

THE COMPASS GLENCOE

A SOCIAL MAGAZINE EXCLUSIVELY FOR THE RESIDENTS OF GLENCOE

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MEET
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Moving On up:

From Neighbors to Business Partners

neighbors

By Rebecca Osberg

When Betsy Kole moved across the street from Wendy Gale in their cozy Glencoe neighborhood, the two women became fast friends—and creative collaborators. Wendy, a freelance copywriter, and Betsy, a graphic designer, soon joined forces to offer creative services including websites and online advertising, brand strategy, marketing materials and more.

Wendy – otherwise known as Wordy Wendy – writes advertising copy, including TV spots, print ads, websites, radio commercials, and online banners.

“If you need something written, I can write it,” says Wendy. “I’ve been a copywriter for over twenty years and freelancing for over thirteen.”

Although Wendy always loved writing, it wasn’t until she saw the Tom Hanks film, *Nothing in Common*, that she realized she could make a successful career out of her love of words. “Hanks played a copywriter at an advertising agency and spent his



workdays coming up with fun slogans and trying to get pencils stuck in ceiling tiles. I was smitten,” explains Wendy.

While Wendy loved freelancing and the flexibility, she missed the camaraderie. Which is why when Betsy moved in across the street, it seemed destined their worlds would collide.

A graphic designer by trade, Betsy has always had design in her blood. “I am, and always have been, a designer. As a kid, I was constantly creating: cartoons, still life, crafting. I enjoyed making the world a more beautiful place. I still do,” says Betsy. After receiv-




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ing her Masters in Fine Arts, she built a stationery company and sold her designs and products nationwide—through wholesale brick and mortar stores, to Costco.com and babiesrus.com, as well as direct to consumer.

As a freelance designer for the past 15 years, Betsy works for corporations large and small, creating brand identity, web design, business cards, letterheads, and more. Additionally, Betsy is an Adjunct Professor in Northwestern University's Masters School of Communication and a brand strategist for Northwestern clients.

While both women have successful freelancing businesses, their favorite projects are ones on which they can work together.

“How often does your neighbor become both your dear friend and your work partner? I can literally look out my living room window and see her working at the computer. We have many impromptu meetings where I stroll across the street in slippers holding a mug of coffee. We do our best work together when we collaborate,” says Wendy.



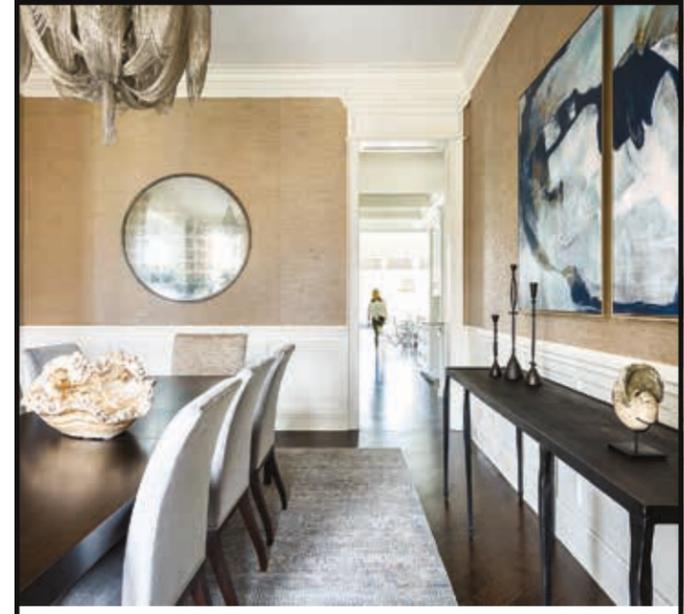
As a creative team, the two woman have worked on the rebranding of a national ice cream company, a website and marketing materials for a toy company, and many projects with local clients and their small business needs.

“Even one distinct logo, or one catchy slogan, can make a big difference to a small business,” says Betsy.

“We have complete respect for each other’s talents. Betsy is an amazing, intuitive designer, but she ALSO has a great sense of the written word. We help each other focus and hone our skills so that our work complements each other. And we have fun doing it,” says Wendy.

“People like to talk about *shopping local*. Well, we think of ourselves as *working local*,” says Betsy.

To learn more about this creative duo, visit wordywendy.com and elizabethkoledesigns.com.



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