

# Capability Statement

—prepared for UCONN—



Attract & Retain  
Employees & Clients

**Delivering Results Since 1992**  
**grazianoassoc.com**  
**203-254-0195**

## COMPANY OVERVIEW

- Marketing & Communications Strategies and Services  
Designed to **attract** and **keep** both **employees** and **customers**
- Organizational communication and change
- Build trust, improve team performance, productivity and morale
- Present your brand visually and verbally to attract ideal students
- Post Covid - PPE, Safety, Signage, Plexiglass products available

## CORE COMPETENCIES

Senior and C level executives and their organizations have relied on us for decades as a **trusted advisor**. We deliver both **strategy** and **execution** to **build** and **grow stronger relationships** and **communicate better** with **employees, alumni, donors and prospective student families**. Externally we help clients differentiate in a crowded market to **increase revenue, retention and loyalty**. Internally we help them **attract** and **retain the valued employees** that will drive innovation and productivity now and for their long range success.

Graziano Associates seeks to work with higher education institutions to help with increasing employee or customer engagement and loyalty. We are open to serving as a vendor and/or branching out via subcontracting opportunities.

## DIFFERENTIATORS

- Extremely experienced team
- Offer both strategic insight and execution/implementation as needed
- We address internal & external communication (employee/client)
- End-to-end solutions: messaging, trade show/event support, signage, elegant client/employee gifts and apparel, awards, donor displays executive strategy to increase revenue, retention and loyalty.

## PAST PERFORMANCE

**Yale University - Global Health Leadership Initiative:** 2011- present. Event gifts and consultation. Brand awareness promotional items. Point of Contact: Available upon request.

**Fairfield College Preparatory School:** 2004-present. Strategy and execution. Donor Wall Display, Board of Directors recognition, Bas Relief Sculpture - memorial plaques & signage, Hall of Fame Awards, Employee Recognition Awards & Gifts, Development Gifts, Event displays & signage, support, gifts, Donor recognition. Commencement and Event speaker recognition awards, Employee retirement gifts. Brand awareness accessories, Meeting & Event product support. Point of Contact: Available upon request.

**Fairfield University:** 2015-present. Donor & Employee Recognition Bas Relief Brass Sculpture. Point of Contact: Available upon request.

**Diocese of Bridgeport Seminary:** 2010-2014. Employee apparel. Fund raising gifts. Brand awareness promotion. Point of Contact: Available upon request.

**U.S. Coast Guard Academy:** 2005-2014. MWR Department. Brochure design & printing for various initiatives. Event related Promotional goods and apparel. Cadet morale & engagement promotional goods/apparel. Point of Contact: Available upon request.

## COMPANY DATA

DUNS Number: 01-913-4159  
CAGE Code: 7ZK72  
EIN: 06-1481419

Socio-Economic Certifications: WOSB  
EDWOSB

### NAICS Codes:

541430 • 541612 • 541613 • 541890

### PCS Codes:

R701 • R431 • R799 • R426 • R499 • 9905

SAM Registration: Active  
Accepting Credit Cards  
Business Size: Small Business  
LLC Established in CT, 1992

### Contact Information

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