



Let your image speak well of you even when you're not there.

management credentials CONNECTION GRAPHICS

As founder of Connection Graphics, LLC Connie Sweet has filled each position of its organizational chart at one time or another! One moment graphic designer, the next, director of marketing, to accounts receivable, to regional sales manager—you name the hat—Connie has worn it. With each role came knowledge and excitement for the future of the company.

A Bachelor of Fine Arts in Advertising Design from Kendall College of Art and Design in 1987 provided the basis for acquiring positions in the design and publishing industry. With the experience gained from over fifteen years in the advertising industry, Connie Sweet decided to launch Connection Graphics. Her work experience as a staff member of ad agencies, educational institutions, non-profit organizations, publishing houses, and political offices offers a strong base of knowledge on which she has built a successful design studio.

Over the last 10 years building CG, Connie has worked with a variety of clients to develop publications, identities and marketing materials that capture the essence of their message and grab the attention of their target audience. By working closely with authors, publishers, printers, business owners and marketing managers—and really understanding them and their product or service—Connie and Connection Graphics' staff is able to develop visual signatures that work from format to format to leave a lasting impression. The message connects with the author or client's company philosophy in a style that is distinctive; the consistent image helps the author or client build credibility and recognition.

Connie is proud of the success of the business and the promise of continuous growth each year. She also takes pride in CG being the recipient of many Gallery of Printing Awards throughout the years; including an International Gold Award, a best of category award, eight 1st Place Superb Awards, four 2nd Place Awards of Excellence, and 4 Third Place Achievement Awards. Connie is committed to providing excellence in all aspects of her business. The needs of her customers drive her desire to learn and enhance all of CGs' current specialties. The opportunity to provide individualized customer service and appropriate design services to each client allows Connie and her staff to expand talents and knowledge of many varied fields. Keeping up with industry trends through trade publications, community involvement, trade shows, and seminars keeps ideas fresh and increases customer satisfaction.

CURRENT PROFESSIONAL ORGANIZATION INVOLVEMENT

AWE American Women's Entrepreneurs - Board Member, Marketing Chair 2007 to present
Woldumar Nature Center - Public Relations Committee 1999 to present
Kendall College of Art & Design Alumni Association
Greater Lansing Home Builders Association since 2004
Michigan Home Builders Association since 2004
Lansing Community Micro-Enterprise Fund - Executive Board Member 2000-2004