

J. Weiland, Slice & Co. Wins APEX 2012 Award for Spotighting Business Transformation Experts in Canada and Latin America

J. Weiland, Slice & Co. won an APEX 2012 Award of Excellence for a news release highlighting three business transformation experts, new to the company and based in Canada and Latin America. Juliette Weiland, Principal, spearheads the company's marketing and public relations program. This APEX Award marks her tenth award in international competition, including MarCom Gold Awards for writing and media placement and several APEX Awards for a monthly newspaper column aimed at small to mid-sized businesses.

Charlotte, North Carolina ([PRWEB](#)) July 10, 2012 -- J. Weiland, Slice & Co. won an APEX 2012 Award of Excellence for a news release spotighting business transformation experts in Canada and Latin America. The release highlighted three consultants, new to the company and all former IBM project executives with global management and consulting expertise. Juliette Weiland, Principal of [J. Weiland, Slice & Co.](#), spearheads the company's marketing and public relations outreach programs.

The APEX 2012 Award of Excellence was one of five given in the subcategory of "Marketing and Public Relations Writing." In the overall writing category, 580 entries were submitted.

The APEX Awards Program, in its 24th year, is an international competition sponsored by Communications Concepts, Inc., Springfield, Virginia. About 3,400 entries were judged this year, with 100 Grand Awards given in eleven major categories and 1,027 Awards of Excellence in 130 subcategories.

According to Juliette Weiland, Principal of J. Weiland, Slice & Co., this is the tenth award in international competition that she has won. Other awards include an APEX 2009 for "Interviews and Personal Profiles," a 2007 MarCom Gold Award in "[Writing/News Release](#)" and a 2005 MarCom Gold Award in "Media Placement".

She has also received numerous APEX Awards for "Columns and Editorials" in recognition of a monthly column that appeared in The Hour, a daily newspaper in Norwalk, Connecticut. The columns were intended to help small to mid-sized business understand how public relations can help its outreach to the public, reports Juliette Weiland.

"I've always enjoyed working in the small to mid-market arena," she said. "When one of my writing projects is able to highlight the expertise of others, such as our new business transformation consultants at J. Weiland, Slice & Co., and leads to an award, that makes me feel especially proud and grateful."

Past credits also include awards from the North Carolina Press Club, the Connecticut Press Club and the American Lung Association of Connecticut.

Her past experience encompasses nearly 25 years in public relations, including 15 years as owner of Juliette Weiland & Co., a public relations firm, and seven years as a marketing communications and public relations director for a non-profit healthcare organization.

She is a member of the Public Relations Society of America (PRSA), including the Charlotte Chapter, the



PRSA Counselors Academy, North Carolina Press Club, Connecticut Press Club and National Association of Women Business Owners (NAWBO).

About J. Weiland, Slice & Co., LLC:

J. Weiland, Slice & Co., LLC, specializes in [best practices in business transformation](#), targeting small to mid-market companies driven by volatile market forces to seek optimal business operations. Co-founder Jim Weiland and his team of experts are ex-IBM project executives with a diversity of worldwide management and consulting experience. As consultants, they help companies in need of Fortune 500 expertise but without the resources of a large corporation. The company is based in Charlotte, North Carolina, with consultants in Canada, Latin America and United States. Website is <http://www.jweilandslice.com>

Contact:

Juliette Weiland, Principal
J. Weiland, Slice & Co., LLC
704-243-7312
<http://www.jweilandslice.com>

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Contact Information

Juliette Weiland

J. Weiland, Slice & Co.

<http://www.jweilandslice.com>

704-243-7312

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