



Heidi Crowl

This month, we got to interview the President of [Simon Says Stamp](#), **Heidi Crowl**. We asked a few questions to learn more about her and take different intakes on crafting.

1. Tell us your story! What made you get into the crafting business and start your own stores?

A little bit about our store and my story can be found in a [video about Simon Says Stamp](#). I am a crafter who was looking to purchase more supplies. In order to afford more supplies, I started selling my used Stampin' Up! stamps. One of my first "unique" offerings was to buy eyelets, ribbons, buttons in every single color and then hand make and package assortment packs of each. I wanted the complete sets for myself and loved them so much, I sold off the extras to afford to have my own complete sets. People seemed to have named it "Full Set Syndrome". That's definitely me! I would have parties to earn "free stamps" and sold those on ebay so I could purchase more of the ones I wanted for myself.

2. We bet running a business keep you busy enough. Do you get to craft much? Do you set aside time to craft or just whenever you can?

I craft as much as possible. It's one of my most favorite things to do and luckily my kids really enjoy it too. We turned our dining room into a craft room and are in there as much as possible - if we've crafted in there alone or together 3 times in one week, it's been a very good week! My daughter is in preschool Monday through Thursday so I try to schedule my work so I'm

home alone with her Friday for us to do fun things together. Most often, that includes crafting. My 8 year old son loves to do science experiments. That often includes mixing paints and sprays and glues to create works of art. He has his own personal stash of Tim Holtz supplies and is gleeful when I return from a tradeshow loaded up with samples or bring home new Tim Holtz inks, crayons, markers, and most especially Idea-ology findings. I'm so very lucky that crafting is a big part of my work and MY family life.

3. What technique do you think would be a big hit this year in the crafting world?

I've been enjoying die cutting felt and using it to make cute Plush critters. They were a huge hit at Easter. Even my husband was at dinner with a group that included a lot of moms and he was showing them pictures of the plush because the moms were looking for ways to do less candy for Easter. It's fun to dabble outside of paper although paper crafting is my primary craft.

4. What is your favorite technique to use when crafting?

I tend to look to others for techniques. Tim Holtz features great techniques during his TimHoltz.com monthly series "12 Tags remix" and I really have fun playing along with those. It's exciting to have a direction, or place to start when crafting, and Tim's blog is the perfect inspiration. Probably one of my all time favorite techniques is to white or clear emboss an image and then watercolor it. So fun...and different results each time.

5. There are lots of crafters who want to be in touch with the trend. Do you have any tips for them on how they can and what to look for?

I think trend is doing what you really enjoy and experimenting with the latest products. I am an avid follower of Jennifer McGuire's blog and it's a ton of fun seeing what new techniques and cool products she has discovered. She has an eye for excellence and she is incredibly talented. In a way, I think she creates a lot of trends because so many people like to see what she's up to.

6. This is the question that everyone is wondering! How to you keep a balance of running a business, focusing on your family, and spending time for yourself?

Haha, ummm....when someone finds an answer to that, will they PLEASE let me know? Every single minute of every single day is a teeter totter of balancing. I fall off of the teeter-totter all of the time, but it sure is fun to keep trying! My biggest personal struggle is to balance diet and exercise and I stress out the most about that because if I'm not healthy then I know my family, my work, ME will all suffer.