



ELLEN HUTSON
PAPER CRAFT ESSENTIALS & MORE

Ellen Hutson

1145 – 12th Ave NW, Ste C5
Issaquah, WA 98027
www.ellenhutson.com

1. We would love to hear about your background story! What made you start a paper crafting business?

My intent was never to sell products, but rather to educate others – sharing how to use the many products that were available, along with the principles and elements of design and how they apply to paper crafting, was my dream. With a background in education and design, I felt this would be the perfect fit for the place I was in life.

The store came about due to the research I was doing as I tried to find or create products that would make paper crafting better, easier, and more fun. It was like a train on the tracks – it just keeps chugging along. As I hear of new companies, many who have been started by women, I want to support their efforts as they begin to fulfill their dreams. As I discover the talents of women (and men) who are in my life I want to support them in helping their visions become reality.

It has been an amazing ride and I have been blessed in so many ways as I have come to discover that there is more than one way to be creative. I do miss the creativity that goes into designing a card or a new shoe, but to be

given the gift of being creative in how a business is run is something I will never dismiss. Women can run a business, we can run one with heart – it is my goal to share that heart with as many as possible and bring joy into as many lives as imaginable.

2. How long have you been in the business and how many team members are there currently?

This venture started the summer of 2006 when a friend asked if I would be interested in selling her rubber stamps online. With no business or computer expertise whatsoever, and without too much pondering – which in hindsight was very naive, my reply was “I think I can do that,” and just set out to make it happen.

The single shelf in our laundry room is now an office and warehouse where we try to make a positive impact in our community, as well as create a place online that brings joy and creativity to those who follow us, purchase from us and design with us.

Our team is composed of many individuals – we have a core team here in our office/warehouse that I have the joy of working with each day. Depending on the day of the week we range between having 7 to 11 people here in the office, but there are also team members that help from afar who provide us with design work, videos and so much more. Customers make up the greatest part of our team – without them we would not be able to do what we do. We are so very grateful to all those who support us with their purchases, who share their projects with us on the various social media platforms, who send us treats, and who love on us with their comments. I am grateful for this opportunity and cannot begin to express my gratitude to the community that I have been blessed to be a part of!

3. Do you have a business motto or a mission statement you live by?

Quality Products, Fast

Ellen Hutson is passionate about providing our customers with a wide range of quality products, exceptional service and top-notch education and

inspiration for the products we carry. What brought you to Altenew and made you carry our products in your store?

What seems like a lifetime ago we here at Ellen Hutson sponsored Jen's Runway Inspired Challenge. As a person who loves fashion trends (although you couldn't know that by looking at me – LOL) I found these challenges so intriguing and wanted to help share that challenge with the world.

During that time frame I got to know Jen a little better and was so intrigued by her handwriting. When I approached her to see if she would be interested in designing stamps she let me in on a little secret... she was already doing so with her new partner Tasnim. She asked me if I would be interested in carrying their designs. The answer was, "Of course!!" Supporting other women in business is so important to me as an individual and now as a company. It was the beginning of a relationship that I am honored to be a part of today!

4. If you can choose, what is the biggest joy you have by running the business?

The people! To be surrounded each and every day by women and men who share their love with myself and others on our team, who share a passion for making a difference in others lives and who like to laugh... it doesn't get much better than that!

5. This is just for fun, please share your all-time favorite Altenew product with us!

My mom's flower garden is something that brought so much joy to our family. My daughters when they were little loved to run up and down the rows peeking from behind the blooms, sticking the blossoms behind their ears and in their hair. SO, I have to admit that I love all the stunning florals in the Altenew line, with the [United We Flourish Poppy Fields](#) set ranking at the top. I had requested pansies at the onset of our UWF set due to the large patch of pansies in mom and dad's garden, but when Altenew share that a pansy set was already in the works and the poppy became an alternate I could only smile and embrace it with enthusiasm because

poppies were the most prominent blooms in our garden. It was so easy and such a joy to work together with Altenew on this project – Poppy Fields will always be one of my favorite Altenew sets because of the meaning and relationship that brought it to life!