

West Coast Office Opens in Los Angeles

Los Angeles, CA (September 1, 2016) — The Froebe Group has officially arrived in the Hollywood Hills. Located at the base of Runyon Canyon, the new location will serve as an extension of the NYC office, allowing TFG to strengthen its existing relationships with West Coast clients while also supporting the company's growth strategy.

"With so many authors located nearby from our key account of Wolters Kluwer, establishing a footprint in California seemed like a natural decision," commented Kathy Langone, Director of Development. "Maintaining strong relationships with the authors of our partner has always been a core tenet. The new office also promotes greater communication and collaboration with our New York office."

Troy Froebe, CEO, added, "Although Los Angeles isn't commonly considered a publishing hub, it has a rich tradition of groundbreaking writers in both traditional and academic publishing. We are fans of many mainstream and eclectic California publishers like ABC-CLIO, the University of California Press, Sage Publishing, Santa Monica Press, and TASCHEN America. We hope that our presence out here will allow us to establish connections with some of these inspiring publishers."

For more news about The Froebe Group, visit froebegroup.com or follow [@froebegroup](https://twitter.com/froebegroup) on Twitter.