

## Doing Business Together:

# Partnership of Three Chamber Members Grows Their Business-And Yours!

**T**hree members of the Prince William Regional Chamber of Commerce are helping area businesses to look beyond the "known" elements of branding and recognize it as an all-encompassing process. Explains Amy Ventura, owner of **Venture Writing**, "Branding is more than what is on paper-it is everything you do to present yourself to the public." The words used, design elements chosen and office space should all reflect a consistent message.

A partnership between Amy, Cynthia Rouillard of **Storm Graphic Arts** and Denise Smith of **Decorate Your Space** provides businesses with "one-stop shopping" for creating a solid image.

Decorate Your Space is unique in that it charges affordable hourly rates; most decorators receive commission on purchases of furniture and accessories. Denise's pricing structure frees her to make the best of what clients already have. After an initial consultation, clients receive a written design plan; they can pick and choose the elements that they want to include based on their personal tastes and budgets. Clients can choose to hire Denise to take care of every detail, implement the design themselves or any level of service in between.

Denise works to ensure that the space will reflect her client, "I listen. I look at what they wear, their lifestyle. I help them to design a space that is functional and beautiful."

Although it may cost a little more upfront to use her services, Denise said it is an investment in the long run, explaining that her services ensure that customers get the look they want the first time around. Also, as a decorator, Denise receives sales alerts and discounts from many furniture and accessories stores.

Shortly after launching Decorate Your Space, Denise redesigned a dentist's office. "He loved what I did and carried the design elements everywhere, such as using the colors on his website," said Denise.

When Denise turned to Storm



*The partnership between Denise Smith of Decorate Your Space, Cynthia Rouillard of Storm Graphic Arts and Amy Ventura of Venture Writing creates added value for their clients, providing "one-stop-shopping" for branding needs.*

Graphic Arts and Venture Writing to develop her branding, she shared the story of the dentist, and the three knew they had hit on something. All share a strong belief in the importance of branding for any business, and see it holistically.

"When they walk in the door, people are making a decision about you," said Denise.

Amy, a freelance writer with more than 10 years of both corporate and nonprofit marketing experience, specializes in helping businesses to fine-tune their message, creating copy for brochures, website, flyers and other collateral. Venture Writing also offers annual reports, marketing plans, press releases, newsletters and sales letters.

Carefully listening to what her clients are saying helps Amy to deliver exactly what they are looking for. Amy says that her ability to meet deadlines and flexible writing style are also appreciated by her customers. Amy sees working together with Storm Graphic Arts and Decorate Your Space as a value-add for her clients.

"With Cynthia, I give words to her design, and vice versa. It is a natural fit," said Amy.

When it comes to the decorating element, Amy explains, "When you see McDonald's or other familiar companies, you recognize them just by the way they look." Her advice-

learn from large corporations, they have spent millions researching how space affects image.

"Denise's talent for taking what you already have and creating a

### LEARN MORE ABOUT THESE MEMBERS:

**Decorate Your Space**  
[www.decorateyourspace.net](http://www.decorateyourspace.net)

**Storm Graphic Arts**  
[www.stormgraphicarts.com](http://www.stormgraphicarts.com)

**Venture Writing**  
[www.venturewriting.com](http://www.venturewriting.com)

cohesive look is amazing," said Amy. The combined talents of these Chamber members provide businesses with the resources for creating a strong, consistent brand. Cynthia added that having the proper look for a workspace extends a company's image beyond the printed and into the actual space clients are walking into.

The services provided by

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Venture Writing and Decorate Your Space dovetail perfectly with the Storm Graphic Art mission of helping businesses grow and profit by creating a strong branding package and solidifying their public image. Cynthia's specialties include graphic and web design and marketing support that helps clients meet their business objectives. Storm Graphic Arts was recognized as "Small Business of

the Year" at the 2006 Business Awards of the Region's Chamber. Cynthia prides herself on offering personalized service. "I go beyond design to examine a client's complete marketing strategy. Amy now operates out of my office three days a week, helping us to reach more people in a more efficient way." Look for Cynthia and Amy's upcoming "Business Start-up Guide," outlining the importance of branding and positioning in today's competitive marketplace.