

## An Army of One

You've heard the U.S. Army slogan "An Army of One?" Well, Larry Najera, Jr. lives that slogan every day. He single-handedly runs Najera Design, a freelance web, video and print design company, out of his home in Macon. "I am a technology freak and I love playing, or I should say 'working' with all my 'business' gadgets," said Najera.

Najera specializes in cost-effective marketing tools for business, multimedia production, technology/Internet/web design, and advertising companies. He designs everything from web sites to outdoor signage. This work has won him over 68 awards, including nine at the 2003-2004 ADDY Awards, held by the Central Georgia Advertising Federation. "If it was not for the Central Georgia Advertising Federation my career would not be as successful as it is today," Najera said.

Starting a business is no easy task, no matter how talented you are, but for Najera it was the next logical step. After working at several local media production companies, sign companies, a web/video production company, and a multimedia production company, Najera decided to go out on his own. "With video and computer technology getting more and more affordable, and with Cox Communications as my backbone for high-

speed Internet, I can do in a short amount of time what used to take an entire staff of people to accomplish," said Najera. He also felt in his heart the time was right. "Even if I failed, I knew that I would be better for the experience," said Najera.

Najera believes that his 17 years of self-taught experience in the industry, and his ability to combine technology with marketing efforts are his business's strong points. "Since I have been in the trenches and know how to build and create all these tools, I know how best to integrate and combine them to produce the best suite of marketing tools for anyone's business," he said. Najera knows what the technology can do and how it can help any business succeed. He is also very budget-conscious when helping his clients with a marketing strategy. "I can help businesses maximize their budgets and choose the right set of marketing tools," he said.

His plans include keeping current on all the latest technology, staying aggressive and thinking positively. Najera also wants to use his talents to give back to the community. "Eventually, I will work away from the house, even if it is a studio in the backyard, and take other designers under my wing and help them start their own careers," he said.

Najera has a strong sense of community. "I love Macon," he said. "This charming city has given me my beautiful wife, Kimberly, a successful business and wonderful friends and colleagues. God bless Macon!" With Larry Najera's talent, strong values and hard work, it is easy to see why his star is on the rise.

*James Palmer*

