



the Laurus Group

Fundraising | Consulting | Capital Campaigns

-For Immediate Release-

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The Laurus Group Announces Greer Horne as Account Manager

Atlanta, GA November 10, 2011- The Laurus Group is pleased to announce that Greer Horne has joined our staff as an Account Manager, responsible for work with our campaign services team supporting house corporation feasibility studies and capital campaigns.

"Greer brings a tremendous amount of fraternal experience and knowledge with her to this new position, which will serve our campaign clients very well," stated Brian Bates, Principal for The Laurus Group. "We look forward to the energy and enthusiasm she will bring as the newest member of The Laurus Group team."

Greer attended Virginia Polytechnic Institute and State University where she earned her Bachelor of Administration in Communication Studies. While attending Virginia Tech, Greer joined the Virginia Zeta chapter of Pi Beta Phi and later served as a member of the Policy and Standards Board, Nominating Committee, and as Chapter President.

After graduation, Greer traveled for Pi Beta Phi as a Leadership Development Consultant. More recently, she has served as the Medical Student Coordinator for the HCA Largo Medical Center in the Tampa/St. Petersburg area. In this position, Greer was responsible for working closely with medical students, ensuring medical school requirements were met, pre-residency programs matched professional interests and the overall medical school experience was positive.

Greer is currently volunteering for Phi Beta Phi as Regional Membership Specialist for collegiate chapters in Region 4.

About The Laurus Group

The Laurus Group is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. Founded in 2005, The Laurus Group team has over 40 years of fundraising and fraternal experience; helping clients raise over \$18 million through capital campaigns and alumni communication programs. The Laurus Group team is committed to setting the standard for excellence in service, support and success in professional fundraising and communication.