

**HOWARD, MERRELL & PARTNERS**

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**FOR IMMEDIATE RELEASE**

**Donna Mercer Two Time Recipient of Prestigious  
Mover & Shakers Award**

**Raleigh, N.C. – October 14, 2010** – *Business Leader* magazine has presented the 2010 Movers and Shakers award to Howard, Merrell & Partner's Chief Operating Officer and Senior Vice President of Media Assets Donna Mercer for the second time. The award honors only the top business executives within the Triangle community and commends them on their leadership abilities.

Mercer has witnessed the agency expand and flourish and she even helped the agency progress towards independence from the Interpublic Group. Mercer has consistently worked to strengthen the company as a whole. In her spare time, she contributes to a number of important organizations, such as Artspace and Wake Health Services, Inc.

According to CEO of Howard, Merrell & Partners Jim Cobb, Mercer was essential in the development of the newly independent agency. "Donna worked in all areas of production and has always made sure that our staff was well cared for during the major transitional periods. Thanks to Donna's hard work and dedication, we have prospered as an agency."

Mercer runs the Media Assets department and also serves as COO for Howard, Merrell & Partners. Through her experience in marketing, advertising and media planning, Mercer directs the strategic media planning, negotiating and buying operations. She has worked with major companies such as BB&T, Del Monte, North Carolina Travel and Tourism, NC Department of Commerce, NC Museum of History, Sappi Fine Paper, SAS Software, Benihana of Tokyo, Williamson Tobacco Company and Kimberly-Clark on creating customized plans for each individual business and continues to bring success with her clients.

Mercer and the other winners will be honored at a ceremony on September 22<sup>nd</sup>, 2010 at the Hilton in North Raleigh, and all of the honorees will be featured in the September issue of *Business Leader* magazine. All nominees must be either rising leaders in companies with more than 100 employees or C-level executives leading rising companies with fewer than 100 employees. According to the national publisher of *Business Leader* magazine, Business Leader Media states that this year's award recipients were chosen from a record number of nominees.

### **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<sup>®</sup> and enMotion<sup>®</sup>), Hewlett-Packard, Interton, Invacare, INVISTA (CORDURA<sup>®</sup> 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>.