



Free Seminar Open To Entrepreneurial Women Interested In Growing Their Business Presented by Coca-Cola and WFF

Latina Media Mogul, NY Times Best Selling Author and Emmy Award-Winning Nely Galán and Renowned Speaker and Author Simon T Bailey To Speak On Becoming Self Made

DALLAS, TX, UNITED STATES, March 8, 2017 /EINPresswire.com/ -- In collaboration with The Coca-Cola Company and its 5by20 initiative, Women's Foodservice Forum (WFF) has announced a free seminar on "Becoming Self Made in the Food Industry" on Sunday, April 2, from 11 a.m. until 2 p.m. at the World Center Marriott in Orlando, FL.

The event is part of the WFF Annual Leadership Development Conference. Although the event title includes "food industry", the seminar is extremely relevant and beneficial to all entrepreneurial women in any business endeavor. To register for this free event, go to: selfmade.wff.org



The program will include presentations and panel discussions with noted business leaders:

- Nely Galán, Founder, The Adelante Movement, NY Times Best Selling Author, SELF MADE
- Simon T. Bailey, CEO, Simon T. Bailey International, Inc.
- Adriana De Urquidí, President, Good Temptations
- Angela Keaveny, President, ROWDYDOW bbq Worldwide, LLC.
- Roz Mallet, President & CEO, PhaseNext Hospitality
- Barrie Schwartz, Founder & CEO, My House NOLA
- Bios on panelists:

<http://aldc.womensfoodserviceforum.com/ALDC/Speakers/ALDC/Program/Speakers.aspx?EventKey=ALDC2017&hkey=3d8959c7-a707-4d17-9def-511e6c7947e4>

Latina media dynamo and women's empowerment advocate Nely Galán, dubbed the "Tropical Tycoon" by The New York Times Magazine, is one of the entertainment industry's savviest firebrand talents. A Cuban immigrant and self-made media mogul, Galán was the first Latina President of Entertainment for a U.S. television network (Telemundo). She is an Emmy Award-winning producer of more than 600 episodes of television in Spanish and English, including the FOX hit reality series "The Swan."

After becoming self-made on her own terms, Galán has made it her mission to teach women—regardless of age or background—how they, too, can become entrepreneurs. She founded, The Adelante Movement presented by Coca-Cola, an organization that unites and empowers Latinas economically and entrepreneurially. In addition, she authored the NY Times bestseller, *Self Made: Becoming Empowered, Self-Reliant, and Rich in Every Way*, written to unite all women on a quest for an economic future they control.

“I realized that my most meaningful success has come from financial self-reliance, and I wanted to teach that to other women. In 2012, I started a nonprofit, Adelante, a live event and digital learning platform that empowers and trains women in entrepreneurship. In Spanish, adelante means ‘Move it! Now! Let’s go!’”, said Galán. “This WFF and Coca-Cola hosted seminar on April 2 will capture the true meaning of self-made. I am self-made and want all women to become self-made too, achieving their own economic independence and living a rich life in every way.”

Renowned speaker and author Simon T. Bailey is the leader of the “brilliance” movement – helping more than 1 million people find their brilliance, shift their thinking and produce sustainable results. His team recently introduced the Shift Your Brilliance System® that teaches individuals and organizations how to create meaningful results in the new economy. A percentage of the proceeds from the Shift Your Brilliance System® benefit the U.S. Dream Academy, a non-profit organization that believes a child with a dream is a child with a future.

“Shift Your Brilliance happens when you find your own individual spark. This sets in motion a series of events, circumstances, situations, and chance encounters that empower you to make a positive impact on the world,” said Bailey. “Shifting your thinking will allow you to get to the next level in your career. This event will help everyone move forward brilliantly.”

“I am committed to supporting WFF on its strategic mission to develop and advance women in the food industry. This is the ‘industry of opportunity’ and a great place to start and end your career,” said Hattie Hill, President & CEO of WFF.

“The keynote speakers and panel at the WFF Becoming Self Made in the Food Industry Brunch & Learn will provide economic empowerment solutions for entrepreneurs looking to grow their businesses.”

WFF is the food industry’s premier leadership development organization whose mission is to advance women to the C-suite and onto the boards of companies operating in the food industry ecosystem, the second largest private industry in the United States. Statistics prove that companies in the top quartile for gender diversity and inclusion are 15% more likely to have financial returns above the national median for their industry.

The Becoming Self Made in the Food Industry Brunch & Learn event is co-hosted by WFF and Coca-Cola, on behalf of Coca-Cola’s 5by20 initiative to enable the economic empowerment of 5 million women entrepreneurs by the year 2020. In April 2016, The Coca-Cola Company announced that its 5by20 initiative had reached a major milestone, impacting 1.2 million women across 60 countries since its launch in late 2010.

Dropbox with images:

<https://www.dropbox.com/sh/6cvt5cn6q4rq171/AABTtZq2MXTeTPn8YtJioZCJa?dl=0>

ABOUT WOMEN'S FOODSERVICE FORUM

The Women's Foodservice Forum (WFF) is the industry's premier leadership development

organization working since 1989 on advancing women in the food industry. Based in Dallas, WFF serves thousands of individuals and hundreds of employers across the United States in all segments of the industry including operations, manufacturing, distribution, publishing, consulting and more. Through highly effective and educational events such as the Annual Leadership Development Conference, celebrating its 26th year in 2017; the Executive Summit; leadership development programs and rich networking opportunities, WFF provides the competence and strategic connections needed to make a positive difference in the careers of women in the food industry ecosystem. For more information, visit www.womensfoodserviceforum.com.

ABOUT 5by20

5by20 is The Coca-Cola Company's global initiative that aims to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020. Specifically, that means the small businesses the company works with in over 200 countries around the world. From fruit farmers to suppliers to retailers, recyclers and artisans, this initiative aims to help women overcome the barriers they face to business success. 5by20 and The Coca-Cola Company are proud to be giving millions of women opportunities to build their businesses, support their families and build their communities, while inspiring more to do the same. At the end of 2015, 5by20 had enabled the economic empowerment of 1.2 million women entrepreneurs across 60 countries. For more information, visit www.5by20.com.

ABOUT THE COCA-COLA

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar brands include Diet Coke, Coca-Cola Zero, Fanta, Sprite, Dasani, vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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