

# SUCCESS GAZETTE

STUDIO ONE ART GLASS

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Friends:  
Issue three of the Success Gazette is at hand. This is our 4th of July issue, as you can probably gather by the patriotic motif. My column this issue is a real flag waver in honor of the occasion.

The big news this issue is the insert page with our new offering of designs. Please keep this page with your Studio One catalog as your permanent record of the new designs for 1992. We thank you very much for your input on the surveys you filled out from issue one . . . your ideas on that survey are the inspiration for most of these new engraving designs.

Here at Studio One we are beginning the busy summer season. We have our two stores open in the Door peninsula and Charlevoix, MI. The Door County Peninsula is the finger of land that projects into Lake Michigan about 150 miles north of Milwaukee. Charlevoix is located across the lake from Door County on the Michigan side of the lake. These are two great destinations for summer activities and beautiful scenery. Come on up and see us if you are in the neighborhood.

We hope to see many of you in person at the AGSA show in Dallas. Stop by booths #425 & 427 and say hello. We should have some good show specials to offer.

*Kim P. Kostuch*

And so my fellow Americans, ask not what your country can do for you but what you can do for your country.

J.F.K.



## The Stained Glass Junction



This month's success story takes us to Gridley, California, an agricultural community located about an hour north of Sacramento, to visit with Susie and Frankye of **The Stained Glass Junction**. They both agree that there are probably busier and perhaps, better locations to have a stained glass business, but Gridley is their home. They are committed to making this business work, regardless of where they are located. When I was finished with the phone interview with them, my feeling was, "where do I start?" These two ladies were so enthusiastic about their business, and stained glass in general, that they almost overwhelmed me with information. It's no wonder that they have indeed made a success of **The Stained Glass Junction**.

You probably know of Susie and Frankye as authors of two popular stained glass design books currently on the market. They are **For Him**,

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published in 1990, and **For Her**, published in 1991. Look for their next book to be released in July 1992, called **Accents in Glass**. These books have given them a lot of satisfaction to create. They have benefited from the recognition and credibility with their customers as well.

**The Stained Glass Junction**, founded in 1983, is a retail stained glass store. They sell a full line of all the different manufacturer's glass. They feel that is essential to give their customer the best variety, and a reason to shop at the Junction. It was shocking for them to realize that the business drew customers from the ten surrounding counties. They teach classes at their location through an arrangement with the local community college. They are celebrating their 22nd semester with this mutually beneficial arrangement. Through word of mouth and reputation, they have created quite a demand for their classes. They can only take 15 students at a time and there are often too many applicants at registration. Susie comments that "Classes are more than just teaching

the basics of this craft. People like the personal attention that we indulge them with. Many of our students hold high stress jobs and they need something like stained glass to become completely immersed in to unwind".

About a quarter of their floor space is devoted to selling finished giftware. They realize that even in a small community you can create a demand for a quality product. They have the benefit of an influx of sportsmen at various times of the year, as Gridley is centered in an area of abundant wildlife. They have created, over the years, a strong following of retail gift buyers that seek them out first when they need a special gift for any occasion. I, of course, was beaming with pride as Susie and Frankye both touted the quality and saleability of the Studio One giftware in their store.

All of the successful business people that I talk to, seem to draw from the same pool of wisdom when I ask "What is your secret to success?" Frankye jumped right in to answer this without hesitation. She says, "People don't need stained glass, they have to want it. Therefore, we give them all our time and

attention when they are in our store. Education is the essential ingredient to make your customers dedicated and appreciative toward stained glass. And, of course, we are very picky about quality. Every piece that goes out of here, carries our reputation with it".

I had to ask how does a partnership survive, and in their case, flourish, in a business such as this? Their response cut deep to the essence of their convictions. "We are friends first, and **nothing** including this business, will ever come between our friendship".

"Is there any advice that you would give to someone just starting in this business?", I asked. The response didn't surprise me. "To be successful in anything, you must love what you are doing". Most of us, in this business, have no problem with that requirement. "We found that you can't do everything well. Find the area of this business, be it fusing, or commissions, or whatever, and be the best you can be at it. Don't try to do everything. Keep your standards and your quality high", is the final bit of advice. I couldn't have said it better myself.

Reminder. We are always on the lookout for ideas, comments, suggestions from you, that we can share with others in our newsletter. Feel free to call **1-800-321-0631** or drop us a line. We'd be glad to hear from you.

I have found out in later years that my family was very poor, but the glory of America is that we didn't know it.

**Dwight D. Eisenhower**, speaking of his childhood

