

BizSnaps

A Snapshot look at local businesses



**Bay
Design**
Custom Jewelry



Keith Pearce
Master Goldsmith
Bay Design Custom Jewelers
1727 Newport Ave., Janesville
(608) 757-2071

Directions & Business Hours: Monday thru Friday, 10:00 - 6:00 p.m. and Saturday, 10:00 - 2:00 p.m. We are on the corner of Newport and Wood Lane by the Rock Theaters.

When was the business started? We started in 1991 and were strictly wholesale jewelry services. Then in 1998 we moved to our current location and opened our shop to the public.

Describe your products/services.

We are a full service jeweler that makes, designs, and repairs jewelry. We do all our work in our store. We also sell fine jewelry, gems, and diamonds.

How did you get interested and/or started in this business? We are rare in the fact that we make our own jewelry and can take a customer's idea and gems then make a new design from scratch in our shop. We can also repair jewelry. You can talk directly to the craftsman for any work you need to have done. We are one of the few shops that uses computer aided design, milling and ancient techniques of metal working. We believe that if we don't take care of the customer, someone else will.

What kind of training or background to you have? I have my certification in jewelry sales and service from Milwaukee Area Technical College, a Bachelor of Arts in fine metals (jewelry) and art history from UW-Whitewater. I completed an apprenticeship with two master craftsmen and hold certifications from the Gemological Institute of America in diamonds. I also continue my education in the industry to acquire the latest techniques and production methods.

What have you learned from this business?

Everything we do for the customers is based on trust.

What are your future plans for your business? We are continuing to grow and will be acquiring more high technology equipment to better serve our customers.

What or who has had the most influence in the way you do business?

I would have to say my mentors and the masters I studied with have had the most influence on me including Ken Corey, Brad Rakidgich and Bob Wexler.

Do you have a favorite saying that applies to your business?

Fear is the thief of dreams; don't live in fear.

What do you find most rewarding about his type of work?

It is like magic when you match the right person with the perfect piece of jewelry.

What type of customers use your products/services? Anyone who has or wants jewelry, whether they need a simple repair or want an elaborate custom piece made.

The Janesville
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