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## Marie Peeler of Peeler Associates named Chairman of South Shore Chamber council

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Marie Peeler, CEO of Peeler Associates, an executive coaching and leadership development firm working with individuals and organizations to increase their business effectiveness, was recently named chairman of the South Shore Chamber of Commerce's Marshfield, Pembroke, Duxbury Business Council. Peeler, a resident of Pembroke, previously served as vice chairman.

Business councils within the South Shore Chamber work to localize the experience of a South Shore Chamber membership, while also providing a great opportunity for business people to network with other business people right from their own towns. In her role as chairman, Peeler will liaise between the South Shore Chamber and the individual communities and oversee the programming of the Marshfield, Pembroke, Duxbury Business Council.

"Business councils such as this one offer the best of both worlds," offered Peeler. "We are able to take advantage of all the resources a big chamber like the South Shore Chamber provides, while also ensuring programming that is specifically relevant to these individual communities."

Plymouth County District Attorney Timothy J. Cruz is the featured speaker at the next Marshfield, Pembroke, Duxbury Business Council. The brown bag lunch event will take place on February 25 at 11:45 a.m. at the Pembroke Library. To register, visit the South Shore Chamber's website at <http://www.southshorechamber.org/>.

### About Peeler Associates

Peeler Associates helps corporate, non-profit, and entrepreneurial leaders find engagement, clarify objectives, improve interpersonal effectiveness, and attain their goals. Believing that in this age of constant change "there can be no status quo," Peeler Associates helps increase the leadership effectiveness of individuals and teams through executive coaching, team development, custom workshops and seminars, leadership assessment, business retreats, and keynote, conference and meeting presentations.

Principal Marie Peeler understands the challenges that today's leaders face. Previously, she was a Managing Director for Harte-Hanks, an international direct marketing and communications firm, for nine years. During her tenure, she held positions as the President and General Manager of operating divisions on both coasts, where she had bottom line P & L accountability and managed staffs of several hundred people. She frequently speaks on the subject of leadership at industry events and for organizations. She has a Master of Science degree in Organizational Learning and Development and earned her coaching credentials at Georgetown University in the graduate level Leadership Coaching program there. She is certified by both the International Coach Federation and The Leadership Circle™. Marie is an MBTI certified practitioner. She has also received advanced training in and is authorized to use the Leadership Maturity Framework (LMF) and Profile (MAP). For additional information, visit [www.peelerassociates.com](http://www.peelerassociates.com), or contact Marie Peeler at 781-294-9203 or [info@PeelerAssociates.com](mailto:info@PeelerAssociates.com).

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