

## Resident glad for career change to entrepreneur

by [Nicole Dow](#)

August 20, 2014 02:23 PM | 829 views | 0  | 1  |  | 

It was a chance meeting on an airplane that changed the course of Anna Shmukler's life.

The north Fulton resident had spent the past three decades of her life working as a transportation engineer before sharing a flight with an Instant Imprints franchisee and deciding to buy into the franchise. On June 1, Shmukler became the owner of the Roswell store in the Holcomb Place shopping center, which creates promotional items like T-shirts, mugs, banners and signs.

"It just felt so right," she said about her career transition at age 58. "I'm the happiest person in the world."

Though Shmukler said she did enjoy her career as a transportation engineer, the economic downfall had made things hard for her. In 2010, she had to close the engineering company — Transportation Systems Design — which she had started in 1992.

"2008 was a really tough year," she said. "The economy was going down, private developers were stopping all the work and the Georgia Department of Transportation decided to stop a lot of projects. We lost over-a-million-dollar projects just because they were cancelled."

In her new business pursuit, Shmukler is able to make good use of the management skills she acquired while running her engineering company. She said there are other connections between her former career and her current one.

"People may think what does embroidery or printing have to do with engineering, but it takes this kind of engineering mind to understand design and how colors work together and how you put things in certain proportions," Shmukler said.

She said she enjoys serving the north Fulton community. Though she is currently a Johns Creek resident, she lives close to the Roswell border.

"I have people coming in from schools, from different teams [and] from local businesses," Shmukler said. "They're all looking for some support."

Since taking new ownership of the Roswell shop, which was previously corporately owned and operated, Shmukler has moved the store's location to a larger, renovated suite a few doors down in the same shopping center at the corner of Old Alabama and Holcomb Bridge roads. She said business has been growing, but there is still room for more growth.