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Group

**For additional**

Susie Falk,

The Falk

## The Falk Group Adds Director of Client Services to Staff

MILWAUKEE (Aug. 17, 2010) In an effort to serve its expanding client base, The Falk Group Public Relations has added a new director of client services. The recent additions reflect the arrival of several new clients to the agency's roster, including Florida-based IPic Entertainment, Mequon-based ENDECE LLC, Milwaukee-based Will Allen Farms, Syracuse-based OncoHoldings, LLC, local author/financial advisor Joe Sweeney and Chicago-based My Life Home Health Care.

Keith Borkowski has been hired as Director of Client Services for The Falk Group. Borkowski brings more than 10 years of marketing and public relations experience on both the agency and client sides. In his new position at The Falk Group, Borkowski will lead the agency's account services and lead the IPic account, as well as co-pilot other accounts with Susie Falk, the agency's founder and principal. Falk will continue to have a hand in day-to-day client services and will continue to aggressively pursue new business.

"Keith brings an enormous amount of energy and creative talent to the agency," said Falk. "His work both in the agency and on the client side has impressed me for years. I'm certain that his creative ideas and dedication to client service is going to impress our clients for years to come."

IPic Entertainment has retained The Falk Group to serve as its public relations agency for the company's outlets including: IPic Theaters, Pinstrikes Bowling, Sequel Bar and Ovation American Grill. "We understand the need for smart messaging in the soft entertainment market. But as important as strong messaging, so is the effective and efficient delivery of it," said Falk.

"The Falk Group's track record of award-winning work with hospitality accounts proves that they have the ability to deliver in both areas. We look forward to receiving effective solutions for IPic and its outlets," said Monte Pyburn, general manager of IPic Entertainment.

IPic Entertainment, founded by visionary hospitality entrepreneur Hamid-Hashemi, is an innovative new luxury entertainment concept brings the next-generation of dining and entertainment experience to neighborhoods across the country. The company's goal is to develop luxury entertainment destinations within major metropolitan areas. The high-end entertainment venues provide guests with great food, fun choices and exceptional service in an inviting atmosphere. The first IPic location opened at Bayshore

Town Center in Glendale, Wis., in December 2007. IPic currently has additional locations under development throughout the country.

Based in Milwaukee's Historic Third Ward, The Falk Group is a full-service public relations agency serving leading companies in the retail, travel/hospitality, health care and biopharmaceutical industries. For more information, visit [www.thefalkgroup.com](http://www.thefalkgroup.com) or call 414.291.7623



Keith Borkowski

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