

Proof you can excel and live your dream

I want to introduce you to a truly amazing woman, Beverly Knowland of Direct Images Interactive, a San Leandro company founded by her husband after he left the Oakland Tribune where he was a photojournalist. This full-service, multimedia and video production company is setting the pace in its industry.

Beverly Knowland was born in Austin, Texas, but that was just her first home. Her family traveled a great deal as they followed her musician father (he played the classical guitar). The first move took the family to Barcelona where he continued his musical education, and then the family returned to Texas. They moved again, to New York.



Elizabeth Kearney
WOMEN PAVE THE WAY

When she was in her early teens, they left the urban life and became farmers in Maine. She didn't like this new life. It was a 24/7 job, she said, and life was very primitive. The next move when she was 15 took her to California to join her father who had again relocated. This is where she stayed.

During high school, she held a number of "little, odd jobs," and upon graduation, took a job as a legal secretary in a small office in San Francisco. She put herself through college by working. Even though her work and study schedule left her with little extra time, she managed to graduate magna cum laude from San Francisco State University with a bachelor of arts degree in industrial arts.

Both she and her husband, Bill (whom she met on a blind date), found the



Bill Knowland | Direct Images Interactive

Beverly Knowland says successful people need creativity, planning and drive.

digital revolution exciting, and leveraged their backgrounds to create their very successful company. Beverly's background in graphic design and traditional print work meshed perfectly with Bill's background in film, video and

photography. No wonder they found the "art" of multimedia compelling.

When asked about their client base, Beverly noted that "among our clients are such companies as Adobe Systems, Apple Inc. and Altera Corp. Our work

Name: Beverly Knowland
Title: Art director
Company: Direct Images Interactive Inc.
Address: 1933 Davis St., Suite 285, San Leandro 94577
Phone: 510-613-8299
E-mail: bev@directimages.com
Web: www.directimages.com
Education: B.A., industrial arts, San Francisco State University.

is project-based, and we bring people in as we need them. This approach gives us flexibility and the ability to bring in outstanding talent as it is needed for a given project." Despite taking time to volunteer at her son's high school, she manages to fit in a schedule that would be daunting to many.

Her business goal is "to increase the number of large contracts we bring into the company and broaden the array of those contracts." She is enjoying their financial stability, good health and the fact that her son is becoming more independent, but one personal goal is "to increase our social life."

I couldn't resist asking her to give some advice to others who were building their businesses, and her advice should be heeded by all. "Be a good team member, have your goals clearly defined, keep your commitments and timelines and remember that successful people need to be project managers and couple their creativity and planning skills with a high level of drive."

She takes that advice seriously herself, and it is not surprising that this business which started in their home and survived the dot-com bust now occupies a well-equipped, large suite of offices in San Leandro.

Elizabeth Kearney is president of Kearney & Associates: The Experts' Alliance in San Leandro. Contact her at eik1@earthlink.net.