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New Jersey entrepreneur awarded honorary membership in one of nation's largest women's service organizations

CHERRY HILL, N.J. (October 8, 2005)— Marketing executive Linda Spradley Dunn joined the ranks of prominent Zeta Phi Beta Sorority members during an induction ceremony at the biennial Atlantic Region Leadership Conference in Cherry Hill, N.J. The ceremony, officiated by Barbara C. Moore, 22nd International President, was attended by hundreds of Zeta women from across the 11-state region. Honorary membership in the organization is given to women whose life and work are in keeping with the highest ideals of service and accomplishment.

By becoming members one of the nation's largest African-American women's organizations, Spradley Dunn and former magazine editor Marcia Gillespie, share a proud 85-year-old legacy of sisterhood and service with notable Zeta women such as Zora Neale Hurston, novelist and folklorist; Representative Julia Carson, Indiana Congresswoman; Sarah Vaughn, jazz singer; and many others.

Spradley Dunn is the President and Chief Executive Officer of Idamar Marketing and Communications, LLC., a Newark, N.J.-based firm. Her company conducts business retreats, publishes a magazine and has become nationally known for its research on the obstacles facing affluent multicultural women. She often consults with Fortune 500 companies on these issues and has been featured in numerous magazines. Prior to founding Idamar, Spradley Dunn worked at IBM Corporation where she created and directed the company's first managed care business unit. She was responsible for developing and managing strategic relationships with the health care industry throughout the Northeastern United States.

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Zeta Phi Beta Sorority was founded in 1920 in Washington, D.C., on the belief that the social nature of sorority life should not overshadow the real mission of progressive organizations—to address societal mores, ills, prejudices, poverty, and health concerns of the day.

The international organization's more than 125,000 initiated members and affiliates have given millions of voluntary hours to educate the public, provide scholarships, support organized charities and promote legislation for social and civic change.

Zeta Phi Beta has more than 800 chapters in the United States and abroad. In addition to its membership of college-educated woman, the Zeta Phi Beta umbrella includes Amicae (adult women), Archonettes (teen girls), Amicettes (pre-teen girls), Pearlettes (elementary age girls), and the Zeta Male Network auxiliaries.

For more information on the Sorority and its programs, please visit www.zphib1920.org.