EWIP'S WOMEN'S LEADERSHIP CONFERENCE

For Immediate Release

Media Contact:
Claudia Smukler
EWIP Board member
csmukler@gmail.com
510-325-7129-cell

EWIP Honors Michela O'Connor Abrams

San Francisco, CA (January 3, 2012) The fourteenth annual Exceptional Woman in Publishing Award is awarded to Michela O'Connor Abram, president of Dwell Media. The EWIP Award is given to a woman who has achieved a high standard of professional excellence, has made extraordinary contributions to publishing, and has demonstrated success and leadership in nontraditional and/or exceptional ways. The 2012 EWIP Award will be presented to Ms. O'Connor Abrams at the luncheon celebration during EWIP's 2012 Women's Leadership Conference in San Francisco, on March 7, 2012.

Exceptional Women in Publishing has bestowed this honor to an individual each year since 1999, to recognize publishing and media's best female leaders. Ms. O'Connor Abrams is the fourteenth recipient and joins other exceptional women including **Gloria Steinem,** founder of *MS.,* **Katrina vanden Heuvel** of *The Nation*, **Laurel Touby**, founder of mediabistro.com, and **Marie Rodale,** CEO and Chairman of Rodale, Inc.

Kate Byrne, a member of the EWIP board of directors and this year's conference host says, "Michela is a strong supporter of EWIP's mission to mentor others and support women's greater visibility and impact in publishing and media. We are thrilled to recognize her and present her with this honor. She is the first recipient of the EWIP Award who hails from the West Coast."

Michela O'Connor Abrams is President of **Dwell Media**, an award-winning media company founded in 2000. Ms. O'Connor Abrams' nine years of leadership at Dwell has led to General Excellence at the National Magazine Awards, a 2009 finalist in the corporate category for the prestigious National Design Awards, and National recognition for both circulation growth and newsstand sales. In 2005, she conceived and launched Dwell on Design, the largest design show on the West Coast hosting 20,984 design professionals and enthusiasts this past June. She has led the development and growth of Dwell Media's digital platforms including web, mobile, and tablet products which were recently recognized as "#1 Most Innovative" in Affinity Research's August 2011 survey.

Ms. O'Connor Abrams was honored in 2005 by Media Industry News, as the Sales Leader of the Year. She is President of the Board for Goodweave (formerly RugMark), Chairman of Home & Gift for Project Angel Food's Divine Design, sits on the boards of Magazine Publishers of America's Independent Magazine Advisory Group, Linguastat, Halogen Media, Afar Media, and serves on the Board of Trustees for Marin Horizon School. She speaks all over the country at countless industry and business events sharing her passions for good design and business innovation. This past May she was an honored Alumni of the Year by her alma mater Cal Poly in San Luis Obispo for the School of Liberal Arts.

About Exceptional Women in Publishing (EWIP)

Exceptional Women in Publishing (EWIP) was founded in 1998 by women who felt the need for an organization that addressed the leadership aspirations of women in magazine publishing. EWIP, formerly Women in Periodical Publishing, was formed with two goals in mind: to educate, empower and support women in publishing and to educate, empower and support women and girls through the power of publishing. EWIP/WIPP is a 501(c)(3) non-profit educational organization. Our active volunteer members and board of directors strive to support women in publishing, in all manner of publications whether print, online, mobile, or other digital media. We also encourage female entrepreneurship, and offer a range of professional development programs through our national and regional events, online communications, mentoring, and research. EWIP has built a diverse community through our events, website, social networks, the annual award for an exceptional women in publishing, and the Women's Leadership Conference.

About the EWIP Award

Since 1998, Exceptional Women in Publishing (formerly Women in Periodical Publishing) has selected a woman in the publishing industry to publicly honor her for her achievements. The nominees for the annual award are solicited from former recipients, EWIP members, esteemed publishing industry colleagues, and members of the public. The honorees often surpass the criteria, achieving personal excellence, a reputation for mentoring, and exceptional leadership in an industry that seems to transform itself every year.

Over the past decade, the honored recipients of the EWIP Award have been successful in transforming themselves and their organizations to adjust to the social, economic, and technological changes of the publishing/media industry. The Exceptional Woman in Publishing Award is presented to the recipient at an industry event. Since 2009 the honorees have been celebrated at EWIP's own Women's Leadership Conference in San Francisco. All recipients of this honor, beginning with **Gloria Steinem** in 1999, can be viewed at http://www.ewip.org/awards/ewip-recipients/.