



ARBILL'S COPELAND SHARES SUCCESS STRATEGIES AT WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL FORUM

Philadelphia, July 2008 - Julie Copeland, President and CEO of Arbill, the premier provider of workplace safety products and compliance services in North America, shared strategies that drive her company's success at the Executive Roundtable, a featured forum at the Women's Business Enterprise National Council's (WBENC) Women in Business 2008: *The Power of Progress* Conference and Business Fair. The largest conference of its kind attracted nearly 3,000 corporations and women's business enterprises (WBEs) to Atlanta June 23-26, 2008.

"Communication and trust are key to lasting customer and employee relationships," Copeland said. "We approach each opportunity with a long-term and positive point of view; and this lays the groundwork for a successful outcome."

In the three years since she took the reins of the company that her grandfather founded in 1945, Copeland has reengineered Arbill to become the leading architect of workplace safety, providing its corporate customers with the full range of safety strategy, products and training services, and measurement and reporting systems they need to build a culture of safety across their organizations.

Today Copeland implements best practices in engaging and empowering Arbill's 85 employees, who range from managers to warehouse staff. "Our quarterly Townhall meetings enable all the members of our team to understand our strategy, provide valuable feedback and ultimately gain a sense of ownership that they may not have experienced in previous jobs," she said.

Arbill's ongoing client surveys and face-to-face meetings surface feedback and enhance quality assurance at Arbill, Copeland adds. "My own personal philosophy of business and life is that relationships last a long time. With this in mind, we prioritize integrity, honesty and authenticity as we pursue our goal to send our clients' employees home safely every day."

Copeland is a 2008 Women's Business Enterprise National Council Star. She is affiliated with the Women's Business Enterprise Council – PA-DE-sNJ, and takes a proactive role in the community to build partnerships among corporations and WBEs and mentor other women's businesses.

Among her many other awards are Pennsylvania's Best 50 Women in Business, Diversity Business' Top Business 2007, the 2006 Recipient of the Dorothy B. Brothers Executive Scholarship Award and the 2006 Women of Distinction Award by the Philadelphia Business Journal and the National Association of Women Business Owners (NAWBO).

Copeland serves on the Aearo Advisory Board, the Safety Marketing Group (SMG) Board, the WBENC Forum Governing Board, the WBENC Supply Chain Committee, the WBENC Council Board and the 3M Advisory Board. She is a member of the National Association of Wholesalers (NAW), the Safety Equipment Distributors Association (SEDA), Vistage (formerly TEC) and the Young Presidents' Organization (YPO).

 **Safer Everyday**

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