

# Meant to BEAD

## BizSnaps

A Snapshot look at local businesses

**Your Name:** Judith Oxley, owner

**Business Name:** Meant to Bead

**Address:** 1327 N. Wright Rd.

Stuitt 5B, Janesville

**Phone:** 608-758-9331

**Directions:** Across from Fagan Chevrolet, in the State Farm building.

**Business Hours:** M T W F: 10am to

5 pm; Thurs: 10am - 7 pm;

Sat 9:30 am - 4:30 pm

**When was the business started?**

Meant to Bead opened in May 2004, but I purchased the business Oct. 1, 2008.

**Describe your products / services.** We carry Czech and Japanese glass beads, Swarovski crystals, semi-precious natural stone beads, along with sterling silver, gold-filled and copper findings.

**What do you do, product, service or philosophy, which differentiates you from your competitors?** We are unique among small bead shops in that the majority of beads we offer can be purchased individually. If you only need two beads, you can purchase just two beads.

**How did you get interested and/or started in this business?** I worked for the previous owner, Penny Johnson, for about 3 years before she sold the business to me. I have been beading for more than 5 years. Owning my own bead shop has been a dream of mine for almost that long.

**What kind of training or background do you have?**

I have management experience in both the hotel industry and the banking industry.

**What have you learned from this business?** I'm still learning. Every day is a learning experience. Never stop learning new techniques and ways of doing.

**What are your future plans for your business?**

We will be offering open beading the second Thursday of every month from 5 pm to 7 pm. Beaders can bring their latest project and beads and use the studio free of charge to bead, socialize, or just relax with other beaders.

**What or who has had the most influence in the way you do business?** Keri Shank at the Dragonfly Yarn Shop next door is a great mentor!

**Do you have a favorite saying that applies to your business?** Beading is cheaper than therapy.

**What have been some of the challenges you've faced and how did you work them out?** Getting the word out that we are here. After 4 1/2 years I still hear, "I didn't know there was a bead shop in Janesville" almost every week.

**What do you find most rewarding about this type of work?** I love to teach and share new ideas with all of the incredibly artistic and talented people in the area. It's a great feeling to watch a new piece come together and see the artist's eyes light up with excitement.

**What type of customers use your products / services?** We have beaders from grade school age to retirement age - both male and female. Beading knows no bounds.

