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## Pacific Marketing & Publishing Opens to Serve Emerging Niche Market

Pacific Marketing & Publishing began serving clients on April 1, 2006. The firm's focus is on client database segmentation and hi-speed variable data personalization applications, as many marketers veer from mass mailings to much more strategically targeted campaigns. They also provide complete printing, and mailing services.

Two long-time Portland direct marketing specialists joined forces to open the new venture. Worth Caldwell and Everett Carson, each with over 20 years of developing and producing effective direct marketing campaigns for clients nationwide, look forward to serving clients in the financial service, retail, hi-tech and non-profit sectors. Both principals came from 8 and 13 years, respectively, with Direct Marketing Solutions in Portland, and were key to that company's continuous growth.

While at DMS, Mr. Caldwell was responsible for new business development, and handled strategic and production management for one of the firm's largest accounts, Hollywood Entertainment. Mr. Carson was in charge of production, overseeing a staff of over 150 that produced upwards of 5 million direct mail pieces per week. Together, the two skill sets combine to create a strong DM presence.

PM&P specializes in clients who are looking for strategically targeted direct mail support for their businesses. The new office is located at 5691 SE International Way, Suite FG, and Milwaukie. Call 503.653.0145 for a consultation.