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ASPIRE NAMED FINALIST IN INTERNATIONAL STEVIE® AWARDS FOR WOMEN IN BUSINESS

PHOENIX, AZ – Aspire, an international training and consulting company, has been named a finalist in the seventh annual Stevie Awards for Women in Business in the “Most Innovative Company of the Year - Up to 100 Employees” category.

Over the past 16 years, Aspire's programs have impacted more than 5,000 businesses in 11 countries. Through its strategic marketing, leadership training and cultural alignment programs, Aspire helps organizations maximize market share and revenues, re-energize sales, improve employee performance and produce powerful results.

The Stevie Awards for Women in Business honor women executives, entrepreneurs, and the companies they run – worldwide. The Stevie Awards have been hailed as the world’s premier business awards.

Renie Cavallari, Aspire's founder, CEO and Chief Inspirational Officer, has long been regarded as one of the foremost innovators in the hospitality and tourism industry. A renowned keynote speaker, Cavallari's leadership, business acumen, strategic alignment and vision continue to spearhead the company's success and innovative, award-winning training programs. “It is a great honor to be recognized by the Stevie Awards for the 5th year in a row,” said Cavallari. “Our enduring passion for innovation in learning has been the creative force driving our company from the beginning - and integral to the success of our clients.”

Cavallari adds, "One of the inevitable consequences of any recession is that downsizing creates a smaller and more taxed employee base. The resulting changes play havoc on the overall culture of organizations, which can take years to overcome. Aspire has identified the factors most likely to impact a community's culture – such as Leadership, Coaching, and Motivation - then we have worked with businesses to create innovative learning programs to improve those areas. We can build vibrant communities with strong cultures that have the ability to thrive despite downturns in the economy."

More than 1,200 entries – a record for the competition - were submitted this year for consideration in 54 categories, including Best Executive, Best Entrepreneur, and Best Community Involvement Program. Aspire is a Finalist in the "Most Innovative Company of the Year - Up to 100 Employees" category."

"It was harder than ever to be recognized in the Stevie Awards for Women in Business this year," said Michael Gallagher, president of the Stevie Awards. "Receiving a high score from the judges this year illustrates how well many women in business are doing despite the stiff challenges they face."

Finalists were chosen by business professionals worldwide during preliminary judging. Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among the finalists during final judging. Details about the Stevie Awards for Women in Business are available at www.stevieawards.com/women.

Aspire is an international training and consulting company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership skills and cultural alignment to increase revenues, grow market share, re-energize your sales force and create lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix with a network of inspiring professionals across the country. For more information on how to build a high performance community that generates revenue even in tough times, visit www.aspiremarketing.com, email Renie directly at renie@aspiremarketing.com or call Aspire at 602-392-0700.