



FOR IMMEDIATE RELEASE

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**NOMINATIONS OPEN FOR THE 2011 VICS COLLABORATIVE
COMMERCE ACHIEVEMENT AWARDS**

14th Annual Awards to be presented June 1, 2011 in Orlando

LAWRENCEVILLE, NJ, - The Voluntary Interindustry Commerce Solutions Association (VICS) announced today that the call for nominations for the 2011 Collaborative Commerce Achievement Awards is open. The industry awards will be presented at the VICS Collaborative Commerce Achievement Awards Dinner June 1, 2011 at the Orlando World Center Marriott. The awards and banquet ceremony are once again sponsored by Hewlett Packard.

Companies can nominate a team, a department or a trading partner for their efforts in bringing excellence and innovation to supply chain collaboration in the following categories:

- **Retail Excellence** - presented to a retail company that has developed or adopted internal systems and practices that have resulted in enhanced supply chain efficiency, improvements in customer service, reduced costs, or increased speed to market by working collaboratively with trading partners to create true end-to-end supply chain integration.
- **Supply Side Excellence** - presented to a consumer goods manufacturer or wholesale distributor that has developed or adopted internal systems and practices that have resulted in enhanced supply chain efficiency, improvements in customer service, reduced costs, or increased speed to market by working collaboratively with trading partners to create true end-to-end supply chain integration.
- **VICS CPFR® Implementation Excellence** - presented to two companies, a retailer and supplier, which have worked collaboratively to create true end-to-end supply chain integration and cooperation utilizing VICS CPFR®.
- **VICS Empty Miles Top Contributor Award** - presented to the company that helps drive adoption through referring new subscribers and posts the greatest savings resulting from the use of the VICS Empty Miles Program.
- **Sustainability Excellence** - presented to the company that develops, executes and maintains the most innovative environmentally sustainable supply chain.

- **Best Third-Party Provider** - presented to a third-party services or systems provider that has developed and/or implemented systems and practices proven to be cost-effective and resulted in supply chain improvements.

The VICS Board of Directors is also accepting nominations for the 2011 **Roger Milliken Career Achievement Award**, which is presented to an individual who has demonstrated leadership through selfless support and utilization of VICS and GS1 standards, as well as standards committee participation. Timothy P. Smucker, Chairman of the Board and Co-CEO of The J.M. Smucker Company, and Danny Wegman, CEO of Wegmans Food Markets, received the award in 2010.

“As the economy lurches toward recovery, there continues to be great opportunities for members of the supply chain to enhance their position in the supply chain by implementing new processes and technologies. We encourage practitioners and their supporters to reward these innovative activities by nominating them for a VICS award,” said Joe Andraski, President and CEO of VICS.

Nominations are open to retailers, manufacturers, suppliers and technology providers. All nominations must include a business challenge, business answer, technological innovation, measurable percentage-based ROI, time frame, level of difficulty and benefits. Awards finalists for each category will be notified prior to the VICS 2011 Conference and will be invited to the Awards Ceremony and Board Dinner.

The deadline for submitting nominations is **April 1, 2011**. Entries must include ALL information requested. Other details and the entry form are available at http://www.vics.org/meetings_events/vics-2011-collaborative-commerce-achievement-awards/

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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