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MELODY SILBERSTEIN NAMED PRESIDENT OF NCHRA

San Francisco, California – February 20, 2009 – Woodruff-Sawyer & Co. announced today that Melody Silberstein, Senior Vice President of Human Resources, has been named President of The Northern California HR Association (NCHRA). Melody has been a member of the organization for nearly 20 years, and has been a Board member for 5 years.

The NCHRA was formed in 1960 and focuses on connecting human resources professionals with practice resources and best practices, leading California-specific training, legal and legislative developments, and quality service providers. They have 3,800 members, and are the 2nd largest HR Association in the country.

“The NCHRA is a great organization that allows HR professionals to share and learn from colleagues”, said Ms. Silberstein. “I am excited to have been elected to this position, and I am looking forward to continuing to build a strong community of members.”

“I believe that having a highly experienced, fully capable Human Resource team led by a Senior Vice President and Shareholder provides us with a competitive advantage over firms that place less emphasis on HR’s role in supporting employees and their careers” added Charles Rosson, Chief Executive Officer at Woodruff-Sawyer. “We are very proud of Melody’s appointment as President of the NCHRA. Sharing her skills of attracting, retaining and developing talent with other HR professionals will add great value to the organization.”

To learn more, visit www.nchra.org

About Woodruff-Sawyer & Co.

Woodruff-Sawyer is one of the largest independent insurance brokerage firms in the nation, and is an active partner of Assurex Global and International Benefits Network. For over 90 years, Woodruff-Sawyer has been partnering with clients to implement and manage cost-effective and innovative insurance, employee benefits and risk management solutions, both nationally and abroad. Headquartered in San Francisco, Woodruff-Sawyer has offices throughout California and in Portland, Oregon.

For more information about Woodruff-Sawyer, call 415.391.2141 or visit www.wsandco.com.

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