- **What is a development plan?**
- **How do I create a thoughtful development plan to achieve my goals?**

Explore your short-term and longer-term goals. In a series of thought-provoking exercises, you will have the opportunity to reflect on your career, your interests, and your values. Think about assignments that have stretched you, how you learn best, and use that knowledge to consider what’s next. Design a “first draft development plan” that will include developmental goals and strategies to achieve them.

Give yourself the gift of a development plan to move your career.

**Date:** Thursday, February 2nd  
**Time:** 9:00-2:30

**Location:** Boston, Performance Room

**Facilitator:** Daryl Juran

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**Open to all associates**
I was expecting an “America’s Got Talent” sort of meeting where we would pitch our ideas and get voted off the stage. I was pleasantly surprised to find a no-pressure, highly collaborative forum. The best part was hearing from other folks from outside of our own department/SBU who could elaborate on your idea or who had a use for your presentation. We had so much momentum and excitement from our initial meeting that we had guerilla brainstorming sessions for 6 weeks afterwards in order to bring our ideas to life.

Tish Simmons

Brainstorming and exchanging ideas with people from other departments generated new ideas. Attend Ideapalooza and see what your ideas become—you may be surprised. You will definitely walk away energized, and excited to work at a company that welcomes and is supportive of new ideas. This seminar is a keeper.

Sarah Mayer

If you’ve got a good idea, you got to go to Ideapalooza. I was skeptical at first, but I’m so glad I went; the people I met there helped my idea take off and go places I never imagined!

James P. Gilbert
Cornerstones

- **What organizational results do we want to achieve?**
- **What are the values that shape how we achieve those results?**

Join other NB associates for a fun and in-depth exploration of the values, mission, philosophies and business strategies that serve as cornerstones for New Balance. Connect via video conference with other new associates in St. Louis and the UK for Q&A with an NB executive.

New associates are auto-enrolled in Cornerstones. Tenured associates are welcome to attend as well.

Dates:  
- February 29th, Boston, Xtreme  
- May 16th, Lawrence, Arlington Mills  
- August 29th, Boston, Xtreme  
- November 28th, Lawrence, Arlington

Time:  
- 8:15-12:30

Seminar leaders:  
- Joan McGrail and Paul Heffernan

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Innovation at Work and the Birth of the Minimus

**What lessons have we learned about innovation?**

Hear from Chris Wawrousek, Sean Murphy, and Katherine Petrecca about innovation using Minimus as a case study. Follow the journey from ideation to finished product and how the team worked together. Leave the session inspired with knowledge of what it takes to innovate.

“I think it was amazing!”

“I learned about the length of effort from conception of an idea to actual product and how give and take between each group gets ideas developed.”

**Dates:**  
- Wednesday, February 29th

**Time:**  
- 12:00-2:00

**Location:**  
- Boston, Performance Room

**Presenters:**  
- The Minimus Team

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Open to all associates
Delivering High Impact Presentations

- What are the elements of a solid presentation?
- How can you make your presentations stronger?

Learn best practices in developing your presentation. Gain insight into the image you are presenting; learn tips that work for controlling nervousness. Minimize distracting habits that get in the way of your message. Leave with a clear sense of personal presentation strengths and targeted areas for development.

“The takeaways from this seminar will help with my day to day interactions and communication skills.”

“The feedback was great.”

Date: Thursday, March 8th
Time: 8:30-4:30
Location: Boston, Xtreme Training Room
Seminar leader: Melissa Munroe

Choosing Personal Excellence

What if you felt good about who you are, what you do, how you contribute, and how you influence?

Participate in an eight week one-on-one coaching experience. Recognize your personal power and make confident decisions about your behavior. Increase self-awareness of your behaviors, the impact on others you have today, and what you can do to be more successful in your career and your life. Explore models of behavior and effectiveness in skill practices and dialogue with a seasoned coach.

Dates: Wednesdays, March 14th- May 2nd (8 weeks)
Times: *8:15-9:00, 9:15-10:00, 10:15-11:00, 11:15-12:00, 1:00-1:45. *Participants must commit to eight 45 minute sessions at their scheduled time.
Location: Lawrence, Bay State Room
Coach: PJ Mears

Open to all associates
Zodiak®: The Game of Business Finance and Strategy

- What’s it like to make tough business decisions?
- What happens when I carry too much or too little inventory?
- What are the financial consequences of a poor decision?

“Now, I understand what cash flow and working capital really mean.”

In this fast-paced business simulation, participants
- Construct and interpret income statements and balance sheets
- Explain the relationship and critical differences between cash flow and profit
- Understand key financial metrics and ratios, including return on assets, gross profit margin, and return on sales
- Describe how strategies involving inventory, accounts receivable, investments, staffing, cash, flow, and more impact financial success.

Date: Friday, March 16<sup>th</sup>
Time: 8:30-4:30
Location: Boston, Xtreme Training Room
Seminar Leader: Dick Kubow

Open to all associates
## The Positively Fabulous Manager: The Happiness Factor

*How can you create an environment in which your associates thrive?*

Studies show that when associates are happy, they work harder, perform better, and stay longer with their companies. Understand what you can do to bring out the best in them. Learn how to find out what motivates and inspires them. Explore ways to make their work more interesting, rewarding, and fun. Discover the conditions and circumstances that enable them to do their best. Make an action plan to create those conditions. *(Warning: this class has a high “serious fun” rating. Be prepared to laugh--a lot.)*

- **Date:** Thursday, March 22nd
- **Time:** 9:00-3:00
- **Location:** Lawrence, Riverview Room on 2
- **Seminar Leader:** Sheree Galpert

Open to all managers

## Running Start

*How can you, as a new manager, better understand your management style and help others perform at their best?*

New managers will learn what the best managers do differently when it comes to managing performance, setting goals, coaching, creating development plans, and conducting performance appraisals. Develop an awareness of your management style and approaches for flexing your style to support associates in achieving their best performance.

- **Dates:** Tuesdays, 4/3, 4/24, 5/15, and 5/29
- **Time:** 9:00-2:30
- **Location:** Boston/Lawrence TBD
- **Seminar Leader:** Erin Bentz

Open to managers
Developing Global Leaders

- What does it mean to be a global leader?
- What do I need to ramp up and do differently?

This is an interactive session using case studies and role plays. Participants will assess their current global leadership strengths and developmental areas. Participants will

- Understand the global business context in which NB operates
- Increase their awareness of how and when cultural differences impact global leaders
- Examine global leadership competencies based on cutting edge research with global leaders
- Engage in exercises to evaluate how the individual’s current capabilities meet the needs of the company’s global business vision, strategic objectives, and challenges.

Date: Thursday, April 5th
Time: 8:30-4:30
Location: Boston, Xtreme Room
Seminar Leader: Theresa Kneebone of Aperion Global

Open to all managers
Sign up early
Preference will be given to managers with global responsibilities
Innovation at Work and newSKY

What lessons have we learned about innovation?

Hear about innovation from the Wellness team members who conceived of, developed and marketed newSKY. Follow the journey from ideation to finished product and how the team worked together and engaged with a key partnership for launch. Learn about the key elements of the shoe and how the product represents our Responsible Leadership strategy on Sustainability and what’s new in the pipeline for newSKY.

Leave the session inspired with knowledge of what it takes to innovate.

Date: Wednesday, April 11th
Time: 12:00-2:00
Location: Lawrence, Arlington Mills
Presenters: newSKY Team

“I work for Foss Manufacturing and am so proud to work for a company that can proudly stamp 'Made in America' on its products! Keep the new designs coming New Balance!”

“...after a day of being on my feet (standing on concrete floors) and walking city sidewalks, my dogs feel great.” newSKY consumer

Open to all associates
Doing Business Globally at NB

- What is our global direction?
- What lessons are we learning as we grow our international business?

Join Senior Vice President Alan Hed and your fellow managers for an impactful dialogue about our expansion globally. Using real New Balance examples and potential scenarios, look at how decisions, actions, delays, and inaction can have a huge impact on business success. Learn what questions you should consider and who might be impacted by everyday decisions. Leave with a greater understanding of how we can work closely together to ensure the success of the OGSP.

NEW Date: Weds, June 13th
Time: 9:00-12:00
Location: Boston, Xtreme Room
Seminar leader: Alan Hed

Open to all managers
Preference given to those who impact global business

The Creative Edge

What can we do to fire up our creativity within ourselves, our teams, and workgroups, and increase creativity within the organization?

Explore common barriers to individual, group, and organizational creativity and figure out the art of the possible. Learn how culture impacts creativity, techniques to increase your own creativity, and practice novel idea generating techniques that lead to more creativity in individual and group settings. Participate in an energizing seminar with this popular seminar leader whose techniques and tips move you beyond traditional brainstorming.

Date: Friday, May 4th
Time: 8:30-4:30
Location: Lawrence, Arlington Mills Room
Seminar leader: Keir Carroll

Open to all associates
IdeaPalooza

- Do you have an idea that New Balance should adopt?
- Want to engage in brainstorming with colleagues?

Bring your idea for a product, service, or process improvement to an audience prepped for listening. Leave with the constructive feedback you need to bring your concept further.

Your ticket to admission is a five-minute presentation of your idea. Sign up early; participants will receive a packet on how to best present their ideas. In Session 1, share your ideas, learn what your colleagues like and their suggestions for shaping your ideas further. In Session II, participants present their modified ideas and determine how to move the ideas forward.

When: Thursday May 17, 8:30-2:30 and Thursday, May 31, 8:30-12:00
Where: Lawrence, Arlington Mills Room day 1
       Lawrence, Bay State, day 2

YOU MUST ATTEND BOTH SESSIONS
See page 14 for the Boston session February 9th and March 1st

At first, I didn’t know what to expect when I saw the mini posters for IdeaPalooza around the office, but when I attended the seminar it blew me away. The fact that you created such an outlet to express ideas with others was a phenomenal experience. IdeaPalooza brought together amazing people with great ideas, and most importantly, steps that the individual can take to further his or her ideas. I would encourage anyone with an idea to participate in the next IdeaPalooza. You will be surprised!

I would like to THANK YOU again for IdeaPalooza! It really helped to build my motivation and drive.
http://nblifestyleworld.tumblr.com/

Michael Pardovany
Senior Account Representative

It was a great opportunity to express our ideas that live outside of our NB role. The forum was perfect and the brainstorming was very inspiring. I would recommend this to everyone that is part of the NB family, as it is a good opportunity to meet people and an opportunity to take your idea(s) to the next level! Let’s make IDEAS happen!

Nick Tsolakis
Business Process Analyst
Introduction to Strategic/Systems Thinking

How can seeing the "big picture" and considering strategic implications ensure more desired results?

- Develop your capabilities to model and test business assumptions, problems, and decisions
- Understand the nature of dynamic business situations and leverage high probability actions for better outcomes
- Practice and experience simple tools as the foundations of scenario planning and strategic decision making
- Learn how systems drive dynamic behavior of organizations and their people

Date: Friday, May 18th
Time: 8:30-4:30
Location: Lawrence, Arlington Mills Room
Seminar Leader: Matthew Carlen

Open to all managers
Highly recommended for senior managers
Conscious Success: Reduce Stress, Increase Focus, and Boost Productivity

How can we reduce stress while remaining calm, focused, and in control?

Learn how to quickly reduce stress and be present through easy-to-use techniques that can be used at any time and in any situation. Understand how to increase your focus and be more successful at the task or conversation at hand. Reduce tension and stress and identify limiting thought patterns. Dissolve restrictive thoughts. Act with clarity and purpose and increase your ability to manage difficult situations.

Dates: Tuesdays, May 22nd and June 5th (2 parts)
Time: 10:00-12:00
Location: Lawrence Arlington Mills
Seminar leader: Jacqui Brodnitzki

Open to all associates

“Jacqueline’s presentation was thoughtful, focused and very informative. She has an engaging and easy style that made the (at times dense) material very accessible, and she provided real take-a-ways that I was able to put into practice right away.”
InsideOut Coaching for Managers

How can you improve performance without more effort, more knowledge, or more WORK?

Help others take action by removing barriers that stand in their way. Shift your colleagues from inspiration to implementation, inertia to decision velocity, avoidance to accountability and responsibility, and from promise to performance.

*We are offering this required two-day course to managers who have not yet taken this core seminar.

Dates: Wednesday, June 6th and Thursday, June 7th
*Must attend both days
Location: Boston, Xtreme Room
Time: 8:30-3:00
Seminar leaders: Daryl Juran and Erin Bentz

Open to all managers
Presenting Yourself Professionally: Tips and Techniques for Becoming a Star

How can your professional presence help you or hurt you?

You never get a second chance to make a great first impression. Learn how image can enhance or detract from perceived professionalism. Apply best practices in communication for both written and verbal interactions. Enhance understanding and application of basic business etiquette. Identify characteristics and behaviors of star performers – what sets them apart from average performers.

Managing Your Personal Brand

How do you build a strong personal brand based on providing economic impact and value to the organization?

Develop a framework to powerfully leverage your career and enhance the value that you deliver to your customers and organization. Understand the 5 P’s of Leadership Brand Management and how to use those elements to effectively develop a comprehensive personal brand. Objectively assess your brand through peer feedback and develop an action plan.

“Awesome class. Alesia is amazing.”

“All aspects of this seminar will be useful in my work.”

Date: Thursday, June 21st
Time: 8:30-4:00
Location: Boston, Xtreme Training Room
Seminar leader: Melissa Munroe

Open to all associates
About IMS

IMS is the leader in executive and management development and has been for over 35 years.

Over 400 member organizations, many of which are FORTUNE 500 multinational companies, utilize IMS as a component of their development strategy.

Seminar leaders are world-class business school faculty and business practitioners renowned for their contributions to leadership.

Educators are carefully selected based upon depth of expertise, breadth of experience, presentation skills, and the ability to apply theory to practice in this unique IMS one-day format.

Upcoming Boston seminars are listed on the following pages. See why our managers rave about the quality of these seminars.

Contact Daryl Juran if you have further questions.

How to Enroll

• Seminars are open to managers and professionals; target audiences (VP, Director, Manager) are listed for each seminar on-line
• No Seminar Request Form is needed
• Sign up directly at www.ims-online.com/boston
• The seminar cost of $385 is charged directly to your cost center when you sign up on-line. Cost includes breakfast and lunch.
• All Boston seminars are easily accessible by MBTA and the Mass Pike. Parking is convenient.

John Hancock Hotel & Conference Center
Copley Square
40 Trinity Place at Stuart Street
Boston, MA 02116
617-933-7700

• Find out about IMS seminars in 24 locations in the US, Canada, and Europe. Visit www.ims-online.com
# Institute for Management Studies

## Course Title

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<th>Course Title</th>
<th>Description</th>
<th>When and Where</th>
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<tr>
<td><strong>Fired Up Leadership: Maximizing Engagement, Alignment and Performance</strong></td>
<td>Understand &quot;The Connection Culture&quot; that every organization needs to thrive for sustained periods of time. Learn: what motivates individuals to give their best efforts; the six human needs to thrive; the five elements of a Connection Culture; and best practices of individuals who create Connection Cultures.</td>
<td>January 25&lt;sup&gt;th&lt;/sup&gt; Boston</td>
<td>Mr. Michael Lee Stallard</td>
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<td><strong>The Idea-Driven Organization: Tapping Employee Ideas to Improve Performance</strong></td>
<td>Hear how the best managers and organizations encourage, collect and implement large numbers of employee ideas. Learn the principles involved, the benefits you can expect, and the pitfalls you could meet along the way and how to avoid them.</td>
<td>February 16&lt;sup&gt;th&lt;/sup&gt; Boston</td>
<td>Dr. Alan Robinson</td>
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<td><strong>Critical Decision Making: The Role of Constructive Conflict</strong></td>
<td>Explore the five myths of executive decision making; how to foster open debate; how to achieve &quot;diversity in counsel, unity in command&quot;; how to move to closure; and better decision-making; avoiding &quot;analysis paralysis&quot; and other pitfalls; how to gain the whole-hearted commitment to act; and how to address hidden doubts that could undermine your final decision.</td>
<td>March 8&lt;sup&gt;th&lt;/sup&gt; Boston</td>
<td>Professor Michael Roberto</td>
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<td><strong>Building Your Personal Brand</strong></td>
<td>Develop a framework to powerfully leverage your career and enhance the value that you deliver to your customers and organization. Understand the Five P’s of Leadership Brand Management and how to use those elements to effectively develop a comprehensive personal brand. Objectively assess your brand through peer feedback and develop an action plan.</td>
<td>March 27&lt;sup&gt;th&lt;/sup&gt; (or at New Balance on July 19&lt;sup&gt;th&lt;/sup&gt;) Boston</td>
<td>Ms. Alesia Latson</td>
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*This course is offered internally on July 19<sup>th</sup>*
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<td>Breakthrough Thinking for Breakthrough Results</td>
<td>Practice new ways to think, and to apply these techniques to a current challenge you’re facing. Clearly define a specific business result you would like to achieve in the next 90 days and then practice ten techniques for advancing your result.</td>
<td>April 24&lt;sup&gt;th&lt;/sup&gt; Boston John Hancock Hotel and Conference Center</td>
<td>Mr. Paul Hellman</td>
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<td>The Resilient Leader: Seven Skills to Boost Your Leadership Abilities and Strengths</td>
<td>More than ever, resilience is a critical competency at work, at home, and in balancing the two. Learn seven skills to change your thinking for greater resilience. Receive a personal profile of your strengths and weaknesses across the seven inner strengths that make up resilience. Learn four skills to boost your resilience in the wake of adversity and in the midst of stress.</td>
<td>May 14&lt;sup&gt;th&lt;/sup&gt; Boston John Hancock Hotel and Conference Center</td>
<td>Dr. Andrew Shatté</td>
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<td>The Innovative Communicator: Creative Approaches to Expand Your Influence</td>
<td>Renowned as an original thinker and thought leader in the fields of creative thinking and innovative leadership, Michael J. Gelb now brings his unique and compelling perspective to help you become a more effective communicator. Explore how to develop the emotional intelligence and interpersonal skills necessary for participation and leadership in a culture of innovation.</td>
<td>June 6&lt;sup&gt;th&lt;/sup&gt; Boston John Hancock Hotel and Conference Center</td>
<td>Mr. Michael Gelb</td>
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<td>TIDES of Change: Five Disruptive Forces Shaping the Workplaces</td>
<td>The five forces that will disrupt industries in the next decade are: Technology, Institutional change, Demographics, the Environment and shifting Societal values. This workshop includes well researched insights into the near future, packaged together with key trends, relevant and interesting facts, case studies and multi-media clips, and lots of opportunity for discussion.</td>
<td>July 23&lt;sup&gt;rd&lt;/sup&gt; Boston John Hancock Hotel and Conference Center</td>
<td>Dr. Graeme Codrington</td>
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<td>Optimizing Your Time and Focus; Your Best Just Got Better</td>
<td>Manage the myriad of details that go into an effective work day and a successful professional career. Learn what top performers know, do and say about professional productivity and effective leadership. Organize your ideas, projects and tasks and learn how to prioritize meetings, emails, and professional goals. Practice specific time and action management strategies you can implement immediately at your desk and with your team.</td>
<td>August 23rd Boston John Hancock Hotel and Conference Center</td>
<td>Mr. Jason Womack</td>
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<td>Keeping People Motivated and Engaged in an Age of Instability</td>
<td>Focus on the key leadership skills necessary for you and your team to survive - and, yes, even thrive - in this age of instability. Learn strategies and techniques for communicating more effectively in times of change, including better ways to deliver bad news and ways to keep team performance strong in the face of adversity. Identify motivational techniques that can sustain and energize your people - and yourself - in the most difficult of times.</td>
<td>September 19th Boston John Hancock Hotel and Conference Center</td>
<td>Dr. Robert Bies</td>
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CUSTOMIZED WORKSHOPS
WITH LEARNING AND DEVELOPMENT FACILITATORS
Work with us to plan a customized off-site or on-site meeting to address the challenges and opportunities facing your departmental or cross-functional team. Experience how a professionally facilitated meeting can produce

- Clear outcomes
- Focused attention
- Engaged participation
- Critical and creative thinking
- Mutual learning

Read on or contact Daryl Juran and Erin Bentz to learn more
Innovation Workshops

Teambuilding Workshops

Cross-functional Decision-making

Process Improvement Facilitation

Presentation Skills

Project Planning Workshops

EXAMPLES of WORKSHOPS
Innovation Workshops

Do your ideation sessions fall flat?
Do you keep ideas alive until rigor counts?
Do some ideas get lost?
Is competition to be heard destroying your team?
Are you building on intriguing concepts?
Do you experience joy and laughter?

Talk to us.
We’ll work with you to design and facilitate a day to move ideation forward like you’ve never seen before.

Discovery consists of looking at the same thing as everyone else and thinking something different.
Albert Szent-Györgi

Someone once said that for every problem there is a solution that is simple, attractive ... and wrong.
Arthur C. Clarke
When we work with you, we leverage facilitation techniques specific to your ideation challenge

*Synectics™ Innovation process*

*LEGO™ Serious Play*

*deBono Six Hats Thinking*

*Visual Explorer*

*Design Thinking*

Your challenge could be around a product, a strategy, a process, a relationship or a service
Do you wish to impact the quality of collaboration and communication?

Collaboration greatly improves when team members have greater insight into the personal styles, preferences, and backgrounds of team members.

When we meet with you, we seek to understand the current state of the team. What works? What doesn’t? To what degree do people believe they are growing, developing, and thriving? Do team members trust each other? Hold one another accountable? Are they achieving the best results?

We start from where you are and design a path to take you where you want to go. And the places you’ll go......
Team building Workshops

Team members may benefit from understanding each others’ styles or from an assessment of how the team is performing. We can utilize the following instruments:

Myers-Briggs (MBTI)
DiSC
Strengthfinders
Five Dysfunctions of a Team
Thomas-Kilmann Conflict Mode
Contact us for assistance in

Organizing your talk
Preparing powerful slides and handouts
Speaking with confidence
Handling audience questions
Overcoming anxiety

We provide confidential feedback
You receive a DVD of your presentation
Have you been asked to lead a project and aren’t sure where to start?

Does your project lack a plan to keep it on track?

Does your team need a common approach to managing project-based work?

Get a jump start on meeting your annual objectives and set your projects up for success in this practice-oriented workshop. Create a shared approach and language for managing projects that will easily communicate the value, timing and work. Bring in your own current project work and identify project goals, scope, stakeholders and supports. Create a simple, easy-to-use project plan that outlines tasks, timelines and individual responsibilities.

*This class is available to teams by arrangement with the instructor throughout the year.*
Bypass the impasse

Decision-making velocity is critical at New Balance

We can facilitate the difficult meetings and allow important information to be heard and considered. Our skilled facilitators ensure that participants understand the facts, the assumptions, the what-ifs, and the context before jumping to conclusions.

Our participants find our process inclusive, fair, and informative because we create and follow ground rules that work. Our planning with you is critical to developing a sound meeting design. Set up a time to discuss how we can accelerate your work and facilitate better, faster decision-making.
We’ll facilitate making faster and better decisions and the “aha moments”

Who makes the decision?
Who needs to have input?
Is input the same as approval?
Who needs to be informed?
How will the decision be made?
What information is needed?
What are the facts?
What are the opinions?
What don’t we know?
What is unknowable?
What are the risks?
How can we find the information?
What assumptions are we making?
What principles guide us?
What criteria shall we apply?
Who will execute the decision?
Who is accountable for the what?

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How was the meeting?
“In a word AWESOME. Tough group and she kept the energy level high and the conversations on point. She did good at bringing the group to topic if people strayed. I was impressed.”

“Thanks for a great meeting yesterday. I got a lot of folks who gave me very positive comments.”
What does the customer want?
Is your internal customer receiving the deliverables he/she needs when they are needed?
Process knowledge is key to execution
We facilitate process improvement workshops using various process-mapping tools and problem-solving techniques.

Bring your team together to
Gain a common understanding of the current state
Find and eliminate waste
Calculate process time and wait time
Measure first-time quality
Design a future state
Create a plan for implementation
Eliminate the blame game
Our Seminar Leaders

Erin Bentz, Associate Learning and Development Manager has a BA from Elms College and an MBA from the Clark University Graduate School of Management. Erin is a professionally certified Integral Coach, employing a holistic perspective and methodologies that support people in developing competencies for long-term excellence. She has 15 years experience as a seminar leader, manager, facilitator and instructional designer. She has held a variety of roles in both nonprofit and for-profit organizations. Erin has received certifications in Achieve Global Achieving Stellar Service, InsideOut Coaching, Development Dimensions International Targeted Selection, and the Predictive Index Behavioral Assessment.

NEW! Jacqueline Brodnitzki combines over 15 years of corporate management and training expertise with nine years of teaching and coaching of mindfulness and stress reduction techniques. Her programs help individuals increase performance, develop emotional and social intelligence, and reduce stress. She is accredited by the Hay Group to consult with companies based on their Emotional and Social Intelligence Competency Instrument. Jacqueline has published a book, Awaken Your Inner Radiance and a medication CD and also speaks at various conferences and events.

NEW! Matthew Carlen, M.Ed Principal Partner of Seventh Wave, a leadership and organizational development and assessment company, creators of the Leadership Maturity Model® and the 720 Edge Leadership Assessment. Matt has developed and led management and leadership certificate programs and initiatives for Boston University Corporate Education Center and is a certified instructor and coach of Situational Leadership® through The Center for Leadership Studies. He is also certified in Leadership Development by Achieve Global and Franklin-Covey. He is also a presenter on leadership topics and assessment methodologies at national conferences. During his career as internal consultant and manager, Matt managed Organizational Development, Leadership and Management Development, and Continuous Process Improvement efforts for EMC Corp., and Executive Development for a division of Melville Corp., a Fortune 100 specialty retailer. In 2002 Matt co-founded Seventh Wave.

Keir Carroll has over twenty years’ experience as a facilitator, trainer, training designer, and speaker, working on 6 continents with for-profit and non-profit organizations. He specializes in designing and delivering fast paced, practical, and hugely entertaining workshops which boost leadership and communication skills throughout an organization. Keir was on the faculty of Rensselaer Learning Institute and the Center for Creative Leadership. From 1997-2007 he was on faculty at the Center for Executive Development. Keir holds Masters degrees from Cambridge University and Boston University.
NEW! Sheree Galpert is an organizational development consultant and trainer with a background in professional theater and improvisation. She develops and delivers trainings on “anything having to do with people interacting in the workplace”, including diversity awareness, customer service, management skills, communication, and team building. Sheree is founder and principal of Dramatic Results, an innovative training company that uses improvisation and interactive theater to bring organizational issues to life. Sheree received her Master’s in Organization Development from American University/NTL, and her BFA from the University of Washington. She is a member of the Actor’s Equity Association, the American Federation of Television and Radio Artists, the Applied Improvisation Network, and the Boston Facilitators Roundtable. Sheree founded the Boston Improv Lab, a forum for consultants and trainers to explore uses of improvisation in their work with clients.

NEW! Alan Hed, executive vice president, International joined New Balance in late 2008. He came to NB as a seasoned international executive with 25 years of experience in global markets, gained from leadership positions in sales, marketing and general management. His first-hand experience comes from living and building business in existing and developing markets. Most recently he served as president of Levi Strauss & Co.'s Asia Pacific division. Alan has lived and worked in Asia, Europe and South Africa and currently resides in Massachusetts with his wife and two children. When he's not working he loves to ski and hike as well as play tennis and golf with his family. He is known to rock NB lifestyle shoes, the brighter, the better.

Daryl Juran, NB Corporate Learning and Development Manager, has a BA from Tufts University and holds an MBA from the Yale School of Management with concentrations in Organizational Behavior, Marketing, and Finance. Daryl has over twenty years experience as a facilitator, strategy consultant, seminar leader, and instructional designer in a variety of industries including healthcare, automotive/transportation, service, banking, higher education, and government. She holds certifications in Executive Coaching from Babson, Synectics Innovation training, Coach U, 7 Habits of Highly Effective People, InsideOut and MBTI.
NEW! Theresa Kneebone is a Senior Consultant at Aperian Global and in this capacity delivers training, facilitation and coaching to clients around the world. In a prior role as Managing Director, she oversaw the staff and clients in China, India, Japan and Singapore, and she was responsible for the delivery of consulting services, training programs and web tools throughout Asia. She has since held many positions in operations, training, consulting and client management on an international scale. Theresa has facilitated a diverse mix of cross-cultural training engagements with a focus on helping US and European organizations and executives work more effectively with their counterparts in the Asia-Pacific region. She has worked for clients such as Motorola, General Electric, Philips Healthcare, Bank of America, Lenovo, Pfizer, Visa, Dell and John Deere. Theresa graduated from Indiana University with a degree in East Asian Studies, focusing specifically on Chinese language, history and politics.

NEW! Dick Kubow joined Paradigm Learning in 1997 as a regional account executive and soon became so knowledgeable about the products and our clients’ business issues, that within a year he became a national delivery consultant. Dick has facilitated more than 1,700 discovery learning sessions for some of today’s leading organizations. He has received numerous, positive reviews from clients such as Coors, La-Z-Boy, Hewitt Associates, Northrop Grumman, McKesson Corporation, Halliburton, Kmart, Wells Fargo, Aramark, Weather Channel, Pfizer, Lockheed Martin, Cisco, Sears, State Farm, Coca Cola, Honda, Starbucks, the US Air Force and many others. Dick received a Bachelor of Science Degree in Education from the University of Maryland and has over 25 years of experience as an account executive and consultant assisting organizations in a variety of industries.

Alesia Latson has been studying and practicing the art and science of leadership and organizational development for over 20 years. She has held management and organizational development roles in large financial services organizations, healthcare, and government. Through expert facilitation and personal coaching, Alesia has worked with hundreds of leaders at all levels to expand their management and leadership effectiveness, by supporting them in creating work relationships and environments that enhance employee development and the achievement of business goals. Alesia received her M.A. in Training and Development from Lesley University and her B.A. in psychology from the University of Illinois. She is on the adjunct faculty of Lesley University and has co-authored the new book, More Time for You—A Powerful System for Organizing Your Work and Getting Things Done.

Joan McGrail holds the position of Corporate Human Resources Manager for New Balance. She joined the organization in 2005. Joan has twenty years of experience in the field of Human Resources. Prior to New Balance, she held Human Resources management roles at Helix Technology, Fidelity Investments and Hitachi Data Systems. Joan graduated from Lesley University with a degree in Business Management. She is currently serving on the Women Unlimited President’s Advisory Council.
Our Seminar Leaders

**PJ Mears** is a Senior HR Trainer based in Norway holds a Masters in Leadership Studies from University of Southern ME (USM). He earned his Bachelor’s from Vermont College/Norwich University and his AAS in Forestry from the College of Environmental Science and Forestry in Syracuse. PJ has over 15 years as a facilitator, coach, and speaker and has coached many NB associates at many levels of the organization. PJ is passionate about moving physically, emotionally and intellectually. In 2010 he completed a bicycle ride from Maine to Florida and he is currently training for a marathon in 2012. His professional passion is helping people find their voice and new ways to be successful.

**Melissa Munroe** received both her Master of Education in Organizational Development and Applied Group Dynamics and Bachelor of Arts in Human Resources and Personnel Administration from the University of Massachusetts at Amherst. She has presented at the international conferences for the American Society of Training and Development and the Society for Human Resources Management. In addition, she has received three National Telly Awards for her video-based learning programs. Melissa’s clients include Avery Dennison, Bath & Body Works, Codman (a Johnson & Johnson Company), Converse, Dreyfus, National Football League, Reebok International, The Rockport Company, Saucony Inc., and VistaPrint.

**Michael O’Connor** is a Senior HR Trainer based in Lawrence. He holds a BA in Business and Spanish from St. Anselm College and an MA in Spanish from Middlebury College. Mike has eleven-plus years experience as a trainer at NB supporting manufacturing, the DC, and corporate and conducts training in Spanish and English. He holds certifications in the Myers-Briggs Type Indicator (MBTI) and Edward de Bono’s Six Thinking Hats course.

**Karyn Scittarelli** holds a B.S. in Sociology from Tufts University and a Master in Training and Organizational Development from Lesley College. Karyn has 19+ years experience with New Balance, beginning her career in 1982 as a Human Resource Generalist in Lawrence, MA. She has held a variety of positions including Quality Circle Facilitator. In 1991, she initiated the Training and Development Role at New Balance, developing and implementing training to support Manufacturing Resource Planning, Manufacturing teams, and Product Development. Her professional passion is Continuous Improvement; supporting people with tools to build solid work processes and continuously improving upon them.