



Profiles of Technology  
IN TENNESSEE

## Broadband Allows Pickett County Woman to Reach the Entire U.S. with Her Designs

**Name:** Lovelady Graphics

**Location:**  
Byrdstown/Pickett County

**Products/Services:**  
Graphic design services

**Leadership:** Lana Baker Rossi,  
Owner and Operator

**Founded:**  
2000

**Reach:**  
Nationwide

**Innovative Insight:** *“Living in a small town, you have to figure out something different.”*

**Importance of Broadband:**  
*“The Web is vital to the economy of this area because of our remote location. One can advertise in publications but it is extremely expensive. A website can be an interactive dynamic medium that can be updated at will. It can also keep track and report interested browsers. These are important considerations when marketing to tourists and they, in turn, play such a large part in our economy that the value of broadband is beyond measure.”*

**Byrdstown, TN** – Living in Byrdstown in Pickett County, Lana Baker Rossi knew she would have to be creative to find her career niche in a small town of less than 1,000 people. Though she had a degree in biology and chemistry, she worked at various print companies over the years, honing her skills in graphic design. “Living in a small town, you have to figure out something different,” Lana explains. Eight years ago, when high-speed Internet became available to her, Lana started her own graphic design studio, Lovelady Graphics, which has blossomed into a highly successful and respected company that serves more than 30 clients across the United States.

Lovelady Graphics is a second-tier company to Livingston Label, a company 20 miles away. “We are a smaller piece to a bigger puzzle,” she explains. Lana is able to complete every transaction with Livingston Label entirely over the Internet. “We do everything electronically,” she says. “I produce a digital proof and upload it to an FTP site for Livingston to approve and they okay it output the label to film and ship it. There is no phone and literally no words spoken. Everything I do is done online.”

Lana creates labels for bottled water, wine bottles and has even created digital prints for the Nashville Predators. She also designs visitors’ guides for Chambers of Commerce and builds websites. Some of her clients include Tennessee Spring Water, the Alliance for the Cumberland, the McMinnville Library and the Best Western in Albany, Kentucky. “I sit at a computer and I am literally connected to the rest of the world,” she says. Though she started her company in her home, she has since moved to an office on the square in Byrdstown and has several customers she works with on a face-to-face basis. She employs two full-time employees and one part-time, and an occasional intern. “I sometimes job shadow a student that is considering being a graphic designer,” she explains. “Last year I employed a young man who was considering going to design school at MTSU. He was hooked the first day. It did not hurt that I only gave him the fun things to do!”

Lana is a huge supporter of broadband technology and looks forward to the day that everyone in Pickett County has access to the opportunities afforded by a high-speed Internet connection. “The Web is vital to the economy of this area because of our remote location,” she says. “One can advertise in publications but it is extremely expensive. A website can be an interactive dynamic medium that can be updated at will. It can also keep track and report interested browsers. These are important considerations when marketing to tourists and they, in turn, play such a large part in our economy that the value of broadband is beyond measure.”

### **About TN 95:**

*Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state’s 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at [www.connectedtn.org](http://www.connectedtn.org) or call 615-242-9508.*