



Immediate Release

**“MOCHA MINUTE” HOSTED BY MCPHERSON BERRY & ASSOCIATES OWNER RECEIVES RAVE  
REVIEWS AFTER ITS FIRST ONLINE CHAT  
BREAKTIME HAS A NEW NAME AND ITS CALLED “MOCHA MINUTE”**

January 15, 2014

(Ellenwood, GA) LaSonya Berry, President/CEO of McPherson, Berry & Associates, Inc. (McPherson|Berry) was launched on January 10<sup>th</sup>, an interactive chat amongst professionals who only have a few minutes to spare in a workday. It’s called “Mocha Minute™”. The new online water cooler is designed for executives, leaders, managers, business students and professionals. Mocha Minute™ will initiate the dialogue to promote social learning and provide thought provoking discussion. The idea is to be able to do it within an allotted time you take a 15 minute break in your workplace. The new type of online water chat will only take a few minutes of your time but provide you invaluable information from leaders you rarely have access to in the workplace.

LaSonya Berry, CEO of McPherson|Berry says “I was very happy with the execution of the first “Mocha Minute”. Within the 15-minute break we were able to open the dialogue and answer questions from professionals interested in training, hiring and leadership coaching. This is a great start for the monthly chat. I encourage you to participate in the February online discussion.”

The next Mocha Minute will be Friday, February 14th at 11:00 a.m. (EST). Grab your mocha, latte, coffee, tea or water and take a minute out of your busy schedule to chat online about important business matters with Mocha Minute™. The online break will give you an outlet to discuss all things business from the latest trends, workforce challenges, industry news, HR, career/management concerns and power tips. We invite you to engage in the conversation.

Mocha Minute™ will take place every 2nd Friday of each month at 11:00 a.m. We invite you to engage in the discussion. Follow us on Twitter @McPhersonBerry to get real-time responses.

**About McPherson|Berry**

McPherson|Berry is a talent management firm committed to increasing engagement and providing exceptional results for our clients. Since 2005, McPherson|Berry has been dedicated to providing HR consulting services, learning opportunities, and value added best practices to companies of all sizes, nonprofits, various government entities, and individuals wanting to lead more effectively. To learn more visit [www.mcphersonberry.com](http://www.mcphersonberry.com)

Contact: Sherlene Shanklin at 800-325-5269 by email at [marketing@mcphersonberry.com](mailto:marketing@mcphersonberry.com)

###

