

timeline

TO TODAY

*Just your average six-year span
in the world of a creative entrepreneur.*

2012

WHAT?

In 2012, the publishing industry was changing significantly. It was time for Randi to begin to change, too. The extreme pressures in education impacted the publishers—and developers. Q needed new options.

HOW?

Always known for her ability to burn the midnight oil, Randi began to explore new outlets for the team's creativity. Eager to learn about the growing B2C market to better service Q's clients, while running Q, Randi launched **Teacher Peach**, provider of teacher gifts, rewards, recognitions and student motivators.



2013

WHAT?

Q partnered on many significant and meaty projects for publishers, helping drive innovative digital, print and hybrid product solutions—and loving it—though external industry pressures continued to mount.

HOW?

We worked with publishers, school districts and nonprofits to break new ground in integrated curriculum, intervention, CCSS and PARCC. Results were strong and impacts significant, inspiring us to sign on for another year of new challenges.

Meanwhile, Teacher Peach's product line grew including its first bestseller.



2014

WHAT?

Running two demanding companies in tough economic times along with further impacts on the publishing industry put Randi at another critical crossroad. It was time for a break from educational creative services.

HOW?

Randi deliberately stopped selling new service work for Quarasan, finished up commitments that ran through 2015 and enacted a plan to focus wholly on Teacher Peach. The team also began to discover the financial flexibility that came with selling its 7-story building, reducing staff, services and expenses.



Well on its growth trajectory, Teacher Peach moved into its own fulfillment facility in Crestwood, Illinois.

2015

WHAT?

Randi officially took up residence in her "peach orchard." Break or no break, however, she couldn't resist simultaneously taking on certain creative educational design projects. Clearly creativity is in her blood.

HOW?

While she continued to build up her experience in B2C, these juicy educational design projects fed Randi's creativity and became **QuaraCORE**, a design agency focused on only the CORE creative work this team does so well.



Teacher Peach was selling innovative teacher products aggressively on Amazon and its own online store.

2016

WHAT?

Randi and her partner Bob Taylor not only built a successful B2C company, they also gained the right perspective to differentiate between past creative services demands and future creative opportunities.

HOW?

To take QuaraCORE to its new level, Randi synthesized her passions and team's strengths to add a bubbling "Creativity Lab!™" that helps clients across many industries identify and solve creative challenges—from the **CORE—Clarification and Opportunity to Revision and Execution.**



Teacher Peach became an Amazon-exclusive seller, topping the charts in multiple product categories.

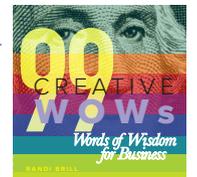
2017

WHAT?

QuaraCORE works with clients in education, professional services, training and development and more. The "Creativity Lab!™" has not only sparked many clients—it has sparked our own team, too.

HOW?

Thanks to QuaraCORE's consultancy, Randi spends a lot of time in the lab! One outcome is her first book, **99 Creative WOWs—Words of Wisdom for Business**, available on Amazon in print and ebook forms.



Today, Teacher Peach sells over 200 products on Amazon and is one of the top teacher gift Amazon sellers. Sales have more than doubled from 2016—so far.



By 2012, Quarasan, the company Randi began in her basement, had three decades under its belt as a full-service product developer for the education industry's leading publishers. During each year since, Randi and her team have evolved, explored, defined, clarified and moved in new and innovative directions—to better serve many markets with the CORE creative vision and strength for which this company has always been known.