



For Immediate Release  
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### **Supply & Demand Chain Executive Magazine Names Three Fortna Associates "2013 Pros to Know"**

**READING, PA** (February 15, 2013) – Fortna announced today that three associates have been named to *Supply & Demand Chain Executive* magazine's "2013 Pros to Know" listing. David Farmer, Group Vice President, Rich Seidel, Vice President, Project Management, and Scott Miner, Group Vice President, Supply Chain Services, were selected for their years of experience, supply chain proficiency and leadership of recent client initiatives that dramatically improved operations and achieved financial goals. This is the third consecutive year that Fortna associates have received this award.

The Pros to Know award honors supply chain professionals who lead projects that help their clients or the supply chain community at large prepare to meet the significant challenges of today's business climate. This year, *Supply & Demand Chain Executive* received close to 400 nominations.

"The efforts that a number of the industry's leading executives continue to take to improve their business's functionality and in turn, progress the global supply chain—this was one of the main reasons we started the 'Pros to Know' awards in the first place," said Barry Hochfelder, Editor, *Supply & Demand Chain Executive*.

"We are pleased that three of Fortna's associates are being honored with this prestigious award," said John A. White III, President of Fortna. "It recognizes our associates' ability to solve complex supply chain challenges by creating innovative solutions that drive a competitive advantage for our clients," he continued.

The full listing of the "2013 Pros to Know" will be available in the March 2013 issue of *Supply & Demand Chain Executive* magazine and online at [www.SDCExec.com](http://www.SDCExec.com).

#### **[About Fortna Inc.](#)**

For over 60 years, Fortna has partnered with the world's top brands – companies like ASICS, O'Reilly Auto Parts and MSC – helping them improve their distribution operations and transform their businesses. Companies with complex distribution operations trust Fortna to help them meet customer promises and competitive challenges profitably. We are a professional services firm built on a promise – we develop a solid business case for change and hold ourselves accountable to those results. Our expertise spans supply chain strategy, distribution center operations, material handling, supply chain systems, organizational excellence and warehouse control software.

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