



Integrated Approaches to Impact Performance®

Impact Associates is the proud recipient of these prestigious awards:

2006 Pinnacle Business Award

*Small Business Excellence
Knoxville Area Chamber Partnership*

2006 Overall Award for Business Excellence

Blount County Chamber of Commerce

2006 Quality of Products & Services

Blount County Chamber of Commerce

FOR IMMEDIATE RELEASE

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**IMPACT ASSOCIATES WINS BLOUNT COUNTY SMALL BUSINESS AWARD
FOR THIRD CONSECUTIVE YEAR**

***Management Consulting Firm Continues Strong Growth &
Investments in Staff, Community***

KNOXVILLE, TN, February 7 – Impact Associates has been awarded the Blount County Chamber of Commerce’s *Business Excellence Award, Small Service Sector*. The award, presented annually, recognizes a Blount County business employing fewer than 25 that demonstrates superior performance against wide-ranging criteria, including investments in staff development, community service, revenue growth and client retention. 2006 marks the third consecutive year Impact Associates has been honored by the Chamber.

Impact Associates provides management consulting and event design and management services to a growing national clientele including Turner Broadcasting, Bush Brothers & Company, the Department of Defense and the Department of Energy. Impact focuses on helping organizations excel by realizing the full potential of their people, from manufacturing staff up to the senior-most levels of management. Impact stands apart from typical management consulting firms in the diverse composition of its staff, comprised of psychologists, industrial experts, former corporate managers and communication experts.

“We are truly honored that the Chamber has chosen to honor us again,” said Kathleen G. Metts, Impact’s President and Principal Owner. “This recognition is, first and foremost, reflective of our associates’ dedication to doing best for their clients and their communities. We’d like to think it grows from the kind of culture we’ve tried to instill, one where working hard doesn’t come at the expense of having fun and living a balanced life.”

During 2006, Impact invested more than 1,600 hours in training and development for its associates. A number of Impact’s associates earned advanced certification or accreditation in fields in which they were already expert. The Keep Blount Beautiful and the Garden Club of Blount County recognized Impact with a *Bravo!* award for creating a landscaping layout and design that enhances the historic Mary Starr home on East Broadway Avenue, where Impact operates and has been painstakingly renovating.

Impact associates regularly serve in leadership roles in numerous community organizations, including: Rotary International; United Way; AmeriCorp; Kids in Crisis Support (KICS) and Pellissippi State Technical Community College.

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The firm in 2006 adopted two trails and two campsites in the Great Smoky Mountains National Park, where its associates collectively volunteered for some 150 hours.

Impact was 2006 recipient of Knoxville Area Chamber Partnership's *Pinnacle Award for Small Business Excellence*, recognizing the firm as "a provider of top quality products and or services with a demonstrated ability to build a niche, adapt to change and profit." *The Wall Street Journal* has recently named the firm a second-round candidate for an inaugural "Top Small Workplaces" award, co-sponsored by Winning Workplaces.

About Impact Associates

Impact Associates is an award-winning management consulting firm that helps businesses improve performance by optimizing their people and culture. Its events division designs, produces and manages performance-oriented conferences and workshops that meet real objectives, not the typical "meet to meet/meet and greet" exercises. Major public sector clients like the Department of Defense, the General Services Administration and the Department of Energy regularly trust Impact to deliver on-strategy, on-time and on-budget events.

Impact's provides one-to-one consulting for major corporate and public sector clients including Bush Brothers and Company, Turner Broadcasting and Thomas and Betts. The unit has pioneered a potent approach to HR consulting, one that realizes that understanding individual personalities and an organization's culture, collaborative style and goals are all essential to meeting core business objectives and to considering new possibilities

Impact also custom-tailors events to specific needs, from three-day, small group leadership offsites 5,000-person conferences, many of which have become recurring events. Its capabilities include pre-conference management, production, on-site logistics, exhibit management, destination management and post-program reporting and reconciliation. Impact's scale and reach give it strong buying power with hotels, conference centers and other allied facilities and vendors.

Impact's staff is a potent, singular blend of professors and professionals that draw from a wide range of experience, from academia to industrial & organizational psychology, marketing communications, corporate management, business operations, and public sector and military leadership.

For more information, please visit www.impactassociates.org or call 865.379.7022.

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