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**FOR IMMEDIATE RELEASE**

## **Fastener Training Institute's Jo Morris Named WIFI 2021 Woman in Business**

**SANTA CLARITA, CALIFORNIA** – The [Fastener Training Institute](http://www.fastenertraining.org) (FTI) is proud to announce Marketing Director Jo Morris has been named the “2021 Woman in Business” by Women in the Fastener Industry (WIFI). WIFI defines a Woman in Business as a champion and community advocate who works to unite, educate, mentor and encourage other women to reach their full potential.

“I am immensely grateful to belong to such an outstanding association and honored to receive this special award,” said Morris. “There are many women in the fastener industry I look up to and respect, especially my fellow WIFI members, who have worked hard over the years to advance women in the fastener industry.”

Morris has more than 30 years of experience in the fastener industry and serves dual roles as the Director of Marketing for FTI, as well as a Managing Partner for Desert Distribution. She is passionate about giving back to the industry and providing industry education and mentoring to the next generation to help them succeed in the industry.

Jo joined FTI in 2014 and oversees all aspects of the in-person and on-line training program for the non-profit dedicated to education and training in the fastener industry. In addition, in 2014 Jo joined Desert Distribution as a manufacturer's rep selling engineered components, and in 2020 was promoted to Managing Partner of Desert Distribution covering the territories of California, Nevada, Arizona, New Mexico, Utah and Colorado.

Beginning her career at Copper State Bolt & Nut, she learned inside sales and account support and eventually became their Sales Manager for Colorado. She also spent time at Kemper Products, which specialized in fastener and engineered components distribution.

Jo has received awards for her achievements and contributions to the fastener industry, including recognition by Fastener Engineering magazine.

For more information about Fastener Training Institute, visit [www.fastenertraining.org](http://www.fastenertraining.org).

### **About Fastener Training Institute**

The Fastener Training Institute is a nonprofit organization that provides beginning and advanced training on fastener products, standards and specifications. Our core purpose is to enhance fastener use, reliability and safety. Our mission is to make you more knowledgeable about the fastening products you buy, sell, specify or use. For more information, please visit [fastenertraining.org](http://fastenertraining.org).

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