

**FOR IMMEDIATE RELEASE:**



**Aspen's President Named Conference Chair for WERC in 2010, Bringing a Unique Form of Leadership**

**Temecula, CA. 07.16.09** – Aspen's President Connie Anderson has been named the Warehousing Education and Research Council's (WERC) Conference Chair in 2010, bringing with her a unique style of leadership. Mrs. Anderson was named at this year's annual conference held in Atlanta, GA. Her responsibilities will be in the oversight and direction of the organization. The position reserves a seat for her on the board of directors for WERC, in that she will be responsible for reaching the organization's goals and implementing new strategies that meet member needs. This position will also be responsible for assembling the 2010 annual national conference. Mrs. Anderson will be juggling these responsibilities as well as maintaining the positive momentum of her company Aspen and its reputation as a top 100 third party logistics company.

Mrs. Anderson brings a unique style of leadership to the WERC organization as the President and Owner of her certified Women Owned business. The supply-chain and logistics industry is heavily male dominated, in which she has had to battle through typecasts in crafting her own branded style. Her style of leadership places an emphasis on core values and responsibilities that focus on building relationships. Her feeling is that relationships both outside and within an organization are critical in providing absolute value. Maintaining an atmosphere of open and transparent communications to all levels creates an avenue of growth which fosters a diversity of input and engagement. With her own company she has credited this focus in winning the business and dedication of many fortune 500 companies. This style will be put to the test within the WERC organization and its many industry leading members. Mrs. Anderson plans on implementing this philosophy in her new role and expects that results will show organizational growth and the enrichment of its members.

Aspen is a top 100 third party logistics firm who has been in business for over 30 years and operates approximately 2.5 million square feet of modern refrigerated and ambient warehouse facilities along with their own fleet of trucks. Aspen specializes in a variety of value-added services, including co-packing, pick pack, just-in-time inventory management and time sensitive custom deliveries. Aspen is a specialist in the retail and healthcare supply chain and understanding the details involved with shipping to major retailers and grocery chains.

WERC began as a grassroots effort in 1977, when a number of individuals from the distribution field came together in search of educational, research and networking opportunities in the field of warehousing. WERC now offers resources that help distribution professionals stay at the leading edge including educational events, performance metrics for benchmarking, practical research, expert insights and peer-to-peer knowledge exchange.

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