

PRESS RELEASE
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**The National Women Business Owners Corporation (NWBOC) Recognizes
The Pfizer Supplier Diversity Team and Kim Schuler, CEO of Lori's Gifts**

Lake Park, FL (September 21, 2011) – The National Women Business Owners Corporation (NWBOC) applauds two companies this month for outstanding diversity and inclusion business practices - Kim Schuler, CEO of Lori's Gifts and the Pfizer Supplier Diversity Team.

On a bi-monthly basis the NWBOC recognizes supplier diversity individuals or teams who increase business opportunities for Woman Business Enterprises (WBEs) and accepts nominations from its certified WBEs for outstanding supplier diversity managers or buyers who go the extra mile for women-owned companies.

Schuler is the CEO of Lori's Gifts, a hospital gift shop management firm in Carrollton, TX. She was nominated by certified WBE Stephanie Lorber of Sole Creations Incorporated in Great Neck, NY. "In overseeing all the procurement responsibilities for almost 250 retail shops, Ms. Schuler makes a conscious effort to ensure that Lori's Hospital Gifts Shops grant contracts to minority businesses, especially WBEs," said Lorber.

The Pfizer Supplier Diversity Team in New York, NY creates opportunities for WBEs, minority-owned business enterprises (MBEs), lesbian, gay, bi-sexual and transgendered business enterprises (LGBT) and small businesses. Because minority and female consumers are an important economic force, Pfizer understands its own success is linked to the success of these communities.

The Pfizer Supplier Diversity Team was nominated by Certified WBE Rebecca Cenni, CEO of Atrium Staffing, headquartered in New York, NY. "The Pfizer Supplier Diversity Team has continued to create opportunities for businesses, both large and small, and deserves recognition for their unparalleled devotion to opening doors in their organization," says Cenni.

Both companies have received a six-month buyer's registration to the NWBOC eProcurement MarketPlace which is a database that facilitates the procurement process with NWBOC certified WBEs.

NWBOC certified WBEs can nominate an outstanding supplier diversity individual or buyer by e-mailing their recommendation to janet@nwbooc.org for consideration. Include name, title, company, e-mail, phone, city and state and a reason for the nomination along with name and company name of the nominator.

For more information about NWBOC or its WBE certification program, visit www.nwbooc.org or email info@nwbooc.org.

ABOUT NWBOC

The NWBOC was established in 1995 for the purpose of increasing competition for corporate and government contracts through implementation of a pioneering economic development strategy for women business owners. NWBOC is a national 501(c)(3) not-for-profit corporation, and is the first third party, national certifier providing WBE Certification and an approved Third Party Certifier for the U.S. Small Business Administration's WOSB/EDWOSB contracting program.

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