

HOWARD, MERRELL & PARTNERS

For more information:

Jessica Redman
919-844-2738
jredman@merrellgroup.com

Howard, Merrell & Partners' Kipp Bodnar Named One of *PR News*' "15-to-Watch"

RALEIGH, N.C., December 1, 2009 – *PR News* recently recognized Kipp Bodnar as one of its "15-to-Watch" among young public relations professionals in the United States. Bodnar, social media marketing manager at Howard, Merrell & Partners, received the award for his leadership and creativity in communications, specifically in the area of social media.

Bodnar is well-respected in business-to-business social media circles through his work with Howard, Merrell & Partners and his blog, SocialMediaB2B.com. He speaks regularly at social media events and co-founded the Triangle Social Media Club, Social Media Breakfast Raleigh, Triangle Twitter Meet-ups and Ignite Raleigh.

"Kipp has a keen sense for emerging trends in public relations and has proven to be a thought leader in social media," said Stephanie Styons, senior vice president of public relations and social media at Howard, Merrell & Partners. "Kipp was instrumental in starting up the agency's Social Media Marketing practice, and since then we have been providing strategic counsel and ongoing social media support to our clients large and small."

Bodnar serves as the social media account lead for Georgia-Pacific Professional, advancing the brand through platforms like Facebook and Twitter to improve customer engagement with the company's enMotion™ and DIXIE™ brands. He also developed a product blog for BASF Plant Science's NutriDense® brand and has participated in crisis communications and issues management for Butterball, LLC.

"Kipp has the amazing ability to keep audiences engaged with social media," said Jim Cobb, president and CEO of Howard, Merrell & Partners. "He has built our social media practice through strategic guidance and a consistent high level of client service."

Bodnar will be featured in a special issue of *PR News* and will be honored at *PR News*' PR People Awards luncheon on December 1, 2009.