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## Partnership selects McNeill for marketing

JOURNAL STAFF AND WIRE REPORT

The Piedmont Triad Partnership said yesterday that it has chosen McNeill Communications of High Point to direct all of its marketing and communications for the furnishings cluster initiative.

The goal is to make domestic and international companies involved in residential, contract, hospitality, institutional and other furniture segments more aware of the region's industry resources.

The partnership plans to unveil more details about the furnishings cluster at the fall High Point Market in October.

The partnership also is developing cluster initiatives in logistics and distribution, life sciences and nanotechnology.

-- **Richard Craver**