

Immediate Release

**HUMAN RESOURCE EXECUTIVE AND HER FIRM FEATURED IN A NATIONAL
PUBLICATION DEDICATED TO ENTREPRENEURSHIP**
RAPID GROWTH IN CLIENTELE GARNERS RECOGNITION FOR BEING INNOVATORS IN THEIR INDUSTRY

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(Ellenwood, GA) McPherson, Berry & Associates is a premier talent management firm that offers effective talent management solutions in the realm of Human Resource Development, Strategy and Consulting. They are headquartered in South Carolina with a national presence. The multifaceted consulting firm was founded by LaSonya Berry is one of the best kept secrets in the HR Human Capital Management, Recruitment and Professional Development when it comes to increasing engagement and improving performance in businesses across the U.S.

In the May/June issue of Minority Business Entrepreneur, (MBE) Magazine, Berry is featured for her gift of leadership. The Clemson University alumna holds a BS in Industrial Engineering and MS in Human Resource Development. Currently, she's pursuing a PhD in Educational Leadership. With her extensive educational background, Berry knows how to advise others on proper protocol on being an effective leader. Not only is she scholastically certified but she is well versed in the boardroom. She has worked for over 16 years in a wide array of government agencies, nonprofit organizations and Fortune 500 companies such as IBM and General Electric.

McPhersonBerry works hard to keep abreast of Human Resource strategies, policies, and the ever growing form of e-Learning, which is a major part of internet-based programs. Our offices are located around the country and are staffed with professionals who know how to incorporate day to day HR operations but they are also innovators when it comes to performing at a high level by thinking out of the box when it comes to promoting leadership, training, and employment services. It's about creating long term goals with a HR strategy. You need to surround your services around your desired goal.

Berry says "This is a journey that's been very rewarding, not only as a woman and minority owned business but to see my firm triple in size in just a few short years. The service we provide is top notch and we cater to workforce development and we teach as we grow. Regardless of the size of your business we have qualified HR professionals on our staff, which specialize in organizations with employees 100 or less. We also have staff whose expertise is to work with large corporations with thousands of employees that need to build HR capacity. Our mission is to instill the basics of HR into departments and once they are successful, we are able to expand our services to help align goals and objectives that fit the policy and procedure of a specific business. McPherson/Berry gives organizations an advantage because we are trendsetters in the industry, which in turn makes us a leader in our field."

McPhersonBerry plans to open additional offices and will recruit professionals that have exemplary knowledge of HR and talent management strategies. Berry hopes to partner with an international firm to expand her services abroad. Berry is also preparing to release her new book, "101 Power Tips for the Workplace: Creative Ways to Manage and Engage Yourself and Others at Work". This will serve as a resource guide for managers and professionals in the workplace. To have LaSonya Berry speak at your next meeting, conference, organization and/or to host a book signing please contact Sherlene Shanklin, VIPP Communications at 502-582-7716 or by email at sshanklin@vipppcommunications.com.

To learn more about McPherson, Berry & Associates go to www.mcphersonberry.com.

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