



June 16, 2015

For Immediate Release

## CDA Launches Webinar Training Initiative; Women's Leadership Series Opens July 14

**Contact:**

Meredith Kimbrell  
Director of Education  
meredithk@CDAweb.net  
703-208-1648

As part of CDA's effort to improve training for distributor team members, a new series of online webinars covering a wide range of professional and operational topics is being launched.

The first initiative is a series of three webinars designed to help women in the industry advance their careers, which will begin July 14. They will be led by Marianne Cooper, Ph.D, a sociologist at the Clayman Institute for Gender Research at Stanford University and an affiliate at the Stanford Center on Poverty and Inequality. Dr. Cooper was the lead researcher for *Lean In: Women, Work, and the Will to Lead* by Sheryl Sandberg and is a contributor to LeanIn.org.

Here's the schedule and a summary for each of the webinars, which are free to CDA members:

### Webinar 1: Mind Mapping Your Career

**Tuesday, July 14**

**10:00 AM PST / 1:00 PM EST**

Research shows that starting from a very young age women are less confident in themselves and underestimate their abilities. This webinar will discuss why this happens, how it can limit career achievement, and what individual women can do to alter this dynamic. The webinar will illustrate how we can open up possibilities and opportunities for ourselves by shifting our mindset and silencing the critical voice in our heads.

[Register](#)

### Webinar 2: Integrating Work and Life

**Tuesday, September 22**

**10:00 AM PST / 1:00 PM EST**

Dr. Cooper will discuss issues to consider when thinking about starting a family and strategies for combining children, marriage/partnership, and career. The webinar will reframe what "having it all" means so that we are better able to have both a full personal life and a thriving professional career.

[Register](#)

### Webinar 3: Becoming a Leader

**Tuesday, November 17**

**10:00 AM PST / 1:00 PM EST**

Dr. Cooper will discuss a common problem women face as they rise through the ranks – the success-likability penalty. As women gain more power and influence, they often face pushback for violating cultural expectations about how women should behave. For example, when a man pushes his team to perform, he is seen as driven. When a woman does the same thing, she is often seen as difficult and too aggressive. The webinar will enable people to recognize this social dynamic, understand how to navigate these issues, and to develop their own leadership identity.

[Register](#)

**More about Dr. Cooper:**

Dr. Cooper is the author of *Cut Adrift: Families in Insecure Times*, which examines how families are coping in an insecure age. She is an expert on gender, family life, work, economic insecurity and social and economic inequality. She writes, speaks and consults about these issues for media outlets, professional groups, and companies such as Amazon, American Express and Kraft. Dr. Cooper received her Ph.D. in sociology from the University of California, Berkeley. She lives in Silicon Valley with her husband and two young children.

For more information, please contact Meredith Kimbrell, CDA director of education, at [meredithk@cdaweb.net](mailto:meredithk@cdaweb.net).

##

*The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience products distributors in the United States. Its distributor members represent more than \$85 billion in U.S convenience product sales, serving a wide variety of small retail formats.*

11311 Sunset Hills Road, Reston VA 20190

[Click here](#) to unsubscribe.

11311 Sunset Hills Road, Reston, VA 20190