

# Capability Statement



Connie Sweet  
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## Core Competencies:

Connection Graphics is a Michigan based design and marketing firm specializing in integrative marketing solutions for small businesses and corporations throughout Michigan and the United States.

- creative - graphic design services
- custom logo and brand design
- publication design and printing - magazines, news
- printing - offset sheet and web press, bindery, effects
- postcard publishers and printers
- design and printing of books, pamphlets, brochures, travel guide publishers
- digital design, illustrations, cartoons
- web (Internet) page design and development services
- Wordpress web development and hosting
- website maintenance
- blog writing and distribution
- marketing materials - design, copy writing, printing
- brand marketing and marketing consultations

## Differentiators:

- One stop shop for all branding and marketing services
- 96% of customers cite personalized service as key reasons for choosing us as their preferred agency.
- Increase client website visits over 160% in 2 years
- Increase existing Twitter and Pinterest profile with target audience engagement by 1020% in 2 months time

## Past Performance:

**Publishing:** Magazine design, printing, advertising, mailing, print, and brand marketing. Michigan Optometric Association, Cindy Schnetzler 517-517 482-0616

**Non-Profit & Event Branding:** WISE - brand visuals, logo, website, community calendar, e-mail announcements, digital media, social media, copy writing, and print marketing materials. WISE Floriza Genautis 616-855-6531

**Organization Branding:** Charlotte Chamber of Commerce logo design, website design, digital app, brand awareness campaign, marketing, Amanda Lipsey 517-543-0400.

**Corporate Branding /Marketing:** Print marketing services, corporate brochures, sales sheets, internet marketing, blog writing, website SEO, social media management. NxtWall Chris Palinski (269) 488-2752.

Please view samples and testimonials on our website.

## Company Data:

**DUNS:** 114209799

**CAGE:** 7FFG3

## Socio-Economic Status:

Minority Owned, Small Business, WOSB  
Certifications: WBENC WBO

## NAICS:

541430, 541511, 541613, 518210, 541511, 323111, 323120, 323120, 511191, 511199, 561410, 519130

## PSC:

T001, T011, T099

## Federal Supply Codes:

FSC 7610 7630 7650 7690

## Key Personnel:

Connie Sweet: Founder, Managing Member

## Education / Experience:

Over 30 years experience in graphic design, marketing, publications, web and print design. Graduate of Kendall College of Art and Design in Graphic Design (BFA), and E-Marketing Degree from Lansing Community College.

## Awards / Recognitions:

Recipient of many gallery of superb printing awards for graphic design and publication design and printing. Best of Category from National Federation of Gallery of Superb Printing for catalog design and printing.

## Memberships / Affiliations:

AMA, WISE Women in Successful Enterprises, Charlotte Chamber of Commerce



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