



## **Meet Cathy Hendrickson, general manager of Image Packaging...**

### **1. Describe Your Business:**

Image Packaging was founded in 1992 and we have celebrated 26 years in business! Image provides quality promotional products, custom printed and embroidered apparel as well as custom printed packaging to retailers, manufacturers and organizations. Our in-house design team will assist you in developing promotions that keep you remembered.

### **2. Tell us your story:**

I have worked for Image Packaging nearly my entire adult life. I was raised in this business and learned the ropes

early on. I have worked in every department within the company and am an expert in promotional, apparel and packaging.

### **3. What has helped you succeed and gain experience?**

I believe the best thing you can do to succeed is never stop learning. In addition, meeting the customer needs is best achieved by listening...what does the customer want to achieve, who are they, what do they want to project? Choosing a promotional item is much greater than just picking something out of a catalog. It's important that what you are giving away or displaying reflects who your company is.

### **4. What inspires you?**

Giving back inspires me, working together as a community to grow the community and the businesses within our community. As they say "it takes a village" and that applies to many things in life including running an effective business.

### **5. What keeps you up at night? What are your challenges?**

Time! It always feels like there isn't enough of it. When working with customers I want to give them all the time they need or I need to achieve an effective promotion.

### **6. What is your favorite local activity?**

One of my most favorite things I have done in the Watkins area was a ride on the True Love with Schooner Excursion! What an amazing time we all had that day!

### **7. Is there anything else we should know about you?**

I am a member of the Pennsylvania Ave United Methodist Church who has a Fresh Start campus at The Glen Theater and is a member of the Watkins Glen Area Chamber of Commerce.

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