



## Employee Spotlight: Lorlyn Sia, Customer Service Manager & Sales Specialist, City Theatrical

Many people don't know that City Theatrical products are mostly handmade, right here at our facility in Carlstadt, New Jersey, USA. We started an [Employee Spotlight](#) series to celebrate the incredible people behind our products.

In celebration of her 22<sup>nd</sup> work anniversary at City Theatrical and Employee of the Month status, we talked to **Lorlyn Sia**, our Customer Service Manager and Sales Specialist, in December 2022 to learn more about her experience working with the company, how the company has both changed and remained the same over the years, and her advice for new hires.

### Q&A WITH LORLYN SIA:

**City Theatrical (CTI):** When did you start working at City Theatrical, and in what role(s)?  
What do you do now?

**Lorlyn Sia (LS):** I started working at City Theatrical in the Bronx in October 2000 as a receptionist, and partly as a bookkeeper. I started during the month of that year's LDI trade show. It was a lot of action, right from the start. Two months later, I was stationed in the Production Department to assist the Production Manager with purchasing, work scheduling, and planning, while keeping my role as a receptionist. During that time, I also learned how to make our products by helping on the shop floor as needed. I stamped template holders, riveting and deburring parts. I learned a lot – working for a small company, you tend to do a bit of everything!

After a year at City Theatrical, our President and Founder, Gary Fails, asked me to handle customer service while also working on the purchasing side. A year later, I worked exclusively in customer service under the Sales Department. From our roots in the Bronx, City Theatrical moved to Carlstadt, NJ in 2007. From then on, I have been handling most of the customer service, and doing sales. With my early experience with the company, I have been assigned to liaise between the Manufacturing and Sales Departments. Now, I handle some of the OEM, e-commerce and international accounts while managing customer service.

**CTI:** What's your favorite thing to work on at City Theatrical?

**LS:** Order processing – from query to shipping! I love working with customers, especially if there is a rush request – that is where my adrenaline kicks in.

Perhaps that is the reason why we won the ESTA's Dealers' Choice Customer Service Awards at LDI for several years. The award started in 1997, and then year 2000 onwards. The LDI awards committee sent the comments given by the members of the organization with lots of positive feedback for our customer service. I'm so proud my name was recognized!

**CTI:** What is it like to work at City Theatrical, then and now?

**LS:** Then and now, the culture has always been similar: Each person at City Theatrical is a valued team player. The culture is flexible and open to new ideas. The management is always trying to



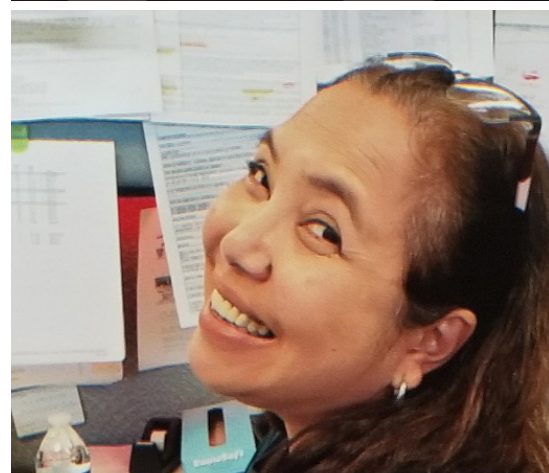
City Theatrical manufacturing in Bronx, New York facility in 2001



ESTA's Dealers' Choice Customer Service Awards at LDI 2005



Multiverse wireless DMX/RDM product launch at LDI 2018



City Theatrical sales in Carlstadt, New Jersey facility in 2019

find ways to have a better company when it comes to quality and productivity. That is why there are a lot of cross training opportunities. There is a hands-on approach from each of the department heads.

During my early years in the Bronx, we worked in a very limited space. You tend to really know each other while working in a small space. We are in a bigger space now at our facility in Carlstadt, NJ, and we have experienced a lot of changes because we are always growing. We have become more productive due to newer technology. The disasters we experienced created a window of opportunity for a positive change in our company. There are better and better ideas every year. You can feel that the company is moving forward. The management team is also concerned about all employees as individuals. We celebrate the work anniversaries of each staff member and we are appreciated for our loyalty. Every last Friday of the month, we all gather at lunchtime – with free food! – to celebrate employee birthdays and give everyone the opportunity to bond with the other team members.

**CTI: What does excellence at City Theatrical mean to you? What about excellence in customer service and sales?**

**LS:** “Excellence”, for me, is about excellent customer service, and excellent quality of products. We want the customers to have confidence in who they are dealing with – the City Theatrical team.

Excellence in customer service and sales is the value we add for our customers. The trust that we have built with them. The fact that they come back to us not only for the satisfaction they get from our products and services, but also the assistance they get for any issues they encounter. It is not only what we say or do for our customers, but we also value their insights, their feelings, their feedback, and their ideas as they are important in our growth and existence. We treat the customers like friends, and we care about their needs.

**CTI: What are some of the most important things you’ve learned in departments outside of sales?**

**LS:** Collaboration. From the production staff to the administration, every team member recognizes and respects each other’s hard work and unique abilities that contribute to the company. This culture has helped improve my relationship with my co-workers and understand the limits of production.

**CTI: What is the most important thing you’ve learned from customer service?**

**LS:** Professionalism. I’ve worked with a lot of people from all around the world at City Theatrical. There are so many different cultures and personalities and ways of doing business. I try to understand where each customer is coming from. It has helped me provide better customer service in all different situations. I always say to myself: Remember the lesson, not the mistake.

**CTI: Why should people work at City Theatrical?**

**LS:** City Theatrical is a great place to work for training and personal growth. You learn lots of things working here! Whether your background is in sales, theatre, architecture, film, or something else completely, the opportunities here are limitless. Each member in the Sales Department is ready to help, even though we have our own individual accounts. It is a group effort. Plus, the new opportunities bring profit sharing and more benefits to the employees. City Theatrical has been a great place to work and grow.



City Theatrical dinner and Loryn's birthday at LDI

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