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Honor Women's Contributions to the Store Brands Industry

FOR IMMEDIATE RELEASE: May 13, 2013 – Non-profit professional development organization, Women Impacting Storebrand Excellence™ (WISE), in conjunction with *Private Label ⇨ Store Brands*, a Stagnito Media publication, are pleased to announce the launch of the *Top Women in Store Brands* achievement awards. The purpose of these awards is to acknowledge contributions made by women from all areas of the North American store brands industry. There will be a total of seven (7) awards presented during the WISE annual meeting at the Private Label Manufacturers Association Show in Rosemont, IL, beginning in November 2013 and every year thereafter.

WISE and *Private Label ⇨ Store Brands* magazine have established award categories that provide women from all disciplines the opportunity to be recognized for their achievements. Managers, co-workers, peers, customers and all industry professionals are encouraged to nominate women in one of the four categories:

- **Functional Expertise:** Awarded to a woman who has made a significant professional contribution to her company and/or the store brands industry through her accomplishments in a specific function or area of expertise. Four (4) awards from this category will be given including 1 - R & D/QA; 2 - Supply Chain/Procurement; 3 - Operations; and 4 - Sales/Marketing/Merchandising. Award based on accomplishments from January 2012 - April 2013.
- **Sparkplug:** Awarded to a woman who is new to store brands (1 - 5 yrs.) and has already made a noticeable impact via professional achievements and personal influence for her company, colleagues, customers, and/or the industry. Open to all functional areas and based on accomplishments from January 2012 - April 2013.

- **Innovation:** Awarded to a woman who has brought game-changing innovation to her company and/or the store brands industry through the introduction of new products, packaging, technology, merchandising, programs, systems, processes, etc. Open to all functional areas and based on accomplishments from January 2012 - April 2013.
- **Lifetime Achievement:** Awarded to a woman who has spent the majority of her career in store brands and has 'made her mark' through professional achievements as well as personal contributions to her employer(s), colleagues, community, and the industry. Open to all functional areas and based on accomplishments throughout her career.

Steven Lichtenstein, vice president/group publisher, Stagnito Media, Deerfield, IL, explained that the nomination process for the awards kicks off May 13th. "Any woman that is currently associated with the private label industry is eligible to be nominated. This includes retailers, manufacturers, suppliers, agency personnel and more," he said.

Founding WISE Board Chair, Peggy Davies, VP Vegetable and Industrial Business Unit for McCain Foods, Lisle, IL, commented, "It is exciting for WISE to be able to recognize women's accomplishments in the store brands industry."

Nominations will be accepted through June 30, 2013. Nominating forms can be accessed via www.plstorebrands.com/top-women-in-store-brands.html. Award recipients will be notified in late July.

About WISE

WISE is a newly formed, non-profit professional development organization within store brands, created and led by women in the industry. The mission of WISE is to foster diverse collaboration and provide leadership that drives the continued success of the store brands industry.

About *Private Label* ⇔ *Store Brands*

Private Label ⇔ *Store Brands* delivers the strategic and tactical information retail executives need to develop and support compelling, differentiated store brand programs. From industry trends and opportunities to innovation tools and store brand success stories, *Private Label* ⇔ *Store Brands* provides actionable ideas for maximizing quality and profitability in store brand programs.