

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Welcomes Proofreader Scheryl McDavid

RALEIGH, N.C. – November 17, 2010 – Strategic branding and advertising agency, Howard, Merrell & Partners announces its newest addition – Proofreader, Scheryl McDavid. In her role, McDavid will proof copy, edit new business proposals, and review marketing and client materials.

Prior to joining Howard, Merrell & Partners, McDavid served as publications director and managing editor of the American Association of Textile Chemists and Colorists (AATCC). In addition to managing six of the publication's staff members, freelance writers and vendors, McDavid produced a monthly trade magazine, e-newsletter and website for the textile industry. Following her position at AATCC, McDavid held a management position in Central America and worked as a freelance web editor for clients that included TextileProfessor.com.

“Since Howard, Merrell & Partners opened its doors 65 years ago, we strive to produce the strongest, most accurate written materials for each and every client,” explains Donna Mercer, COO at Howard, Merrell & Partners. “We expect Scheryl's attention to detail and keen eye will help ensure we continue to achieve this goal.”

McDavid graduated Magna Cum Laude from North Carolina State University with a Bachelor of Arts degree in Communication and concentration in Public Relations. Since graduating, McDavid has become involved with several professional organizations including Wake Forest Toastmasters, and Association Media and Publishing. She currently volunteers for the Humane Society of the U.S. and is a member of the speaker's bureau for Interact.

About Howard, Merrell & Partners

Raleigh, N.C.-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>.

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