

Joy Gendusa's Story

Written by Angela Newman

When I first heard of PostcardMania, a niche business that provides a direct mail product and service, I was intrigued because so much of the world as we know it today is online. Everyone wants an online or electronic connection or version of some sort; so how is Joy's business surviving and thriving in these times? After learning more about Joy Gendusa, Founder and CEO, she not only has positioned the company to assist customers with marketing through direct mail postcards, but takes it to the next level making sure their website is pleasing and up to date for potential customers. After all, customers will most likely check out the website after receiving a postcard and if they don't find what they need, they may end up looking elsewhere.

Joy is a self taught graphic designer. She didn't attend college to learn how to be an artist and to make a living at it. She grew up something of a free spirit artist, something her parents supported and encouraged because they knew that she could do anything she wanted to with her life and that her future was in her own hands. It was up to her to decide which path to take and they would be supporting her along the way. She didn't graduate from high school with any career path in mind, all she knew is she wanted to be an artist.

Sixteen years ago, Joy purchased a 400 MB hard drive computer and installed a program called, PageMaker which she taught herself to use. After mastering the program she began selling layout services which eventually expanded into graphic design and brokering printing services. In her words; *"After a few years of having my own small agency with about five staff I started PostcardMania. I decided to niche. I wanted to provide a direct mail product and service that was affordable."* Joy has built her company to over 150 employees with revenue exceeding \$19 million in 2008 and is recognized as the lead expert in the direct mail postcard industry.

With growth and expansion come challenges, and Joy is no stranger to all three. Her biggest challenge has always been money; figuring out *"how to have enough money to expand while keeping everything going; quite a juggling act. We are at the tail end of building a new*

corporate headquarters from the ground up. We started the project before the real estate bubble burst and probably got the last construction loan Bank of America approved! I face challenges every day and the way I do it is with a better than good attitude. Always being solution oriented rather than problem oriented."

Challenges have also lead to success, much of which she attributes to hard work, high ethics, and an incredible team working toward the same goals not to mention marketing, marketing, marketing! And last but certainly not least, The Hubbard Management System. Joy studies Scientology and speaks highly of its program saying it has helped her immensely both professionally and personally. She remarks *"It has taught me a lot about life. Why one has ups and downs in life and how to handle that including people that are antagonistic toward you. There is a lot of self exploration there and it gives me the opportunity to improve myself. Plus I've learned to operate always looking at what is the greatest good for the greatest number."* She believes strongly in the Hubbard principles and applies them to her business as well. *"This is how we organize the company and it's really systemized and keeps things flowing properly. We also teach it to the staff in our in-house course room called PCMU - PostcardMania University."*

Joy's success does not stop at her career and business. She is very proud of her two sons, now 16 and 18 years old. She says her boys are great and speaks very highly of them. *"I sacrificed a lot to build a business while they were growing up. I'm so proud to say that they are both incredible, ethical, hard working, lovely young men that consider me their best friend. That is no easy accomplishment in this world and time with teenagers."* Joy does not discount her husband's contribution to the reason for success of the business or raising their boys. She describes him as the 'best husband in the world'. He, like Joy, owns his own business so they are each others sounding board and mentor.

Joy will continue to take one day at a time, reaching for goals she sets every New Year's by working hard and staying focused. In between running a business, being a mom and wife, she doesn't forget to set time and money aside to help out her community. Her advice for women climbing their Pink Ladder; *"Nobody is going to hand you anything. You have to work harder than you realize. You must never violate your integrity to yourself. Be true to yourself but provide what is needed and wanted by those that are paying you."*

~~~~~  
Visit [www.PostcardMania.com](http://www.PostcardMania.com) for more information on Joy Gendusa's business.