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### **Merger integrates marketing services**

Three companies have merged to create a broad-based communications firm that provides a range of marketing, advertising and business development services.

Ryan, Sawyer & Whitney (RSW) offers not only traditional marketing services, but also expertise in new media innovations, said Tom Y. Sawyer, president of the newly formed, Grand Junction-based venture.

“RSW’s core expertise is true integrated marketing, including business strategies, financial modeling, traditional marketing, relationship marketing and creative production,” Sawyer said.

“Much more than just an advertising agency, the work of RSW emphasizes the relationship between marketing and sales and delivering a measurable return on our clients’ advertising investment,” he added.

The new firm is the result of a merger of Ryan, Whitney & Co.; Tom Y. Sawyer & Associates; and the Synergist Group. Sawyer, Dan Ryan, Lee Whitney and Cat Coughran are partners in the combined operation.

RSW also offers additional public relations services with the addition of a new account manager and public relations software.

Elaine Matthews brings to the firm agency experience in advertising, public relationships and marketing for clients in the banking, manufacturing, retail and technology sectors.

The new software enables RSW to target media, monitor and analyze both traditional and social media campaigns and provide clients with information about the return on their marketing and public relations investments.

“This merger, along with the addition of new staff and tools, equips RSW to compete at the state and national level,” Sawyer said. “Our agency is in the perfect position to expand and grow with its more well-rounded marketing capabilities.”

For more information about RSW, call 241-4773 or log on to the Web site at [www.rswpartners.com](http://www.rswpartners.com)