



INSIGHT CONSULTING PRINCIPALS NAMED TO BOARDS OF DIRECTORS

Hoffman Estates, Illinois; Indianapolis, Indiana, December 14, 2004 – Insight Consulting, LLC today announced the appointment of both of its principals to the boards of directors of business organizations:

- Peggy Morrow has been elected to the Board of Directors of the Northwest Suburban Alliance for Commerce and Industry (NSACI). Peggy has been selected for the executive committee of the board and has accepted the position of Vice Chair, Marketing. NSACI is a leader in the business community of the northwest suburbs of Chicago.
- Jean Woods has been elected to the Board of the Directors of Chamber Action, the volunteer arm of the Greater Indianapolis Chamber of Commerce. She has assumed the position of secretary for the group and is the chairperson, Communications. The Greater Indianapolis Chamber of Commerce serves more than 3,700 businesses throughout central Indiana.

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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