



Printing Industries Alliance Announces New Programs

New Service: Achieve Customer Service Excellence!

Achieving excellent customer service is something we all strive for but sometimes it's hard to be objective about your own operation. That's where Printing Industries Alliance can assist with our newest service – Achieve Customer Service Excellence!

This program is being provided by PIA Member Development Director, Rich Barbaria. Rich has an outstanding background in all phases of print management, having held positions as VP of Operations, General Manager, Operations Manager and Owner for a variety of different printing businesses in the metro New York area.

Achieve Customer Service Excellence! combines an employee survey that is given to all employees. The survey asks questions about a variety of topics including company culture, work environment, morale, etc. Follow up consultation and training is then provided based on survey results.

At this time, this service is being provided *at no cost* to Printing Industries Alliance members. For more information about Achieve Customer Service Excellence! contact Rich Barbaria, PIA Member Development Director at (516) 528-4747 or rbarbaria@PIAlliance.org.

New Service: Achieve Marketing Excellence!

As previously announced, Printing Industries Alliance members also have access to professional marketing support through the PIA program, Achieve Marketing Excellence!

If you need help positioning your company to gain market share, want assistance in building your prospect list or you just want to increase sales, PIA can help.

This service is provided by PIA Executive Vice President Marty Maloney. Marty has an extensive background working with printers, vendors and other graphic communications firms, helping them elevate brand recognition and achieving top of mind position within their markets.

To schedule Achieve Marketing Excellence! for your company or for additional information, contact Marty Maloney at (203) 912-0804 or mmaloney@PIAlliance.org.

PIA Headquarters

636 North French Road, Suite 1
Amherst, NY 14228
tel: 716-691-3211 or 800-777-4742
fax: 716-691-4249

NY/NJ Metro Office

195 Prospect Park West
Suite 1A
Brooklyn, NY 11215
cell: 203-912-0804

LI Office

3951 New York Avenue
Seaford, NY 11783
cell: 516-528-4747

www.PIAlliance.org | info@PIAlliance.org