



Dorene has recently joined the AFPWMA team as Chapter Administrator. Her past experience as co-owner of PIP Printing & Marketing in South Hadley and as owner of a local small artists collective and storefront is a great mix to support the AFPWMA chapter.

She began in the graphic & design industry, eventually joining forces with her husband and father in opening PIP Printing & Marketing in 1985. As the industry grew and rapidly changed, mailing services and websites became an integral part of the business. Capturing her accomplished skills, along with management and artistic talents, she is excited to assist and help the chapter grow and continue to be a valuable source for local non-profits in their quest to practice ethical and effective fundraising.