

HOWARD, MERRELL & PARTNERS

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HOWARD, MERRELL AND PARTNERS' JEFFREY L. COHEN TO SPEAK AT CONVERGESOUTH IN GREENSBORO

Raleigh, N.C. – Sept. 29, 2010 – Howard, Merrell and Partners' Jeffrey L. Cohen will speak at ConvergeSouth in Greensboro, N.C., on Oct. 1, 2010. During this two-day event, social media strategists and experts will give real-world examples for developing personal branding, internet strategy for small business, and mobile applications.

Cohen will lead a session entitled "Content Marketing for Small Businesses," which will provide tips, tricks and tools to use existing materials and business knowledge to promote a small business online.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic marketing counsel to clients regarding social media and other online tactics. He is also managing editor of SocialMediaB2B.com, one of the leading sites discussing social media in the business-to-business space, as ranked by *Ad Age* magazine.

For more details about the event, visit <http://2010.convergesouth.com/>.

About Howard, Merrell and 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

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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>.

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