

## HOWARD, MERRELL & PARTNERS

**For More Information:**  
Laura Gross  
(919) 844-2768  
lgross@merrellgroup.com

### FOR IMMEDIATE RELEASE

#### **Billy Barnes Receives Movers & Shakers Award**

**RALEIGH, N.C. – September 27, 2010 –** [Howard, Merrell & Partners](#)' Creative Director Billy Barnes has been named one of the 2010 Movers & Shakers by [Business Leader](#) magazine. The award recognizes business executives in the Triangle community who are leaders within their company.

During his ten-year career at Howard, Merrell & Partners, Barnes has been instrumental in helping the agency receive a myriad of national and international recognition for its creative work. Under Barnes' direction, the agency's Creative team won Telly Awards, Addys, Graphis and The London International Advertising Awards. So, it is only fitting that Barnes now be recognized for his leadership.

"Billy's diverse experience and unique perspective on advertising make him a true asset to the agency," said Jim Cobb, CEO of Howard, Merrell & Partners. "His ability to conceptualize and transform big ideas into integrated, award-winning campaigns, provides a tremendous benefit to our clients."

In his role as creative director, Barnes oversees creative for all Howard, Merrell & Partners' accounts. Throughout his 17-year career, which started in New York City, Barnes has worked at a variety of agencies both big and small. Since joining Howard, Merrell & Partners in 2000, he has supported campaigns for Georgia-Pacific, BASF, CORDURA® Brand, Butterball, Cisco, Kimberly-Clark, Precise Dog Food, and BB&T.

Barnes, along with the other winners, will be honored at a ceremony on September 23, 2010 at the Events at Newton Square in Raleigh and will be featured in the October 2010 issue of *Business Leader* magazine. Christy Shaffer, retired president and CEO of Inspire Pharmaceuticals, will be a guest speaker at the September 23 event.

The Mover & Shaker Awards recognize the up-and-coming business leaders in the Triangle community. Nominees must be either rising leaders within companies with more than 100 employees or C-level executives leading rising companies with fewer than 100 employees.

#### **About Howard, Merrell & Partners**

Raleigh, NC-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotions to develop effective business and

communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Jack Howard and his predecessors used to build the agency over the years. 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, Hispanic marketing and strategic account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA (CORDURA® brand), National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, 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> or the agency's blog at <http://www.merrellgroup.com/blog>.