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FOR IMMEDIATE RELEASE

**THE ELLIOT LEADERSHIP INSTITUTE NAMES LINDA C. JOHNSON
SVP OF BUSINESS DEVELOPMENT & INDUSTRY RELATIONS**

TARRYTOWN, NY, January 16, 2007 – The Elliot Leadership Institute, a leader in executive development solutions for the foodservice industry, announced that Linda C. Johnson has joined the organization as SVP of Business Development & Industry Relations. Johnson, who will report directly to Institute Co-Founder, President & CEO Steve Caldeira, is charged with increasing distribution of the Institute’s tools and solutions into additional client organizations. She will also help identify new initiatives for the not-for-profit Institute to further serve the fast-growing industry’s leadership development needs.

“Linda is an experienced, passionate and high-performing executive and we’re excited that she will be leading this critical area,” said Caldeira. “Our mission is to raise the level of executive leadership across the entire industry, not just within particular size organizations or segments. To provide cost-effective development tools for all -- solutions that will elevate our industry as a whole -- we must continue to generate substantial resources. Linda’s unique blend of management, sales and educational training experience is a perfect fit to help us accomplish this goal.”

Johnson previously served as SVP of Industry Relations and Director of Client Services for Creative Consumer Concepts, a branding firm specializing in family and kids marketing within the restaurant business. She was responsible for new client acquisition, account management and product development among other duties.

“Developing tomorrow’s leaders is a tremendous calling, and I’m honored to become part of this important effort,” said Johnson. “Steve and his team and have made great strides already and I’m energized to help advance the Institute’s work.”

Prior to Creative Consumer Concepts, Johnson spent several years as President of Aspen Hill, where she managed sales, product development and client service. Her previous experience also includes several years in the banking industry, where she held training, business development and sales management positions.

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Johnson began her career in education after achieving a Masters degree in Behavioral Studies and eventually served as Director of a national educational program under the U.S. Department of Education.

An active member of the Women's Foodservice Forum where she is Membership chair, Johnson has also served several community and civic groups including the Republican National Committee's Women's Advisory Board and St. Paul's Episcopal Day School's Board of Trustees. She is past co-chair of Missouri's "W" Stands for Women campaign and president of the Greater Missouri Women's Leadership Program class.

The Elliot Leadership Institute was co-founded by The Elliot Group, Johnson & Wales University, Nation's Restaurant News and PepsiCo Foodservice. Based on landmark research, The Elliot Leadership Institute created the first complete blueprint for executive leadership development within the industry. The 10 Dimensions of Executive Leadership™ concentrate on the critical areas of performance necessary for successful executive leadership.

Online leadership development assessments, regional and in-house development workshops and other tools offered by the Institute are being successfully utilized by several leading and emerging foodservice companies. For more information on the Institute visit www.elliotleadershipinstitute.org or call 1-888-935-5468.

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