

www.icmarc.org

Home Products & Services The Vantagepoint Funds **MarketView** The Public Sector Town Hall Education, Planning & Advice Washington Watch

SECURE LOGIN

Account Access ?

EZLink ?

MarketView Home

Personal MarketView

Chart of the Week

Quarter in Review

TICKER SEARCH

NEWS SEARCH

Symbol Name Advanced Search | Help

STOCK CENTER MUTUAL FUND CENTER MY PERSONALIZATION NEWS CENTER

Direct Marketing and Communications Agency Launches West Coast Operations with Appointment of Riggs Eckelberry, Tech Industry Veteran

Business Wire - Thursday, February 05, 2004

WESTPORT, Conn., Feb 5, 2004 (BUSINESS WIRE) -- Crossbow Group LLC today announced the appointment of Riggs Eckelberry, technology marketing veteran, as Managing Director, West Coast Operations. Based in Marina Del Rey, CA, Riggs will be responsible for business development and client support for high tech and financial services companies requiring results-oriented customer acquisition and retention programs.

According to Crossbow Group President Jay Bower, "Riggs has the industry knowledge and creative problem solving skills needed to provide tremendous value to both current and prospective clients in our target industries. His strategic vision and track record of success in driving results is a perfect fit for an organization like ours that thrives on taking on the complex challenges our clients face every day."

Prior to joining Crossbow Group, Riggs founded TechTransform, the technology marketing and sales consultancy, which he continues to serve in an advisory capacity. He also served as Managing Director for NetCatalyst, was Vice President of Marketing for Trivida and managed marketing and direct response initiatives for Micro House International and Panda Software. In the area of new product launches, Riggs directed the introduction of CleanSweep 95 for Quarterdeck, which evolved into a global brand for the firm.

Riggs' enthusiasm for the venture is very high: "Crossbow Group is such a cool outfit. They have an impressive client roster and specialize in the quick execution and multi-channel mix that these interactive times demand."

About Crossbow Group

Crossbow Group is a full-service marketing and communications agency with expertise in developing high impact programs that drive measurable results - across the entire spectrum of communications media.

Crossbow Group excels at developing creative marketing solutions that overcome the challenges associated with acquiring, retaining and managing customers. With a solid grounding in the discipline of conventional and interactive direct response, Crossbow Group ensures that all communications work together as an integrated whole to achieve an ROI that meets or exceeds client expectations. The firm's client list includes Intuit, Pitney Bowes, the Christopher Reeve Paralysis Foundation, Scholastic and other well known brands.

For more information about the company, go to www.crossbowgroup.com or call 203-222-2244.

To contact Riggs in the Marina Del Ray, California office, call 310-577-0800.

SOURCE: Crossbow Group LLC

Crossbow Group, Westport
Phil Poirer, 203-222-2244
www.crossbowgroup.com
or

Crossbow Group, Marina Del Ray
Riggs Eckelberry, 310-577-0800

Customize your Business Wire news & multimedia to match your needs.
Get breaking news from companies and organizations worldwide.
Logon for FREE today at www.BusinessWire.com.

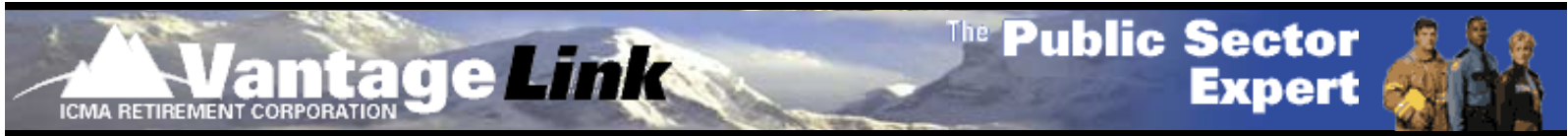
Copyright (C) 2004 Business Wire. All rights reserved.



powered by inlumen

[\[Home\]](#) [\[About Us\]](#) [\[Contact Us\]](#) [\[Products & Services\]](#) [\[Vantagepoint Funds\]](#)
[\[MarketView\]](#) [\[Public Sector Town Hall\]](#) [\[Education, Planning & Advice\]](#) [\[Washington Watch\]](#)

Copyright © 1996-2001 ICMA Retirement Corporation. [All Rights Reserved.](#)
We appreciate your [comments and questions.](#)



www.icmarc.org

Home

Products & Services

The Vantagepoint Funds

◆ MarketView

The Public Sector Town Hall

Education, Planning & Advice

Washington Watch

SECURE LOGIN

Account Access ?

EZLink ?

MarketView Home

Personal MarketView

Chart of the Week

Quarter in Review

TICKER SEARCH

Symbol Name

NEWS SEARCH

Advanced Search | Help

STOCK CENTER

MUTUAL FUND CENTER

MY PERSONALIZATION

NEWS CENTER

full text news search

[Help](#) on search expressions and options

search for >

search options >

- Full Boolean
- Ticker Search
- OR (match any term)
- AND (match all terms)

news source >

time period >

- Predefined
- Customized
 - Oldest (mm/dd/yy)
 - Newest (mm/dd/yy)

powered by inlumen

[\[Home\]](#) [\[About Us\]](#) [\[Contact Us\]](#) [\[Products & Services\]](#) [\[Vantagepoint Funds\]](#)
[\[MarketView\]](#) [\[Public Sector Town Hall\]](#) [\[Education, Planning & Advice\]](#) [\[Washington Watch\]](#)

Copyright © 1996-2001 ICMA Retirement Corporation. [All Rights Reserved.](#)
 We appreciate your [comments and questions.](#)



The **Public Sector Expert**



www.icmarc.org

Home

Products & Services

The Vantagepoint Funds

◆ MarketView

The Public Sector Town Hall

Education, Planning & Advice

Washington Watch

SECURE LOGIN

Account Access ?

EZLink ?

MarketView Home

Personal MarketView

Chart of the Week

Quarter in Review

TICKER SEARCH

Symbol	Name
<div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="text-align: center;">STOCK CENTER</div> <div style="text-align: center;">MUTUAL FUND CENTER</div> <div style="text-align: center;">MY PERSONALIZATION</div> <div style="text-align: center;">NEWS CENTER</div> </div>	

NEWS SEARCH

[Advanced Search](#) | [Help](#)



Business Wire, the premier international media relations wire service, provides full text news releases from more than 16,000 organizations. Corporations, ranging from the smallest OTC companies to the largest Fortune 500 firms, rely upon Business Wire to distribute their news releases to the media and investment community worldwide.

Business Wire is the source of hundreds of important news announcements everyday including:

- Earnings announcements
- Dividend declarations
- Management changes
- New product announcements
- Mergers and acquisitions
- Stock splits and stock dividends
- Initial public offerings and secondary offerings

powered by inlumen

[\[Home\]](#) [\[About Us\]](#) [\[Contact Us\]](#) [\[Products & Services\]](#) [\[Vantagepoint Funds\]](#)
[\[MarketView\]](#) [\[Public Sector Town Hall\]](#) [\[Education, Planning & Advice\]](#) [\[Washington Watch\]](#)

Copyright © 1996-2001 ICMA Retirement Corporation. [All Rights Reserved.](#)
 We appreciate your [comments and questions.](#)