



NEWS RELEASE

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For Immediate Release

Atlanta Woman Selected as Women's Business Enterprise National Council Star

November 16, 2009, Atlanta, GA. - LaSonya Berry, CEO of McPherson, Berry & Associates (McPherson|Berry) has been selected as the *2010 WBENC "Business Star of the Year"* by the Greater Women's Business Council (GWBC), the certifying partner organization for Women's Business Enterprises National Council (WBENC) in Georgia, North Carolina, and South Carolina. Berry was selected by GWBC corporate members, which include The Coca-Cola Company, Wachovia, Turner Broadcasting System, Inc., Ernst & Young, The Home Depot, Accenture, and Newell Rubbermaid.

McPherson|Berry is the first African American owned business selected by GWBC to receive this prestigious designation and one of 14 businesses selected nationally. McPherson|Berry, an 8-year-old HR consulting firm, obtained the Star honor because of its a) significant revenue growth, b) corporate customer list c) corporate testimonials, and d) GWBC/ WBENC Participation since obtaining WBENC certification.

LaSonya Berry, CEO of McPherson|Berry, will be honored during WBENC's 12th Annual Salute To Women's Business Enterprises on March 24, 2010 in Maryland. MB has offices in Georgia, South Carolina, and the District of Columbia and a client list that has included the CDC, University of Miami, State of South Carolina, and UPS.

To be considered for The Business Star of the Year a company must have at least five years in business, WBENC certification (for at least 2-years), and a client list that includes one or more local Regional Partner Organization Corporate Members (preferably WBENC Corporate Members as well). WBENC is the largest third-party certifier of businesses owned and operated by women in the United States. GWBC is a non-profit organization for certified women's business enterprises (WBEs) in Georgia, North Carolina, and South Carolina.

McPherson|Berry is a premiere human capital management firm. We are one of few certified woman and minority owned HR, Organizational Development firms that analyses your HR strategies thru an engineering lens that results in increase performance management, operational excellence, and sustainability. McPherson|Berry provides HR consulting, organizational development, talent selection and professional development through its two divisions, Onboard Talent™ and BLeU™. ONboard Talent™ ensures that clients bring the right administrative and human resource talent on board while BLeU™, Business Learning e-University, offers continuing education for personal achievement.

For more on LaSonya Berry and McPherson|Berry & Associates please call 800-325-5269 or visit www.mcphersonberry.com .

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