



Amanda Jerome — for The Banner

Meghan Wellsbury recently launched Craft Happy with her sister. Since Craft Happy opened its doors at 61 Broadway in September 2014 the sisters have been selling upcycled craft supplies and some brand name products to Orangeville's crafters. Shelves filled with yarn, vintage mason jars, and other bits and bobs are a paradise to Pinterest devotees and artists alike.

New business is a Pinterest paradise

By Amanda Jerome
Special to The Banner

Meghan Wellsbury isn't sure how Craft Happy came to be, but she's thrilled that it did.

"I'm not really sure how we ended up in crafts other than we're both craft fanatics," the business owner says about Orangeville's newest craft shop.

Wellsbury and her sister, Alyssa Elstone, have had a few other independent business ventures in the past, including making candy bouquets, jams, and organic cookies, but none of them stuck. Finally, the duo thought up a business that solved a problem they both experience — how to get rid of leftover craft supplies without throwing them in a landfill?

"We both have a very short attention span when it comes to crafts," Wellsbury says. "I was a knitter for years and I had all the supplies and then I decided 'I'm not doing this any more' and I got rid of all my supplies. Then I decided I'm going to do something else and I buy all new supplies. We thought we can not be the only people who do this, we can not be the only people who have a room full of craft supplies we're not using, and you just don't want to throw it out."

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yarn, vintage mason jars, and other bits and bobs are a paradise to Pinterest devotees and artists alike. Although they've been embraced by the community and the supportive BIA, it's still challenging to be a new independent business in today's economy.

"The hardest part is praying that we can keep this going," Wellsbury says. "Rent is not cheap in this town. We've got great customers, people who just come in and support us so much, but it's making sure there's new product in the store, it's making sure we can do this for as long as we can and eventually bring in an income."

Wellsbury says Orangeville is a great place to be a business owner, but despite the supportive community, start-ups should have a plan in place to make sure they can survive their worst day.

"Plan it out. Figure out your worst day, if this is the only way you're going to bring money in, because at the end of the day it's all about bringing money in," she says. "You need to pay for the rent and put the lights on, or if you're doing it from home you need to be able to feed your family."

Wellsbury says she and Elstone are going to do their damnedest to make sure Craft Happy is around for a long time and she thinks their ability to cater to their customers' niche needs and the culture in the town will help them succeed.

"Our downtown is growing, and we've just got this awesome culture in this town where people want to try new things and we take pride in what we have," she says.



Elizabeth Walker CPA, CGA, CEO NewSource Funding Corporation

"It is a privilege to work with new and growing Canadian businesses in the essential area of corporate financing"

The majority of enterprises will require financing as they expand, to procure equipment, land and buildings, furniture and fixtures, leasehold improvements, working capital, inventory, accounts receivable, and project development.

Working with firms of all sizes, in all industries, **ELIZABETH WALKER** brings a broad and deep competence to the particular challenges that her clients are facing. The trusted financial network that she has built over the past two decades has the capability and expertise to meet the specialized financing needs of Owner-Operated businesses and Entrepreneurs.

ELIZABETH WALKER has a successful professional career as an "Accountant for Entrepreneurs", due in part to her ability to assist her many clients in the essential area of cash-flow and business financing. Her professional accounting and taxation background provide the knowledge and insight to identify a client's financing requirement, prepare the business plan and supplementary financial reports, locate the funding source and consult on the application process.

Of great interest and involvement to **ELIZABETH WALKER** are Divestitures, Mergers and Acquisitions, which is a term that describes the sale or purchase of a business. There is currently evolving an economic phenomenon, as many businesses that were started twenty or thirty years ago, are now poised to transition to the founders' adult children, or to an outside buyer.

In recognition of this unprecedented transfer of business ownership, leading financial firms have made funding available and set up lending programs to participate in these transactions.

Similarly, there is a growing market of investors seeking stable businesses to purchase.

"If it is a legitimate business opportunity and the economic model makes sense, then there is a high probability that financing can be located".

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