

Lily Tsay has always been a creative person, celebrating a successful career in interior design. In addition to creativity with design, her outlet and passion has always been to make jewelry. Over 20 years ago, Lily began to craft her own jewelry rather than buying something from a store. She was fascinated with figuring out how things work together and using her creativity to create jewelry that was simple, yet sleek. Rather than use "traditional" materials such as precious stones, she wanted to use unique objects and materials to create one-of-a-kind pieces.

In addition to creating jewelry for herself, Lily began to give pieces of her work as gifts. "I like creating things that people appreciate," she says. After several friends and family members requested handmade jewelry, Lily started to think about the possibility of selling her pieces in local stores. Upon losing her job in interior design, she began to craft even more. "Making jewelry was my therapy," she says. She took several pieces to local stores and made an agreement to sell on consignment. Once checks started coming in for Lily's sold items, she realized that

there was a market for her craft. She decided to expand her product line and sell at craft fairs, in addition to her consignment items in stores.

"When you're starting out on your own, it's easy to feel alone," says Lily. "At the WISE Women's Business Center, you're not alone—there are classes and networking opportunities to help you persist." Since pursuing her business officially for six months, she has made connections with four additional local stores in the Syracuse/Rochester area and is hoping to connect with potential vendors in east coast cities such as Boston, New York and Washington, DC over the next several years.

Glad to be an entrepreneur with flexibility in her work day, Lily is grateful to have additional time at home with her three teenage sons and occasionally gets to work with her husband, a ceramic artist, to create unique pieces of jewelry. "Though I'm in the early stages of being an entrepreneur, I am a firm believer that people should find what fulfills them and makes them happy," Lily notes.



*wise words
of wisdom...*

"It's important to be passionate
about what you're doing."
-Lily Tsay

PAGE DESIGN BY ISCA DESIGN STUDIO // PHOTO BY CINDY BELL PHOTOGRAPHY

WISE HAPPENINGS:

The Building Blocks For Starting a Business

March 4, 12:00 - 1:00PM
March 26, 5:30 - 7:00PM

Government Contracting for Women Entrepreneurs

March 12, 12:00 - 1:30PM

Accounting Insights for Start-up Entrepreneurs

March 18, 1:00 - 2:30PM

Meet the Entrepreneur Series: Jessica Sloma, Ultimate Arrival Transportation Services

March 20, 12:00 - 1:00PM

► Check out wiseconference.com/events
for a complete list of upcoming events!

A women's business center... run for women, by women.

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**