



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Ohio State University South Centers
Ohio State University Extension
Ohio Agricultural Research and Development Center

Small Business Development Network

1864 Shyville Road
Piketon, OH 45661

740-289-2071 x232 Phone
740-289-4591 Fax

<http://southcenters.osu.edu/small-business>

News Release

The art of business in the creative arts

Gallipolis, Ohio – Patricia Rawlinson, owner of Creative Arts Lifestyle, did not start out to be an artist. Patricia says, “I took a class with a friend and we wanted to make some money so we started doing some craft shows.” Rawlinson and her friend did well painting 1000’s of things and selling them. “It feels good when you paint something and someone wants to buy it.” She said, “I was hooked.”

“I got good enough that people were asking me to teach them. I started teaching class through Parks and Recreation in Oregon, where I lived at the time.” Patricia continues, “I noticed that people were having a hard time getting their supplies. So I started carrying all the supplies to class. Pretty soon, I rented a building that became a shop, where I was teaching classes and selling supplies.”



Patricia had designed her first original piece just before her move to Gallipolis, Ohio. She took her designed pieces to a trade show and gave them away as prizes. After her pieces were gone, people asked if they could buy the design. The experience shaped the focus of Patricia’s current business model of selling her company designs and the supplies to create those designs.

Patricia’s basic concept comprises her company creating a design for an object, Patricia recording a video to show how to paint the object, and customers buying the supplies to recreate the object themselves. Creative Arts Lifestyles takes orders and offers print-on-demand products.

Creative Arts Lifestyles has been in business in Gallipolis, Ohio for eight years. Three years ago, Patricia bought her current business location. Rawlinson says, “We’ve been very

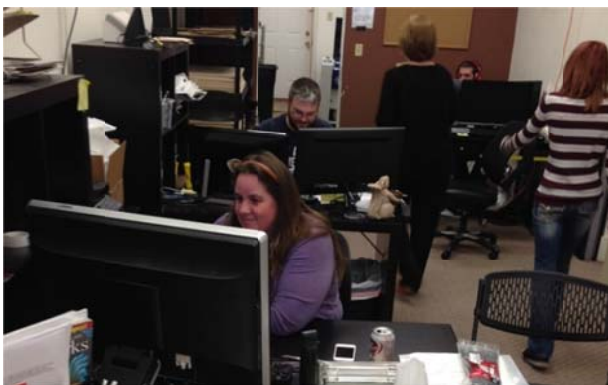
organically grown.” Patricia began her business on her own. Now, she employs a team of eight, and business is doing well.



Patricia began working with the Small Business Development Network and Manufacturing Extension Partnership teams at the Ohio State University South Centers to develop a detailed business plan with financial projections. “Business Specialist, Patrick Dengel, and Director, Ryan Mapes with the Small Business Development Center assisted with developing a business plan.” Rawlinson continues, “Not only did they help with the business plan, but the team offers expert eyes to see and question processes. They stir the pot by offering a suggestion to increase production efficiency,” she said. During one of the meetings, a suggestion about Patricia’s potential to manufacture her own products came up. Patricia explained that the idea was considered in her 5-year strategy, along with a larger facility to house large manufacturing equipment, but she had no immediate plans to manufacture. The OSU South Centers team began calculating financial projections for using a smaller machine, and the numbers worked. “The team led us to a local grant opportunity, which we successfully accessed. We now have two laser machines and can manufacture our own bits and stencil while keeping the inventory in house,” she said.

“Meagan Barnes, the Business Development Network Leader, has been amazing. She spent a lot of time talking to us about the flow of organization and hiring principals. She is helping us develop job descriptions for each position,” relates Rawlinson. “We’ve had people from the team come in and talk to us about all areas of business.”

Continuing, Rawlinson’s says, “Mike Rowe, Manufacturing Program Specialist with the Manufacturing Extension Partnership, recently visited and prepared a value stream with us. We



sat for a morning and examined the current process of how we ship packages to begin creating a more efficient process. We will be streamlining our shipping even more with the assistance of technology. We have plans to use the value stream method to make our manufacturing more efficient also.”

Patricia highlights, “It’s the connection to the team that is very beneficial...to be able to call someone. If someone on the team doesn’t know the answer they know someone that does. That’s the magic of the team. They also help you see an idea as attainable. They aren’t

doing it for you, but they help you believe that it's just a step. If you can see it as a step verses this big thing, it's easier.”

For more information regarding no-cost confidential business counseling from Ohio State University South Centers Small Business Development Center or Manufacturing Extension Partnership, contact Joy Bauman at 740-289-2071 x111 or email bauman.67@osu.edu.

#