

After Jill Dickey spent two summers in college working in a framing shop in her hometown of Fayetteville, NY, she learned all about the business and really enjoyed the work. Before graduating with an art degree from Nazareth College in 1991, Jill met with a career counselor and realized that she wouldn't be able to find her perfect job – that eventually, she'd have to create it herself. Upon graduation, she returned home and joined the frame shop full time, where she continued to learn and master the business. After working several years in the frame shop, she opened her own custom framing and gift shop, The Rose Cottage.

Facing the economic downturn a few years back, Jill had a crucial decision to make. The Rose Cottage had outgrown the space that it occupied for 16 years, and it was getting harder to attract new customers being on a side street without visibility. She opted to take a leap of faith and move to a nearby location that was located on a main road, with great visibility to all street traffic. In addition, she sought out help from a business counselor at the

WISE Women's Business Center, as her business was starting to plateau. "The hardest call an entrepreneur has to make is the one where you ask for help," Jill remembers. Since the move and working with WISE, she's found the business growing and was also able to add a third component – an art gallery, along with teaching art classes one day per week.

Jill has focused her business on building personal relationships with all of her customers, getting to know their experiences and families over time, which helps her to custom select frames and pieces for their homes. "I love meeting people that come into the shop who want to share their milestones in life with me," says Jill. "I'm also starting to get second generation customers who are now starting families of their own."

"Finding strong and supportive mentors is important," Jill says. "And if you don't do something well (for me that was accounting), seek out help from someone who does."

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



*wise words
of wisdom...*

"Listen well to your customers, to your mentors, and to your instincts."

– Jill Dickey

WISE HAPPENINGS:

The Building Blocks for Starting a Business

Nov 4, 12:00 - 1:00PM
Nov 12, 5:30 - 7:00PM

Roundtable Discussion: Women in Creative Businesses

Nov 6, 12:00 - 1:00PM
Nov 20, 12:00 - 1:00PM

Meet the Entrepreneur Series

Nov 13, 12:00 - 1:00PM

SBA Food & Beverage Enterprise Event at NYS Fair

Nov 18, 8:30AM - 4:00PM

Accounting for Established Entrepreneurs

Nov 19, 1:00 - 2:30PM

► 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:**  