



My Craft Room

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Mycraftroom.com

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

I was in the wholesale travel industry for many years before my crafty life began. During that time, I had a little medical incident that caused me to stay at home on my back for a week. That's when I got hooked on Carol Duval and my life changed forever. I'd call my sister after the show and ask her to go get me whatever cool crafty toys I'd seen on the show that day. Most of the time, she couldn't find them anywhere.

The 2nd thing that stoked my crafting fire was a major remodel we did on our home. Naturally, when the remodel was done, so was our savings account. I learned to decorate my new space with inexpensive tricks I'd learned from watching Carol Duval.

When my travel career finally ended, I knew what I wanted to do. I wanted a shop that would stock all those amazing craft supplies that weren't available at any of the big box shops around me. That's when My Craft Room was born.

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

My Craft Room will be 15 years old on April 7th of this year. It was a brick and mortar shop for the first 13 years, but now it lives online and at lots of consumers' paper crafting shows around the country. I have basically moved my shop into my basement where I also teach classes. My team is mostly me but my husband, Phil, gets lots of vacation time from his regular day job so he travels with me most of the time and is my official cashier. I also have a dear friend in Delaware who helps me out whenever I'm (sort of) in her neighborhood.

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

Our motto is "Fresh Supplies and Inspiration". There are not a lot of manufacturers like Altenew whose products are consistently different than the competition. We make it a priority to find those that will be new and exciting to our customers, as well as to share new ways to use items they may already have.

4. What brought you to Altenew and made you carry our products in your store?

I follow a lot of blogs to find new products but I have to confess that a very wise customer actually told me about Altenew. It was love at first sight.

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

I love doing the shows and meeting customers in person. The very best part is demonstrating something they are unfamiliar with and seeing the excitement on their faces. Most often, this is stamping the floral sets from Altenew, especially Peony Bouquet. It's like magic. They are completely amazed at how beautiful it is.

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

Without a doubt, Peony Bouquet is my favorite. In part because it's just so beautiful every time you stamp it, but also because it brings so much joy to so many people.