

**Business Owners**

Wendy Ochalek  
(814) 881-1160

**County:** Erie

**Industry:** Interior Design

**Year Founded:** 2020

**SBDC Assistance:** Business  
Planning, Market Research,  
Digital Media Marketing

**Consultant:** Dan Pertl

**Gannon University SBDC**

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## Queen of Color: Leveraging experience to pivot into success



Millions of Americans have been directly affected by the COVID-19 pandemic, and Wendy Ochalek is no exception. Her position as a color consultant for interior paint design was eliminated as her company struggled to survive. But Wendy immediately recognized the value in her field, and made the decision to create her own color consultation business in order to fill the void left by this industry contraction.

Wendy was able to get started planning quickly, as her decades of experience in color had earned her multiple clients and loyal contacts who were excited to utilize her services.

In just over 3 months, Wendy, with the help of the Gannon University SBDC, was able to make her business a reality. After meeting with Business Consultant Dan Pertl, the SBDC assisted with marketing planning, market research, digital media marketing and website assistance.

Wendy has been able to use her experience along with marketing to adapt to the changing interior design industry, and this willingness to evolve has given her the ability to create steady client and revenue streams that would have otherwise disappeared, and a valuable customer service along with it.

With her business up and running, Wendy was grateful for having the Gannon University SBDC to rely on, “They have been so helpful! My business consultant Dan Pertl has guided me through each step...I have shared with others how beneficial this service has been to me. I will always be grateful for their services to guide me in creating my own color and decor consultation business, Queen of Color.”