

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

**HOWARD, MERRELL & PARTNERS' KIPP BODNAR TO SPEAK
AT "SOCIAL FRESH: SOCIAL MEDIA FOR BUSINESS"**

Raleigh, N.C., – January 8, 2010 – Howard, Merrell & Partners' Kipp Bodnar will be panelist at Social Fresh, a conference focused on social media, at 9 a.m. on Monday, Jan. 11, 2010, at the Millennium Maxwell House in Nashville, Tenn.

Bodnar, social media marketing manager at Howard, Merrell & Partners, will serve as a panelist for the "B2B Social Media Panel," which also features panelists Stephen Bolen of Sigma-Adrich, Jeff Cohen of SocialMediaB2B.com and Greg Cangialosi of Blue Sky Factory. The panel will focus on the importance of incorporating social media into business-to-business marketing practices. Through best practice examples, the panel will address the importance of two-way communication for any business, even outside the traditional marketing realm.

The Social Fresh conference will include several experts and innovators who will help explain how businesses can excel on the Social Web. For a full list of speakers and panelists visit the [Social Fresh](#) web site.

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell's leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more effective business and communications strategies. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services and strategic planning.

Recent clients include BASF, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Doctors Vision Center, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, INVISTA (CORDURA® brand), NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, THOR•LO, UltraPet, and Zilla. The agency's work has been honored by, the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

About Social Fresh LLC

Social Fresh is a social media event planning and training company based out of Charlotte, NC. Social Fresh was founded by Jason Keath, who does social media consulting for mid to large companies. Future events from Social Fresh include one day conferences targeted for marketers, one day conferences targeted for small business, and other niche social media training opportunities.

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