

Shana Overhulser's Story

Written by Angela Newman

Usually when I write stories about successful women and their career climb in corporate America or as business owners, I like to give the readers at the end of the excerpt, advice for women climbing their career ladder so we can all be inspired and motivated by their words of wisdom. However, that is not the case with Shana's words of wisdom. Hers are absolutely worth stating at the start and spoke loudly to me. She says; *"Stay on course and learn from your mistakes. If you feel you have something unique to offer the world, you are right."*

So many times in our lives, we hear the naysayers say our ideas won't work, our product is outdated and our vision is too lofty. What I love about Shana's advice is basically summed up as believing in yourself. If you truly believe you have something unique to offer to the world then you know you need to stay focused, learn from your mistakes and don't give up.

Shana gives and lives that advice. Her skills, talent and passion for art and design started many years ago as a little girl. *"As a young girl, I used to cut out pictures and headlines from fashion magazines and re-design them in a new page layout - on construction paper. My parents were always supportive and acknowledged my creative skills and at the age of nine I began after-school classes in pastel drawing and oil-painting."* From there she continued to follow her passion for art and design and in her senior year of high school decided to get a jump start on her career by attending a local college in New York.

Shana says she; *"proceeded on the intended path that I had desired working with at two newspapers as a graphic designer, laying out special sections, general pagination, and creating illustrations, as well as working with a worldwide public relations firm. As a result, I now own a business in graphic design, marketing and web site design currently in its eighth year since establishment."* Many women go through life trying to figure out what they want to be when they grow up and most eventually figure it out. In Shana's case she knew her passion and continued to pursue it throughout her childhood and into adulthood.

Today Shana owns a successful graphics and website design company; Page One Graphics. *“After the ending of an era linking negative cogitation to the label of “artist” or designer I finally felt in place with the world always evolving with newer technology; designing web sites and email marketing campaigns, online marketing, photo retouching, developing logos and graphics via the computer for literature, the web and the PowerPoint presentations of yesteryear.”*

Shana’s career climbing did not come without challenges. She recalls; *“Right off the bat I faced challenges within my career beginning with my very first job out of art school. I was working at The Stamford Advocate and Greenwich Time in Stamford Connecticut and when my art director left the newspaper (who happened to be the woman who hired me) the supervisor next in line, a man, became very overbearing. Being new and “fresh” to the scene of press media; he challenged me quite often; many times, in a combative manner when working with reporters on stories and page layouts. I quickly learned a certain level of professionalism in handling situations with the knowledge to strive toward the top would be a road worth the travel with challenges of many kinds.”*

Despite the challenges and obstacles she faced throughout her career, she continued to work in the design industry where today she is president of her own company. Shana enjoys the line of work she is in and that, in itself, helps her get past the obstacles any business owner faces from time to time. Being an owner and president of a graphic design firm, she says she sees the light and heads toward it even though there are periods of darkness that sometimes seem like they’ll never end.

Shana believes that in business; *“It is of the utmost importance to network face-to-face with other business-minded individuals. As I always say, ‘you never know who you’re going to meet’.”* In addition to spending time growing her business, Shana stays actively involved in charitable organizations such as Share Our Strength, End Childhood Hunger, March of Dimes, Susan G. Komen and the American Heart Association, and works to raise funds through a networking group of her own called Radii Networking International (RNI).

She is currently in the running for “Woman of the Year 2009” for the Leukemia and Lymphoma Society in South Florida. Good luck Shana!

Shana Overhulser can be located at www.PageOneGraphics.com

