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Keres Consulting Assumes Bernalillo County's "Increment of One" Initiative

New Mexico Small Business Initiates a Paid Internship Program; Brings UNM Student Aboard to Support New Business Development and Marketing Initiatives

ALBUQUERQUE, NM – March 10, 2010 – On the heels of the Bernalillo County Increment of One Small Business Summit, Keres Consulting, Inc., a Native American-owned general management consulting firm headquartered in Albuquerque, today announced that it has launched an internship program that will employ a local student to support the company's marketing and new business development efforts. The company selected Krystal Krumback, a senior at the University of New Mexico, to fill the position for the spring semester.

The small business summit, which was held on February 24th and attended by approximately 200 small business representatives, asserted various incentives to help small businesses grow their workforce. The idea, said officials at the event, is to encourage 500 small businesses to hire one person – bringing 500 new jobs to Bernalillo County.

"The Keres internship program presents a tri-fecta of advantages to the local, student, and small business communities. It affects the local student population seeking real world experience; it benefits the local economy by fueling job growth; and it supports Keres' ability to effectively pursue new contracts. It is a win-win program for everyone involved," said Timothy Chavez, President and CEO of Keres. "We are extremely pleased to welcome Krystal to our operation and to Keres' inaugural internship program."

Ms. Krumback will assist in the company with marketing communication initiatives including the development of new marketing materials, creation of a proactive 2010 communication plan, and supporting website redesign. She will also aid in new business proposal efforts and provide support in the development of several databases.

Ms. Krumback is a senior in the Anderson School of Management at the University of New Mexico pursuing a bachelor's degree in business administration with a concentration in marketing and a minor in communication. She brings with her more than seven years of work experience in design and implementation of advertising strategies and campaigns, productive wholesale and retail sales, office management, and customer service.

About Keres Consulting, Inc.

Keres Consulting, Inc. is a general management consulting firm with specialized expertise in asset management, energy and the environment, and communications and technology. Established in 2001, the company is a Native American-owned, 8(a) Small Disadvantaged Business. More information about Keres Consulting is available at www.keresnm.com.

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