



**INSIGHT CONSULTING PRINCIPAL PEGGY MORROW
JOINS GREATER O'HARE BOARD AS MARKETING CHAIR**

Bensenville, Illinois, October 11, 2007 – Peggy Morrow, principal of Insight Consulting, LLC, has been elected to the Board of Directors of the Greater O'Hare Association (GOA) in Bensenville. She has assumed the position of Marketing Chair on the Executive Committee.

With over 700 members across 80 communities, the Greater O'Hare Association provides businesses diverse educational, advertising and networking opportunities.

"I am a delighted to join the GOA Board of Directors," explained Insight Consulting Principal Peggy Morrow. "It is a volunteer-driven business association dedicated to growing and sustaining our regional business community."

Insight Consulting, LLC provides a full range of marketing services, including marketing plans, business plans, and marketing communications, and serves businesses of all sizes, across all industries. With more than 20 years of experience in marketing and strategic planning, along with the value of an "insightful outsider" view, Insight Consulting helps businesses grow and achieve their goals.

To learn more about Insight Consulting's range of services, visit their website at www.insightactionimpact.com.

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