

# On your side

## Graphic Ally handles all design projects

Have you seen the Chamber's snazzy 2012 Community Resource Guide & Membership Directory?

The graphic designer on that project was Allison Costanzo, the owner of Olivebridge-based Graphic Ally, a firm that produces brochures, pamphlets, booklets, business cards, logos, catalogues or whatever else is needed.

"If you need it designed, I can do it," said Costanzo, who also designed the Chamber's last two directories.

Costanzo said every single one of her clients has been 100 percent satisfied with her work.

"I take great care and pride in what I do," she said. "I am reliable and I'm very easy and accommodating to work with.

"There have been projects that I've worked on with the clients late into the night to get the project done for their deadlines. I guess I'm different in that I will go that extra mile to make a client happy that they chose me over other designers."

Costanzo said she gets a lot of compliments on not only her work ethic, but also the final product. A client called her recently to say that a rack card she designed was picked out of several others.

"They picked up that card because it stood out from all the others in the rack," she said. "This is why I do what I do. I love to hear that I can make a difference for another business."

Costanzo has also

designed the program for the Chamber's Business Recognition Awards Dinner and the Kingston Visitors' Guide. Among her other clients: John A. Coleman High School, Moose Crossing in Shokan and Jande Inc., a former Kingston-based company.

She also has a host of clients from Greene County, including the Hunter Chamber of Commerce.

Costanzo started her working career as a secretary, but would bounce from job to job every few years.

"I always enjoyed art and working on the computer so I quit my secretary job to go back to school to learn graphic design which combined the two things I loved doing," she said.

Costanzo graduated from SUNY Ulster in 1995 and moved to Massachusetts, where she worked for six years as a graphic designer. She moved back to New York in 2004 and, after a short time working for others, decided to venture out on her own with Graphic Ally.

One of Costanzo's first clients was a retail candle company. She designed a logo, as well as packaging and catalogues. Last year, she designed and organized her first book.

While Costanzo admits the economy has been tough the last few years, she has managed to get more work each year and her business is slowly but steadily growing.

"I hope that my work speaks for itself," she said. "In regards to the Chamber

### MEMBER PROFILE

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*- Allison Costanzo*

members I meet, I usually mention the membership directory because everyone has seen it and they can connect me to a project I've done."

Costanzo said she joined the Chamber to work with Carol Ricken, who coordinates the directory, and two years later she is still on board and is a regular at the Business-After-Hours mixers.

"I think a lot of designers are more introverted than outgoing so that



Allison Costanzo of Graphic Ally

means I have never been great at networking," she said. "Since I have been a member of the Chamber, I found that going to the mixers each month has

helped me become more comfortable with talking and connecting with many new people."

Graphic Ally, 170

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Ulster County Regional Chamber of Commerce 2012



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