

**BARBARA HENDRICKSON Wins 2008  
ENTERPRISING WOMEN OF THE YEAR AWARD**

CARY, NC –Monica Smiley, publisher and CEO of *Enterprising Women* Magazine has announced that **Barbara Hendrickson** of **Design Incentives, Inc.** is a 2008 Enterprising Women of the Year Award Winner. Design Incentives is celebrating their 25<sup>th</sup> year of designing corporate sales incentives, consumer and customer loyalty programs.

The Enterprising Women of the Year Award honors the country's finest women entrepreneurs and their remarkable success. The award also recognizes winners as leaders who have mentored and given back to other women in business, and have had a profound impact on their communities. Award recipients will be honored at a gala dinner on Feb. 29 at Disney's Grand Floridian Resort & Spa in Lake Buena Vista, FL as part of a three-day celebration held in their honor.

“Our award winners are accomplished entrepreneurs who have earned the respect and admiration of their communities,” Smiley said. “This award is a testament to each woman's remarkable accomplishments and we are proud to honor their business success. Every award winner is the president or CEO of a fast-growth company that has gone above and beyond to become a role model for other women in business.”

About *Enterprising Women* Magazine:

*Enterprising Women*, headquartered in Cary, NC, is the nation's only women-owned magazine published exclusively for women business owners that chronicles the growing political, economic and social influence, and power of entrepreneurial women. The magazine provides a friendly meeting place, a public forum, and a national stage for the critical issues confronting women's businesses and daily lives from the unique perspectives and experiences of entrepreneurial women. For more information, please visit [www.enterprisingwomen.com](http://www.enterprisingwomen.com) or call 919-362-1551.

(end)