

Murals

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at Food Circus, which owns the Super Foodtown supermarket on Route 35 in Ocean. The company commissioned The Muralists to paint 16 large panels depicting Shore scenes for the newly renovated store.

"We were inspired by their creativity and ... wonderful art that they had done," Azzolina said. "We really feel a good sense for the local community and felt that the Asbury Park scene, with other

special places along the Jersey Shore, would be a good showcase in the store."

Von Suskil and Acerra-Ball are busy and revenues for the company, while still small, are increasing. In 2004, revenues were in the range of \$25,000, von Suskil said, a 30 percent increase over the company's first year in business.

Besides word-of-mouth marketing, the pair has started to market their services by visiting businesses that are being renovated or are under construction.

"You have to want it to work. If you wait for it (business) to come to you, you won't

always prosper," von Suskil said. "We had a lot of moxie. We weren't scared so we were able to go to these people and say, 'Yes, we can do this.'"

Right now, the company has three prospective projects, she said. "You have to keep the wheel turning. As you are painting, you have to do marketing at the same time."

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