



FOR IMMEDIATE RELEASE

**DesignQuest Marks 20 Years in Business
Company Founder & President Susan Ethier Credits
Business Owner Roundtable as Key To Firm's Success, Longevity**

NATICK, MA, September 26, 2006– DesignQuest Visual Communications, a local, woman-owned graphic design and strategic marketing firm, is celebrating 20 years in business this year. Susan Ethier, company president and creative director, credits her membership in a Roundtable for female entrepreneurs for helping her to enjoy two decades of business success.

"I've been meeting with this group on a monthly basis for over 17 years, and it's been an incredible source of business guidance, expertise, support and camaraderie," said Ms. Ethier. "While some of the faces have changed over the years, the group's importance to my business remains a constant."

Ethier joined the business roundtable, which serves as a Board of Advisors, as part of her membership in New England Women Business Owners, the first organization established for female entrepreneurs, in 1978. NEWBO offers the roundtables as a benefit of membership to its 200 female entrepreneurs. Each group consists of 8-10 non-competing NEWBO members who meet monthly to discuss their business issues in depth.

"The key to success of my roundtable has been the commitment and the confidentiality," said Ethier. "No matter what is going on in my work or personal life, I don't miss my roundtable meeting, and I trust that anything that's said within the group stays there. We share our profit and loss statements, our business plans and other highly confidential company information."

Kathy Walsh, founder of PK Walsh, Needham, MA, has been a member of Ethier's roundtable for over 10 years. "I wouldn't trade the business advice I've received or the personal friendships I've developed in my roundtable for the world" she says.

Roz Holt, recently retired founder of GroupComm Systems, Newton, MA, agrees. She is so dedicated to the Roundtable that she calls into meetings from Florida throughout the winter months.

As she marks 20 years in business this year, Ethier says that every female entrepreneur should find herself a group like her NEWBO Roundtable. "No one can understand what a woman business owner goes through more than another woman business owner. And at networking events and in other business interactions, you just don't achieve the level of honesty and support that you can find in the right business roundtable."

About DesignQuest Visual Communications

DesignQuest Visual Communications delivers innovative, strategic design solutions that provide business results today and business success tomorrow. To learn more about the breadth of services DesignQuest can offer your company call 508-650-5954 or visit the web site at www.designquestvc.com.

Creative Solutions for UnQuestionable Results

P.O. Box 127
Natick, MA 01760

508 • 650 • 5954
FAX: 508 • 545 • 1854
susan@designquestvc.com
www.designquestvc.com