



FOR IMMEDIATE RELEASE
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CONTACT:
Joe Lojacono
Valmark Associates, LLC
716.836.3414

VALMARK ASSOCIATES IS SELECTED BY THE PCA GROUP

Amherst, NY –**Valmark Associates, LLC**, a marketing consultancy and resource agency, has been selected by **The PCA Group** to implement its *Discovery Process* model. The *Discovery Process* is a proprietary strategic market planning methodology that enables firms to optimally position their brand. In addition to strategic marketing consultation, Valmark will be providing media planning & placement, creative services, print and video production, and digital advertising services. Joe Lojacono is President of the firm.

The PCA Group is Western New York's premier technology solutions firm providing outsourced technology services, including software and custom programming, VoIP telephony solutions, network services, and Internet marketing. They are located at 455 Cayuga Road, Suite 200, in Buffalo, with a satellite office at the Innovation

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Center, 640 Ellicott Street, on the Buffalo Niagara Medical Campus.
For more information, contact them at (716) 932-7830 or visit
their web site at www.thepcagroup.com.

Valmark Associates, LLC is a marketing consultancy and resource
agency that provides strategic and programmatic marketing
support to its clients. The agency provides outsourced marketing
services through its professional partner network to deliver results-
driven communications to clients across the US. The firm is
headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY.
For more information, visit their web site at
www.valmarkassociates.com or contact Joe Lojacono at
716.836.3414.

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