

The woman behind the designs

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It is a classic case of making lemonade out of lemons.

When Harmony Grove resident Amy Pierquet was laid off in 2001 she took it as a chance to start her own business.

For eight years, Pierquet has been the creative mind behind Waterfront Graphic Design, which she started after getting her pink slip. The one-woman business helps clients with top-shelf design services, e-mail marketing, Web site design, marketing campaigns and newsletters.

The Fitchburg native has

found a real affinity for the creative side of life, which propelled her to get a degree in commercial art at Madison Area Technical College.

Before starting her own business she honed her graphic design skills serving as an art director, designer, as well as starting several trade magazines. But in the back of her mind, she wanted to be in charge of her business, and offer the best possible services to clients.

"I really wanted to start my own business, the feeling was so strong," she says. "Once I got over my fear it was great."

Now Pierquet has a stable

logos, brochures, newsletters and other design services, all with an eye on meeting the needs of the client.

"I believe what was lacking in the industry was customer service," she says. "I've had people tell me that they would never get calls back. My number one priority is customer service."

Even in today's tough economy she has remained flexible in the kind of products she can offer to clients. Her newest niche is helping businesses start up e-mailing marketing programs.

"It is an effective way to get information out about my clients' businesses without the cost of mailing and printing."

In the future, she wants to expand her business to more Web site design and other new marketing tools for clients.

Working out of her Harmony Grove home she's able to keep her overhead low so her design service rates are very competitive for smaller and mid-range companies that can't afford some of the higher priced design firms.

Another personal benefit working from home is having a flexible schedule and being able to spend time with her husband and two young daughters. Something that just isn't possible in a traditional 9-to-5 job.

"I can be here for my children," she says. "I can put my kids to bed and work for a few hours in the evening, if I want."

Finding the right balance between family and work can be challenging, she says but admits she wouldn't have it any other way.

"When people are laid off they take it hard and lose hope but starting this business was like finding the end of the rainbow, it was the best," she says. "Personally, I am very proud of myself for not only starting a business, but keeping it going for eight years."

For more information on Waterfront Graphic Design, LLC, call 608-592-6501 or visit her Web site www.waterfrontgraph.com.



Amy Pierquet is the creative mind behind Waterfront Graphic Design.

Photo Jennifer Fetterly

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Amy Pierquet

been in the graphic design industry for more than 14 years working her way up. As a high school student she

set of clients from as far away as Texas and Florida, as well as local, who come to her. She helps them create