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***Supply & Demand Chain Executive* Names Andraski to 2010 Pros to Know List**

Fort Atkinson, WI — *Supply & Demand Chain Executive* Magazine, the executive's user manual for successful supply and demand chain transformation, this week announced that Joe Andraski, President and CEO of The Voluntary Interindustry Commerce Solutions Association (VICS), is included in the tenth annual listing of Pros to Know in the Supply Chain Industry. Andraski was named in the Provider Pros to Know category, which includes individuals from software firms, service providers, consultants, analyst firms and research companies who have personally helped clients address the challenges of the recession and prepare for the recovery ahead.

"This year's Provider Pros to Know have shown themselves to be thought-leaders in the Supply Chain industry," said Reese. "Highlighting the learnings that the Provider Pros to Know have taken out of the Great Recession provides our readers with a wealth of best practices that they can apply in their own supply chains, as well as insights into how leading organizations are positioning themselves for competitive advantage in the Great Recovery ahead."

Andraski said of the honor; "It is gratifying to be named with so many great supply chain practitioners and providers. It is also recognition that VICS continues to play an important role in supply chain management."

The full listing of the 2010 Pros to Know will be available in the February/March 2010 issue of *Supply & Demand Chain Executive* magazine and e-book beginning in the third week of March and on the *Supply & Demand Chain Executive* Web site at SDCExec.com/2010Prostoknow.

About Supply & Demand Chain Executive

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at www.SDCExec.com.

About VICS

The Voluntary Interindustry Commerce Standards (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS’ members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.

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