

WOMEN'S HISTORY

Women Growing Their Business

Mic Alexander, President and C.E.O.



Alexander

By Fran Farrer-Nash
THE CHARLOTTE POST

The ideal candidate for "Women Growing Their Business," Mic Alexander took a family owned business, Overflow Printing Inc. and did just that. Overflow provides marketing services, promotional items, and commercial printing to companies and organizations throughout the southeast such as BB&T, Carolina Panthers, Charlotte Metro Credit Union, Duke Energy, and the Charlotte Bobcats.

Overflow was founded in 1990 by Mic's father, Elmore who had 40 years printing experience. Three months into the business, the Alexanders found themselves losing money fast. In 1991 Mic Alexander was called home to help close the business. Instead, remembering early lessons from her parents, Alexander put energy into marketing the company, began forming a strong employee team, and giving superior service.

After 13 years of renting, Overflow relocated to a new facility near uptown Charlotte. The facility was created with the vision, literally in the form of a dream, of not only manufacturing commercial printing, but to serve small businesses and individuals by providing meeting space at affordable prices. The conference suite and state of the art media center are ideal for holding training classes, board meetings and special events. Overflow employs a team of marketing experts that use the facility to hold training classes and make presentations to clients and their key customers. "We believe that diversity is the key to our continued growth," says Alexander.

Involved in the community, Alexander is a member of the Printing Industries of the Carolinas, Chamber of Commerce, National Association of Women Business Owners, the Urban League of Charlotte and United States Olympic Drug Testing Committee. She sits on the boards of BB&T CRA, Johnston YMCA, the Chamber's Small Business Council and Charlotte-Mecklenburg Workforce Development Board.

As a result of her dedication and leadership, Alexander has received honors that include: Women Business Owner of the Year Finalist, 2002; The Business Journal's Largest Minority Owned Business List, 2002; Charlotte Chamber's Entrepreneur of

the Year Winner, 2001; Charlotte Chamber's Entrepreneur of the Year finalist, 1999; Women in Business Achievement Award Winner, 1999; Charlotte Chamber's Entrepreneur of the Year Finalist, 1998, and will be recognized for her accomplishments again in May at The Charlotte Post "People of Prominence" celebration.

The daughter of Elmore and Marie Alexander, Mic was born in Buffalo, attended area schools and Indiana State University. She began her career with a series of entry-level positions in corporations such as Gulf Oil, Burroughs, Welcome and Robinson Humphrey/American Express. However, it was

at American Telephone and Telegraph (AT&T) that she was introduced to business basics and corporate infrastructure. She was hired as an engineers assistant in the engineering department and later moved to administration where she planned corporate events and taught time management seminars to both management and non-management engineering personnel. Success earned her a promotion to budget coordinator, managing a \$2 million furniture and equipment budget for 10 departments.

Away from Overflow, Alexander enjoys golfing, playing pool, boating, riding her motorcycle and relaxing to the sounds of

jazz.

"My parents and I paid very close attention to how we were treated as consumers, compared notes, compiled lists and concluded that Overflow Printing, Inc. will always be dedicated to uncompromising excellence. It is the personal responsibility of all of our family members to provide our clients with a product that will proudly represent their image and ours. Under no circumstance will we knowingly compromise our quality or our deadlines by taking short cuts, using standard materials or telling untruths to win client business."

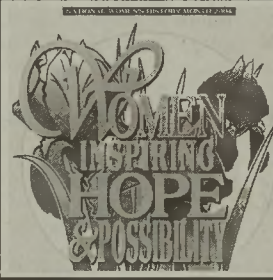
- Mic Alexander

Highlighting "Women's History" is dear to the hearts of the management and staff of The Charlotte Post. It is our goal to recognize the accomplishments of women from the past that have helped to mold the world in which we live. However, in 2004 we realize that no one else can be the first to refuse relinquishing their seat on the bus, or spend months brining slaves to freedom, starve for the right to vote, invent the hair perm, or even be the first women to integrate the schools in Charlotte-Mecklenburg.

We do however realize, that women continue to mold the future in business, education, technology, medicine and more. For that reason we are proud to feature today's women as role models and mentors to follow, or at least to know "that all things are possible."

- Fran Farrer-Nash,
Advertising & Mkt. Director
The Charlotte Post Newspaper

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