

Women in Toys Honors Outstanding Business Leaders



The eighth annual Wonder Women of Toys, Licensing & Entertainment Awards Dinner was held on the opening night of the 109th American International Toy Fair in New York City, and celebrated more than 50 of the most influential and impactful women business leaders in toys, licensing, and children's entertainment. The Wonder Women award winners were announced at the newly revamped event hosted by Women in Toys, which was attended by more than 300 industry executives.

"There is an enormous arsenal of talented women in this industry," says Gemma Rosenberg, executive vice president at Imperial Toy, a WIT board member, and Wonder Woman of Toys, Licensing & Entertainment Awards co-chair along with fellow board member Ashley Mady, president of Brandberry. "At WIT, we are working to create a forum to meet, work together, and make things happen. This year's winners are a diverse group of innovators, leaders, and mentors within the industry that are extremely deserving of this prestigious honor."

In addition to celebrating the Wonder Women winners, the WIT foundation granted scholarships to students whose focus and major in college is toy design. This year's scholarship recipients are from the Fashion Institute of Technology in New York; Avni Institute of Art & Design in Jerusalem, Israel; Otis College of Art & Design in Los Angeles; and the Ontario College of Art & Design in Toronto, Canada.

Founded in 1991 by Susan Matsumoto and Anne Pitrone, WIT is a member organization and a networking tool for both men and women with chapters around the world. To learn more, visit www.womenintoy.com.

And the winners are...



RETAILER OF THE YEAR: Lori Costley leads the girls' fashion doll and licensed toy team for Walmart U.S., reporting to Anne Marie Kehoe. She is responsible for development of merchandising strategies, supplier relations, and selection of product assortments for Walmart U.S. stores. Costley currently serves on the Apparel Advisory Board for the University of Arkansas and is an active member of The Network of Executive Women (NEW), a not-for-profit industry group with a mission of attracting, advancing, and retaining women in the retail and consumer package industry through education and networking.

SALES: Renee Lochhead has been working with Spin Master for more than 13 years, managing numerous accounts across North America. In recognition of her most recent efforts, she was awarded a Sales Excellence Award by Spin Master in 2010 and the Account Manager of the Year Award in 2011 by Toys "R" Us Canada. Recently rejoining the U.S. sales team, Lochhead is currently earning additional air miles working with the Toys "R" Us team in New Jersey.



ENTREPRENEUR: Laurie Hyman has more than 15 years of experience as an entrepreneur and marketing executive for online consumer service companies. In 2007, Hyman's three children inspired her to co-found Green Toys, Inc. to create products that help preserve our planet for the future and ensure the highest standards in toy safety.



RISING STAR: Elizabeth Liten Miller has been working in entertainment and consumer products for more than 12 years, including 10 years with The Walt Disney Company in both strategic marketing and creative director roles. Most recently she joined Hasbro as head of creative for global licensing and publishing. She's had the privilege of developing go-to-market initiatives for the world's most iconic properties, including Disney Princess, My Little Pony, Mickey Mouse, and Transformers. "Great product takes storytelling to a deeper level, making it more personal and engaging for the consumer."



LICENSEE: JoAnn McLaughlin is a toy business veteran. In her current role as senior vice president, hardlines, for Disney Consumer Products, McLaughlin is responsible for delivering product innovation and development for Disney- and Marvel-branded toys and other products, and leading a team of pioneering designers and creatives. Prior to joining Disney Consumer Products, McLaughlin held various executive-level positions at Marvel Entertainment, most recently as executive vice president of merchandising and promotional partner services. She has also held key roles at Marchbox Toys and Child Guidance, a division of CBS Toys.

MARKETING, ADVERTISING, AND BRANDING: Sasha Junk is the senior vice president of marketing at Kidz Bop, the No. 1 music brand for kids ages 5 to 12 in the U.S. At Kidz Bop, Junk manages the strategic development of the best-selling brand through marketing, licensing, and public relations initiatives. She oversees all corporate partnerships and alliances, including SiriusXM, RCA Records, AdCouncil, Macy's, Imperial Toy, and LeapFrog. Junk also helps manage Kidz Star USA, America's biggest talent search for kids ages 15 and under.



LICENSING AGENT: Jennifer Richmond, an 18-year licensing and toy veteran, joined Richmond Management Group in 2011 to provide strategic and legal consulting in the areas of license and brand acquisition, brand development, deal and contract negotiation, and the long-term management of licensed products and brands. She has been recognized for her outstanding licensing and media accomplishments throughout the toy and licensing industries. She works tirelessly to assist companies without in-house expertise to navigate through the complex world of licensing with the top companies in the world.



percent of its pretax profit each year towards philanthropic efforts that impact communities globally.

SOCIAL RESPONSIBILITY: Daidre Lind has served as the director of global philanthropic programs for Mattel, Inc. since 2004, and more recently added global sustainability responsibilities to her scope. Under Lind's leadership, Mattel has established a strategic philanthropic program framework that impacts millions of children globally each year. From cash and grants to toy donations and volunteerism, Mattel targets 2

MANUFACTURER: Jennifer Caveza has devoted her career to the toy industry. As a marketing executive with 23 years of experience and a demonstrated record of achievement in the business, academic, and entrepreneurial fields, Caveza has worked for many major manufacturers, including Mattel and Fisher-Price, as well as leading ad agency Grey Advertising on the Hasbro account. She spent five years at Otis College of Art & Design as assistant chair and faculty member of the toy design department, and is now senior vice president of girls' entertainment at Jaksks Pacific. She is now happily married to toy designer Martin, and has a 7-year-old daughter, Lauren, a toy tester of their very own.



been featured on CNN, MSNBC, ABC World News, and Oprah. She is a contributor to NBC's Today Show.

LIFETIME ACHIEVEMENT: Noted child development and toy expert Joanne Oppenheim is the president of Oppenheim Toy Portfolio, the independent guide to children's toys and media. Oppenheim has written more than 50 books for and about children, including *Kids & Play*, *Buy Me! Buy Me!* and literacy series *Read Me! Play Me!*. Oppenheim has been a true trendsetter in how we talk about toys and the importance of play. She has

DESIGNER OR INVENTOR: Lori Roster is a dedicated design professional with more than 25 years of combined experience in the areas of giftware, stationery, and toys, covering a broad range of product categories and lines of business. The variety of design opportunities over the years had actually led Roster to the toy industry, which is her most favorite opportunity of all. "To see a child in a store choose a product that I helped design is incredibly rewarding. I will never get tired of it!"



theatrical, and entertainment properties, resulting in a robust and successful licensed product portfolio for Jaksks Pacific.

LICENSEE: In her role as vice president of licensing, Lauren Whitehead brings more than 10 years of toy and consumer products licensing industry experience to Jaksks Pacific, Inc., and is responsible for securing top licenses for Jaksks and its subsidiaries worldwide. Whitehead and her team have successfully secured and nurtured partnerships with hundreds of nationally and internationally known children's brands, including television,

PUBLIC RELATIONS AND COMMUNICATIONS: Janis Van Tine has been working in communications for more than 13 years, including four years in the public relations department at Jaksks Pacific, Inc., and most recently as director of communications at Imperial Toy. At Imperial Toy, Van Tine is a brand ambassador for many of today's most beloved brands, including Disney Princess, Mickey Mouse, Little Tikes, Hello Kitty, Transformers, and Imperial's marquee brand, Super Miracle Bubbles. "The toy industry has changed my life, and being involved in the process of promoting products that make children and families happy—while being surrounded by amazing people—well that more could one ask for!"



of writers and editors. "I love working in an industry full of enthusiastic entrepreneurs who bring happiness to children."

JOURNALISM AND SOCIAL MEDIA: Jackie Breyer is the editor of trade magazines *The Toy Book* and *The Licensing Book*, as well as editor of the weekly newsletters *The Toy Report* and *Total Licensing Report*. She helped Adventure Publishing evolve in the digital realm, providing these publications exposure to a broader global audience. Breyer has been covering the toy and licensing industries for more than a decade, and is proud to lead a talented team of writers and editors.

PUBLISHING: Laurie Schacht is CEO of Adventure Publishing, publisher of magazines servicing the toy and licensing industries since 1983, including *The Toy Book* and *The Licensing Book*, along with two newsletters, *The Toy Report* and *Total Licensing Report*. She is the co-publisher of *The Toy Insider*, and the founder of The Big Toy Book events and online community. Schacht is an active contributor to a wide number of parenting blogs and a contributing toy editor at *Woman's Day*. She is also seen and quoted in major broadcast and media outlets such as NBC's *Today Show*, ABC *World News*, *The Wall St Journal*, Yahoo! Finance, and Fox News.

