

**About Lucy Golden award winner of the 2005 *Women and Company*®
*Microenterprise Boost Program***

Cloud Nine Jewelry
www.lucygoldenjewelry.com



"Women and Company® *Microenterprise Boost Program* equity award has enabled me to finally have a website for my craft jewelry business. In addition to the financial growth I hope this website will provide, putting it together has made me rethink and reconnect with my business as a whole. By figuring out how to present it in a concise and appealing form online, I have gotten a sense of its bigger picture, which can get lost when one spends 5 hours on a buffing wheel, or soldering into the wee hours of the night. I wear many hats in this business, but sometimes it is helpful to take them all off and just 'be' with it, to get a sense of its essence and where it can go next. This award provided me with the experience of creating a website, and oh so much more."

Lucy first came to WREN in 1994, the year we began. At the time she was single and putting all of her energy into her expanding jewelry business which was growing at a rate of 35-50% a year. Free of outside responsibilities, she met the demand for her finely crafted jewelry by devoting endless hours to the business. Major life changes marked the next

year as she married, had a son and then, just as quickly, became a single mother. While this posed new challenges for this resourceful entrepreneur, she felt confident that the business could provide the income she and her son, Luke, would need. As Lucy said, "I had the flexibility that home-based self-employment can provide." Embracing her dual roles of mother and entrepreneur, she took Luke on the road as she participated in the highly selective and well regarded Sunapee Craft Fair sponsored by the New Hampshire League of Craftsmen. This annual nine day event represented her largest source of earnings each year and still does. Over the years Luke grew from the baby nursed in the back of her craft show booth to the toddler that amused himself by using her display table as a fort. Lucy acknowledges that the portability of her jewelry-making work - the cutting and filing of sheet metal, and bending of wires, has allowed her to take her business with her to countless soccer and baseball games where she sits in the bleachers, one eye on Luke's game, the other on the work in her lap. Today, at age nine, Luke

carries on the family tradition, this year selling his handiwork in 'The Next Generation Tent' at the fair.

Like all of the WREN 2005 *Women and Company*® *Microenterprise Boost Program* awardees, Lucy received technical assistance focused on marketing her business. WREN hired another WREN member, a professional photographer, to take pictures of the entrepreneurs at their places of business, with each receiving her photos on a CD for promotional purposes. Lucy also took part in a 'story development' seminar led by another WREN member whose background includes journalism work with New Hampshire Public Radio, as the former editor of a regional newspaper, and author of a book about early women mountain climbers. The seminar helped Lucy and the others craft their personal and business stories in a compelling format that can be used in a variety of marketing materials – in Lucy's case an 'About the Artisan' section of her website as well as other publicity venues. Lucy has also utilized a number of WREN opportunities in support of her business, including selling her jewelry through the organization's retail store, Ovation! As she prepared to put together her website, she turned to WREN's technology offerings. She notes, "I was a complete technology novice 3 months ago, but using WREN's photo shoot lab with a digital camera and lighting I was able to shoot the 75 pieces that are featured on my website. I also built my confidence and skills. There was quite a learning curve to this, but I am quite pleased with the results. WREN also trained me to use their Adobe Photoshop program to alter some of these images, so that they are quite striking. I had the photos blown up and plan to use them in my craft-show booth so that the public can see my work from a distance. I feel technologically empowered as a result of doing the leg-work of putting together and organizing my website."

Lucy has many loyal customers that look for her latest work, but don't want to wait until the next fair to see and possibly purchase her whimsical jewelry. Her *Women and Company*® *Microenterprise Boost Program* \$1000 cash equity award supported the development of her website, www.lucygoldenjewelry.com. While Lucy sells her work on a consignment basis through several stores; wholesale through several others; and at retail for craft fairs, the number 1 question she hears from her fair customers is, "Do you have a website?" Now she does. Lucy used her award money to hire another WREN member's web development business to create her site and to promote the site with search engines.

Lucy's CURRENT SITUATION

Lucy recently participated for her fourteenth year as an exhibitor at the New Hampshire League of Craftsmen's Sunapee Fair. She has just learned that two of her designs will be included in 'The King Arthur Flour Catalog Holiday Gift Guide'. One of Lucy's product line features whimsical earrings that capture the spirit of certain activities. For the King Arthur account, she designed 'Bakers' Secrets' with an earring set that includes a whisk and a rolling pin. 'What's Cooking' features a baker for each ear, one holding a whisk, the other a rolling pin. This new market opportunity, along with her new website, means that she can feel confident about her earnings growing

in the near future and beyond. She continues to blend her work and mothering. According to Lucy, "This year I had the opportunity to teach, on a volunteer basis, an art enrichment series of classes to 4th graders at Luke's school. Every one of the 21 kids in the class engaged in the project, and created beautiful and unique metal-worked necklaces. Part of the purpose of the series was to demonstrate to children that it is possible to make a living as an artist. I found that experience to be so personally enriching that I am considering developing a project that enables a small group of children to make things on a regular basis with the focus of selling them in a cooperative booth at local craft fairs."

While it is too soon to know the full impact of Lucy's award on her business – her website was just recently launched – her expectations are high. As a result of the award and the development of her website, she has been able to direct her craft fair customers to her online site to see and purchase her jewelry year-round. The site also serves as a marketing tool in directing potential wholesale accounts to her current product line. As Lucy notes, " In addition to increased sales, and a much wider market, utilization of the equity award has allowed me and required of me that I become more technologically savvy. I have already used this new ability, one which I never expected to possess, in order to present my business in a more effective way."