

CLAY

TOWNSHIP DESIGN CO.

Hi! My name is Kate Hoksbergen. I'm a daughter, a sister, a friend. A wife of one, a mom of three and a grandma of eight. My husband and I live and work on a four-generation family farm south of Pella, Iowa. For 20+ years, I have been a graphic artist.

AND I LOVE DESIGN.

My infatuation with art and design has led me on a 20-30 year journey of discovery and it has been one of the greatest joys of my life. . . well, besides family. When "it's in ya, it's in ya" and you just can't help it. I have nary a college design or art credit. My education has been real time, real jobs, real research and real experience. Writers have to write, mathematicians have to compute, preachers gotta preach, and artists have to create.

PERIOD.

For my practical experience, I worked several years for **Enduro**, in the promotional product industry. My role in this industry was to create artwork for all manner of promotional products . . . pens, frisbees, drink bottles, mugs, wearables. You name it. These early years were valuable in learning the basics of computer design software and as it developed, it was gratifying [most of the time] to develop with it.

I was fortunate enough to grow into a role with **Pella Art & Graphics** where I was able to hone and expand my professional skills to include the small business branding process (logo design and development, website design, and all print collateral). As a small business, we wore many hats and never said "no" to anything. If we didn't know how to do it, we said "yes" anyway and learned how to do it. And we developed design skills we didn't know we had. Those many years would turn out to be my most formative years in developing the skills and design sense that I employ today. I am grateful.

The last five years, I have been privileged to be the graphic designer for the **Pella Convention and Visitors Bureau**, creating all manner of print and web graphics: event branding, marketing campaign fulfillment, web updates, multi-page visitor's guides, trade show graphics, business reports, billboards and beyond. And then . . .

Recently, I launched **Clay Township Design Co.** Why now? It was high time to scratch that solo-preneur itch that has been nagging at me the last couple of years. Why the name? That's quite literally the Marion County township in which we have lived for



almost 45 years. It is the location of the beautiful scenic southern Iowa landscape I gaze upon every time I glance out of my office window. . . my inspiration and my muse. Welcome to my world! Let me help you make yours beautiful, too.