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## **TONYA KOWA NAMED DIRECTOR OF SALES, SPECIAL PRODUCTS**

DECATUR, ILL. – Tonya Kowa has been promoted to Director of Sales, Special Products Division, for Huston Patterson Corp., Decatur, Ill. In her new role, Kowa will be responsible for sales at Sigma Graphics, Huston Patterson’s special products division based in Ottawa, Ill. Kowa plans to bolster sales techniques and new projects, as well as develop new ideas to increase productivity and fuel Sigma Graphic’s competitive edge.

“The position is extremely important for our special products division. We must ensure that every part of Huston Patterson stays ahead of the industry curve,” she says. “For us to obtain this goal, we must not only show our current clients the value that Huston Patterson’s Sigma Graphics brings to the table, but also convey it to prospective clients.”

Kowa graduated in 2002 with a B.S. degree in communications from the University of Illinois at Chicago. From 2002-2003, she was a sales associate for AFLAC, where she moved into management as a district sales coordinator during the summer 2003. Kowa left AFLAC in 2004 to join Huston Patterson, where she serves as client service manager for Southern California, Arizona, New Mexico, Oklahoma, Louisiana and Texas. She continues to serve the region and is a member of the HP Task Force and HPx Team.

The HP Task Force earlier this year introduced the HPx Program, which is designed to help Huston Patterson take client quality and experience to new levels. The HPx Team visits client facilities to understand and assess operating procedures, processes and policies. Once complete, the team reviews the information with Huston Patterson staff and determines how best to assist each client above and beyond just printing services.

“Any time you try to get from point A to point B, you need some type of road map,” Kowa adds. “My goal is to help create a road map to get Huston Patterson’s Special Products Division to point B. This should be very appealing to our clients because we know where we need to be to best service them and are determined to get there.”

As a world-class printing organization, Huston Patterson provides unparalleled value and performance through effective use of technology and craftsmanship by incorporating the unifying principles of trust, integrity and commitment. For more information, visit the Web sites at [www.hustonpatterson.com](http://www.hustonpatterson.com) and [www.experiencetheevolution.com](http://www.experiencetheevolution.com).