

Suka President Susan Karlin Featured in NYWICI's *Connect* Magazine

Susan Karlin, founder and president of strategic marketing firm Suka (sukacreative.com), is featured in the Fall 2009 issue of *Connect* magazine, a publication of New York Women in Communications (NYWICI). The article teams Karlin with fellow entrepreneurs Dorothy Crenshaw, of Crenshaw Communications, and SD Vintage founder Sammy Davis for a discussion on starting a business, achieving a work/life balance and the importance of building strong teams.

"We selected Susan Karlin as an interviewee for the cover story of the Fall 2009 *Connect* because she is widely respected and liked among NYWICI's membership," explains *Connect* editor Margot Witty. "I have worked with her and cannot praise too highly the professionalism, management skill and warm humor with which she runs her graphic design and branding company."

Karlin has been a member of NYWICI for over 15 years and served a two-year term as a member of the organization's board of directors.

"NYWICI does important work to advance the work of women in our industry, so it was an honor to be included," Karlin says. "It was also a good chance to sit down with two women who are also business owners and explore what it means to be an entrepreneur today."

Karlin followed her father's footsteps into the design world in 1985 and opened her own firm in New York City's Soho district in 1992.

To read the full article, please visit: <http://www.nywici.org/features/interview/entrepreneurs>

About WICI

New York Women in Communications, Inc. (<http://www.nywici.org>) is the premier organization for communications professionals in the New York metropolitan area. The membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of students, professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs.

Suka is a strategic design and marketing communications firm located in New York City's Soho. Since 1992, we have provided creative print and interactive solutions for a diverse range of clients in both the public and private sector. We combine smart marketing strategy with compelling graphic design that delivers award-winning results. To learn more, please visit www.sukacreative.com or contact Susan Karlin, President, at skarlin@sukacreative.com.