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TOWNE ALLPOINTS EXPANDS BUSINESS DEVELOPMENT TEAM WITH INDUSTRY EXPERTS, EXPERIENCE

“Our ‘Team Approach’ Gives Clients a Strategic Advantage,” Says Debora Griffith, CEO

SANTA ANA, Calif. (May __ 2014) -- Towne Allpoints, a Santa Ana-based 60-year-old direct marketing and fulfillment institution, announces today the expansion of its business development team, led by industry-veteran Nettie Hershman, senior sales executive.

Towne AllPoints, founded in 1953, mails more than 60 million direct marketing and fulfillment orders every year, with now more than 110 employees and 125,000 square-foot facility. According to Debora Griffith, recently named CEO, Towne Allpoints is a full-service printing, mass mailing and fulfillment operation with ambitious goals that require well-connected, experienced marketing and sales experts who know how to expand into new markets.

“Under Nettie’s leadership, we’ve gained a broad spectrum of business development talent to lead Towne into the future,” said Griffith. “Our sales team approach gives clients a strategic advantage, ensuring our client’s get results along with the best customer service in the business.”

Nettie Hershman

Nettie Hershman helps clients increase market share by providing assistance with relationship, loyalty and acquisition marketing campaigns for more than 25 years. Recently elected Industry Co-Chair for the Santa Ana District Postal Customer Council, Nettie specializes in direct mail, list acquisition, printing and fulfillment for a variety of industries including non-profit, healthcare, entertainment, food and beverage, retail, education, real estate and software. A resident of Irvine, she is a former President of Women in Sales, and former President of Irvine Community Theater.

Allison Meinking

Allison Meinking joins Towne as a sales executive, bringing more than 20 years of sales and marketing experience, specializing in product fulfillment programs. A resident of Huntington Beach, Allison has managed a fulfillment program for 44,000 sales reps across the country as well as printed and mailed more than one million catalogs per month. Being that she has been a client in the past, Allison brings ideal insight as an extension of her clients’ teams.

Bob Petersen

Senior Sales Executive Bob Petersen brings Towne an extensive marketing and advertising career serving in key leadership roles for a broad range of clients and

industries. A resident of Newport Beach, his project management skills complement creative, strategic thinking that helps clients exceed sales objectives. Bob has served on the board of directors for the Big Brothers/Big Sisters of Orange County and various boards and committees at St. Joseph's and Long Beach Memorial Hospitals.

Patricia Reinach

Towne is also proud to have Patricia Reinach join the firm as a Senior Sales Executive. Patricia brings 30 years experience in sales, marketing and customer service with extensive background in direct mail, distribution projects and fulfillment. A resident of Newport Coast, Patricia is highly involved in the community currently serving on the board member for a non-profit Animal Rescue Group. She is also a member of the Santa Ana Chamber of commerce, American Marketing Association, and the Business Marketing Association

More information about Towne AllPoints is available at towne.com.

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Editor's Note: Photographs available upon request. Also, find "Press Kit" information [here](#).