

Racine Entrepreneur Makes An Impression Through Graphic Design



Laid off for more than two years with few job prospects, Donna Cronic decided to turn her hobby into a full-time business. To do that, she needed a solid business plan. So Cronic enrolled in the Wisconsin Women's Business Initiative Corporation (WWBIC) fourteen-week business planning series. "The business planning class was a lot more than I expected, and I mean that in a good way," says Cronic. "We've all heard the quote, 'She that fails to plan plans to fail.' Well, now I have a plan, a direction, a goal, a time frame and great resources in WWBIC and the SBDC [Small Business Development Center]."

At DzineLine Graphic Studio, Cronic's philosophy is that a business has just 10 seconds to make an impression on a customer. She helps make a positive impression through visual branding by designing logos, business cards, brochures and other printed material. She also designs Web sites, trade show displays, window and vehicle graphics, shirts, hats and anything else that you can put a logo on!

"It's wonderful to be a part of helping businesses, especially new ones. I feel empowered," says Cronic. "There is no way I am going to fail."

For more information check out <http://www.dzineLine.com/>