The Web site will go live in January. With the Internet, our exposure will grow tremendously. As a brand that has literally been built from the ground up, we are excited about the possibilities.

**Is there an appreciation of the impact that a paper card can have in a technologically obsessed world?**

I believe that a cherished inspiration of art with the handwritten note is far more powerful than the homogenized e-mail. The art of a card that touches the heartstrings is a gift that keeps on giving.

**What does it mean for persons trying to establish their own brand?**

One’s personal feelings and achievements can often be depicted by a creatively designed card and/or stationary piece. It leaves an imprint of feelings and a history and tradition with the receiver. We do know that symbols, letters, color, texture, and design can speak volumes to the human experience, and that is what life is all about: telling a story so that another can experience some part of you.

**Where does your creativity come from?**

From the need to send a message in a way that I have not seen in my experience of the world. Much art and human emotion has be conveyed on paper. I keep looking for and feeling for a unique experience. It is individualized, based on the work needed. I oftentimes refer to myself as a “wordologist” or symbolist – I want to inspire people.

**What is your work process?**

It has morphed into many different sequences as the brand has grown. I have other designers I motivate on a regular basis, and that is a totally different process. For me personally, I set aside an hour each morning to think through what I would like to share with the world philosophically. I feel privileged to share.

**From start to finish, how much does the product evolve and change?**

Usually, a great deal. During the creation period of a line, the twists and turns taken to develop the emotion wanted are numerous. It depends on the medium we use. Print and laser are two different animals. We tend to stay away from print unless the customer requests it. Both evolve, although with the laser, the process seems to take a bit more time, as the machine itself takes significantly longer to process the piece than in print, and often what you see on the computer screen does not end up as planned.

**Along with your artistic creativity, how important is it to have the knowledge to manage the business?**

The business often squelches the artist part, because you are always debating cost. It makes a big difference in the way I look at a piece, for better or for worst. Time is a cost and artists have a tendency not to let something go until it is perfect. I am guilty of this. There is no such thing as perfect.

**How did your passion for helping needy students come about?**

My upbringing motivated me to get my education and give back. In fact, that was a mantra in our home.

**Do you ever take time to appreciate your successes or are you always looking ahead?**

There are moments of appreciation. The thought process with the works at J.Jarie’s has really brought home my successes, and has helped me continue to develop within myself.

I will always look ahead, since there is much more to accomplish, if not one life at a time, tribally.