

2010 Celebrating SOUTH SHORE women



Successful South Shore
business women pave the
way for the future.



In the following pages you will learn about the variety of businesses & services driven by women. Whether they work with their families, have set off on their own, created something from a seed of an idea or taken over a long family tradition, the women in these businesses have led their companies to great success.

As successful business women, these leaders are paving the way for future women-owned companies. Their entrepreneurial spirit has flourished in the creative environment of the South Shore.

Whether you need to relax, remodel, decorate, invest,
retire or raise happy healthy children,
these businesses are great resources for you!



Photo by Alyssa Fortin

Susana Tavera Hasting
ALPACA SURI

Susana Tavera Hasting, owner of Alpaca Suri, enjoyed a long career in the corporate world before taking on the world of small business. Susana thought she would always work in corporations until a friend suggested she bring the alpaca products she loved from Peru and make them available on the South Shore. Susana thought it was a great idea and before she knew it she had secured retail space, gone to Peru for Alpaca products and opened her store. She was able to do all this in just 54 days!

"People love the quality!" Susana says with passion. "Alpaca, especially the quality alpaca known as Royal Alpaca, is softer and of higher quality than cashmere. I have clients who have owned alpaca sweaters for years and they still look brand new." Susana's goal is to always have the finest quality alpaca, which is one of the best fibers in the world. "I always search for the best quality and providers who know the fashions for the most demanding markets in the world," continues Susana.

Susana's experience in human resources in her corporate career taught her that one of the most valuable things she could bring to her own business was customer service. "Everyone who comes in here feels at home and that is what I strive for," says Susana. "I have found my niche with the high quality alpaca products but I know that my customers come back and recommend me to their friends because of the warm, comfortable feeling our store has."

Susana has been so busy in her seven years in business that she barely has had time to consider what has made her successful. One piece is certainly the high quality product that customers love but it is also Susana's deep belief that it is important to inspire others; whether it is educating her customers about alpaca, how to run a successful small business, or sharing her experiences of helping the people of Peru, Susana is inspired and moved to work for her customers, the South Shore community and the world-wide community.



28 South Street, Hingham
781.740.4599 • www.alpaca-suri.com



Amy Martin
AMY MARTIN LANDSCAPE DESIGN

Amy Martin, owner of Amy Martin Landscape Design Studio, chose to leave her career as a psycho-therapist and pursue landscape design. Her studies in Horticulture and Art complemented her training at the Landscape Design Institute at Harvard and set her apart as a highly creative designer.

An initial client interview will take an hour and a half. "I sit down with a new client and we talk about their visions, lifestyle, and favorite artists. I ask them how they currently use their yards and how they would like to use them in the future. A priority for me is to look out the windows of their home to see the yard the way they do. I want to be sure that the landscape design flows easily from indoors to outdoors and complements the architecture of the house."

Sometimes clients are not sure what style or plantings may appeal to them so Amy has compiled a large image library; a collection of photos and pictures of various gardens. Armed with sticky notes the client can indicate what they like. "This has become an invaluable tool," says Amy. "It can be hard for a client to verbalize their likes and dislikes but a picture can really help guide the design process."

While Amy conducts all the client interviews and creates the master plans she works with a trusted team of subcontractors to do the installation. "I want to ensure the project is done to my client's specifications and is true to the finalized master plan," says Amy.

"I strive to create gardens of extraordinary beauty, practicality and sustainability," says Amy. "I work closely with my clients to create a beautiful outdoor space that reflects their true style while being sensitive to the environment."



759 CJC Highway #278, Cohasset
617.835.6609 • www.amymartinlandscape.com



Cynthia MacNeil-Keefe

ARONA HAIR DESIGN

Seven years ago, Cynthia MacNeil-Keefe saw a “for sale” sign on a local salon and knew that this was the opportunity to realize her dreams. At that time, Cindy was a top educator for stylists and she was working at a much larger salon in Braintree. Cindy knew that her knowledge, skill and vision for a great salon were within reach. She took the plunge and now, seven years later owns a thriving business with 10 employees including an aesthetician. Cindy has been a hairdresser for 30 years.

“My goal was to work in a salon where the women really supported each other. We are like family and really enjoy working together,” Cindy says proudly.

“Our focus is hair and hair coloring is a primary part of our business,” states Cindy. Having been a trainer in the salon business Cindy knows how important training is for her staff and she makes this a priority for her employees. The training the stylists receive helps to create the professional atmosphere at the salon. “We are also proud of the comfortable, welcoming atmosphere that we have created in our salon,” says Cindy. “Our clients really enjoy coming to the salon and relaxing, which was my goal!”

Cindy started playing with hair styles as a child and her passion for hair styling continued through school. “I graduated from hair dressing school the same time I earned my high school diploma,” states Cindy, “it has always been a part of me.”

Cindy feels strongly that it is our responsibility to show support to the local community in every way we can. Being a breast cancer survivor herself, she and her salon team always look for opportunities to give back. “We continuously make donations to the many worthy causes in our community. Our fundraiser to benefit the opening of the South Shore Cancer Center brought out so many people to help. It’s just amazing to see so many people came together to benefit the cause.”

Whether we are working peacefully together in the salon or working together to support the greater community, Cindy has realized her dream of women working together and truly enjoying each other’s company.



1721A Washington Street, Braintree
781.848.3236 • www.aronasalon.com



Judith DiGravio & Gail Driscoll

BELLA DERMA

Five years ago, Registered Nurses Judith DiGravio and Gail Driscoll ventured out on their own to open Bella Derma Aesthetics, LLC. Driven to succeed, and with the passion to make a difference in the aesthetic world with a medical theme they sought out the newest and best technology to offer their clients. Their 30 years combined experience in Dermatology, Internal Medicine and Women’s Health is an asset to their focus of promoting healthy skin, reversing the signs of aging and correcting problematic skin.

Focusing on customization, each client is offered a complimentary skin or laser analysis with expert advice on the care and health of their skin. Bella Derma’s state of the art technology features the Candela Lasers for hair removal, skin tightening, wrinkle reduction, facial vein removal and age spots. Ionithermie® Body Shape detoxifies tones and sculpts the body with immediate results. The most requested service The Bio-Ultimate Non Surgical Face Lift® is exclusive to the South Shore and effectively erases the signs of aging.

Bella Derma Aesthetics, LLC has been voted Best of The South Shore in South Shore Living Magazine 2008 & 2009 and Best of Braintree 2008 & 2009 for Facials and Skin Care as well as Best of Braintree 2009 for Laser Hair Removal. Their focus on medical grade facials utilizing SkinCeuticals® and Environ® products consistently exceeds their clients’ expectations.

Judith and Gail acknowledge their loyal customer base that continually offer support and inspiration and are true believers that “How old you are is your business...How old you look is ours!”™



501 John Mahar Highway, Braintree
781.535.6886 • www.belladermaskinclinic.com



Beverly Rivkind, Allied Member ASID, Member IFDA

BEVERLY RIVKIND INTERIOR DESIGN

Beverly Rivkind Interior Design is an award winning full-service design firm that has specialized in residential projects throughout New England and New York for over 25 years. "While much of my work involves selecting furniture, colors, and designing draperies, I particularly enjoy working with clients on new home construction and renovations where I am called upon to review plans, collaborate with architects and contractors, and advise clients on the selection of fixtures and finish materials."

Beverly has recently been honored by her peers by receiving IFDA's 2009 annual Designer Showcase and Recognition Award for Best Living room. Her work has been featured in several national magazines, design-related websites, and one of her rooms appears on the cover of a design book entitled "The Organized Home by Randall Koll & Casey Ellis."

When asked how she got into this business Beverly remarks, "The business chose me!" While working in another art-related field, Beverly was often asked by friends and relatives for advice on designing and furnishing their homes. She soon found that she had a following and began charging a fee for her time. Beverly's BFA in Fine Arts and training in color and design, drawing and art history prepared her well for this career.

Beverly's approach to working with a client is a collaborative one. Beverly listens to her clients and encourages them to be part of the design process. "I can see the finished room in my mind's eye, and I do what is needed to help my clients see that vision too." says Beverly. The end result is a room that suits their needs and expresses their style.

Many of Beverly's clients return to her again and again. "My clients will call me when their homes need updating or they are planning an expansion or perhaps have bought a second home. "This repeat business is the highest form of validation for a designer," remarks Beverly.



3 Leonard Lane, Norwell

781.826.4704 • www.beverlyrivkindinteriordesign.com



Kristin Henaghan and Julie Ryan

CLASSIC TILE & STONE

Walking into Classic Tile and Stone is a like walking into a gallery. "That was our vision," says Kristin, co-owner with her sister Julie. Having worked in the tile and stone business for many years, when it came time to open their own store Kristin and Julie knew exactly what they wanted. "We wanted clients to come into our showroom and not only feel welcomed but also get a great sense of our product and what we do," says Kristin. Our products cover everything from interior floors & walls to exterior pools & patios.

"Clients don't always have a plan or idea of what they want. They come to us looking for assistance in pulling their spaces together. We can work from rough measurements supplied by clients to formal blueprints from their architects. We also offer in house consultations as part of our service," says Kristin. Kristin and Julie work with all budget levels while offering expert design advice and ensuring their customers that their projects will be unique. "No two projects are alike," says Kristin. "In this economy it is most important that we work within our client's budgets yet figure out how to give them the custom look everyone looks for. It is all about knowing how to combine products so that each and every job looks like a splurge" adds Julie.

The end result is that clients get a look tailored for their needs without a huge price tag. "Having to make tile & stone selections can be an overwhelming process. Our job is to simplify and make it easy for our clients," says Julie. Julie and Kristin have inspired confidence in their clients and are often given "free rein" with projects. "We love that," comments Julie, "it really allows us to be creative."

Kristin and Julie enjoy working with each other but they also work with a variety of designers and contractors in the area. "Our clients, whether they are designers, contractors or homeowners love that they can get a great selection of tile, stone and glass as well as personalized service and product expertise all at an extremely competitive price" says Kristin proudly.

"We really have a passion for what we do. Our goal is and has always been to create long term relationships. We are honored to be part of creating the beautiful homes of our clients'. We don't opt for the ordinary which makes our job fun and makes our clients happy. They love the end result." says Julie emphatically.



9 Whiting Street, Route 53, Hingham

781.741.5230 • www.classictile-stone.com



Claudine M. Reid, Executive Director

CREATING MARKETING RESULTS, LLC

"We have grown this year!" states Claudine, Managing Director of Creating Marketing Results, LLC excitedly. With the launch of their new service "CMR Connect", marketing your company has been made more affordable. CMR Connect allows businesses to tap into a variety of marketing resources and is designed in a tiered format tailored to different budgets. "This along with our innovative, out-of-the box planning and strategies has really helped us grow as an agency," says Claudine.

CMR is a full service agency providing clients with customized marketing initiatives that can include advertising, public relations, community outreach, design services, web design, branding and events.

With their downtown Plymouth location and community presence, CMR has affirmed their mission that 'We are here for our clients'.' In this economy, more than ever, organizations are seeking alternatives to business development--to maintain and to grow their profits. "We work hard to meet our client's budgets, but even more importantly to positively impact their bottom line; maximizing their marketing dollars. That approach has been instrumental in our clients' successes and our success."

Claudine is the mother of two children, ages nine and seven. "Managing the demands of owning and operating my own growing business; while being attentive to the children's needs at home and school, can be a challenge at times. They know their Mom is a working Mom . . . and they understand the importance of hard work. Things they say reflect their grasp for great marketing tips. . . it's fun seeing their interpretation and insight."

CMR is proud to be celebrating their fifth year in business this year. "With a bursting client base and amazing staff, we have the recipe for success in helping clients achieve their marketing goals in 2010 and beyond!" says Claudine.



Creating Marketing Results, LLC., Plymouth
508.224.4044 • www.creatingmarketingresults.com



Joy Smith, Owner/Buyer, Customer Service Specialists
Pamela Palmer, Donna Kiander and Megan Broderick

FLEMINGS

"The key to our success," says Joy Smith, owner of Flemings of Cohasset, Inc., "is our unique approach to customer service through consistency and responsiveness." Flemings has been in business since 1931 and specializes in both interior and exterior decorative light fixtures for every room in the house. "Our dedicated and hard working staff makes all the difference when it comes to serving our customer," reflects Joy.

Fleming's has a wide range of lighting fixtures and the staff is there to offer help and suggestions throughout the purchasing process. The design consultants at Flemings guide the customer from start to finish whether they are planning a big or small project. Flemings also offers restoration, re-plating and lamp repair. In addition they display a nice selection of accent tables, mirrors, small rugs, decorative pillows and warm throws. Giftware can also be found in the store and includes a great collection of Mariposa, Dedham and Shard Pottery tableware as well as the work of many local artisans.

"As a woman, I can relate directly to the practical issues involved in kitchens and baths to help ensure that my clients' needs for lighting these spaces are properly addressed," says Joy. "As a woman in business I know what women need and want as they manage a home, family and job and I try to bring those insights into the total Fleming's shopping experience," adds Joy.

This unique approach to customer service has created a high number of repeat customers and referrals that Joy is extremely proud of. "We have a strong, positive relationship with our customers," says Joy. "When a lighting project is complete we find photographing the beautiful results a very rewarding experience for both the customer and for Flemings'."

Flemings offers an extensive selection of light fixtures, lamps and lampshades that are displayed in a charming setting of occasional tables, mirrors, pillows, and other decorative items that have been chosen to enhance the light fixtures. When you visit Flemings you will be greeted and welcomed into their store and offered a unique brand of customer service that will ensure satisfaction with your lighting choices.



24 Elm Street, Cohasset Village
781.383.0684 • www.flemingslighting.com



Tiffany Timmers

FORBICI HAIR SALON

Tiffany Timmers is a very driven creative entrepreneur who is proving herself in the salon and spa industry. Being a single mom and raising two children on her own, there is a real desire to be successful. Owning her own business has given her the opportunity to do so. "There is nothing special about my background other than I have worked hard and I have big dreams" says Tiffany.

Forbici Salon has a humble beginning. Forbici, meaning scissors in Italian comes from her Italian heritage. With over 10 years experience in the cosmetology field, Tiffany decided to open a very quaint salon in Pembroke center, which she says "we grew out of." With a desire to expand she moved the salon to Norwell a year ago in February. "This was definitely a move in the right direction" says Tiffany, "we saw increased growth right away"

"My staff is my greatest asset" says Tiffany. "Our stylists/therapists are friendly, professional, and they strive to please their clients and you will always be greeted by a friendly face when you walk in the door". Her salon manager, Daria "is the best ever" Tiffany says, adding that "she couldn't have done any of it without her support." "We pride ourselves on having an intimate one on one atmosphere where each client is treated like an individual and with great respect.

Forbici is a full service hair salon also offering skincare and massage services. "I have a woman on staff, Broyer, who has an extensive background in wigs and solutions for thinning hair and is willing to accommodate any client during hours when the salon is closed for a private setting"

To close, Tiffany is working on her next big venture, "Dragonflies and Daises" Children's Boutique...Coming Soon!!



6 Grove Street, Norwell
781.878.8488 • www.forbicisalon-spa.com



Laura Fisher

GETTIGEAR

GettiGear opened its doors in April 2009 in Hingham with a refreshing breadth of lines of active wear and accessories for women of all ages and sizes. They carry lines from both local and international designers. "I seek as many local and unique designers as I can and products that are functional, fashionable and sustainable. The bamboo clothing GettiGear carries is some of the softest material around and my customers are thrilled with the idea we carry it, along with other items made from renewable resources."

Owner Laura Fisher established GettiGear on the premise: if women feel comfortable and good about how they look in their exercise clothing, it helps motivate them to maintain their healthy lifestyles. "Our active wear is so versatile. I find that our clients can easily go from exercise to out-and-about in a large percentage of the lines we carry."

Golfing attire is one area that Laura has focused on. "I found that all the golfing clothes available to women in the area had a club logo on it. That's fine, but sometimes a woman likes to have a great golfing outfit that doesn't emphasize where they golf."

GettiGear stocks an array of items that are great gifts or personal indulgences such as the SPIbelt, a streamlined fanny pack; beautiful yoga mat bags made with fabric from Japan; tasteful, unique golf club and tennis covers; and accessories made from colorful, recycled rice bags. They also carry good quality socks, a line of no-show underwear, yoga and pilates mats, therapeutic foam rollers, and Trigger Point Therapy kits.

GettiGear also offers weekly yoga and pilates classes, special wellness-oriented events, and private parties. "I'm inspired by my customers daily and thrilled to offer clothing, accessories and programs that promote a healthy lifestyle for the women of the South Shore."



24 North Street, Hingham
339.200.9220 • www.gettigear.com



Patty Sousa, Karen Libby-Decosta, Stefanie Govoni
Jessica McCarthy, Daneille Ellis-owner, Amy Jackson-owner, Megan Taylor

GORGEOUS STYLES

At Gorgeous Styles Etc, Amy and Danielle have created a colorful, fun and relaxing environment in which to offer their clients a full service beauty experience. With over 40 years of combined experience in the hair industry their focus is on education for the stylist and clients. Education builds success!

Gorgeous Styles Etc. opened two years ago on April 1st, "Our business has surpassed our expectations this past year." As their salon grows their clients have benefited from Danielle and Amy's drive to be THE experts in hair color. Already a Redken salon, they are thrilled to have introduced the Minardi luxury hair care line. They spent time training with Beth Minardi and just returned from a weekend in New York for a color class in her salon! "With 90% of our clients having some type of color treatment we felt it was very important to carry the best products to support their color," Along with having the superior products, Amy and Danielle also focus on being sure that their staff is educated in the newest color and cutting techniques.

"We started with just the two of us and became a very busy salon of eight. It was important to us that we owned a salon where every employee would be treated fairly and equally. We felt that if the women working in the salon were happy then our clients would be happy too. Amy and Danielle have successfully created a salon where the staff works hand-and-hand. We want to inspire our co-workers and we let them know we appreciate them all the time. We are a very creative & accomplished team of stylists.

We like to think our clients feel at home here, we have regular open houses & events where clients and other salons, can come and learn more about what we do and feel a bit pampered too. Most of all we strive to provide our clients with the highest quality services and products possible.



247 Washington Street, Weymouth
781.331.8400 • www.gorgeousstylesetc.com



Nancy Levanchy

JOYE

Nancy Levanchy, owner of joye, always knew that she wanted to own her own shop and two years ago that dream became a reality. When the opportunity arose to open her own store Nancy felt confident that she had the management and buying know-how to open her doors. Initially the store was to focus on a more home décor theme but as the customers shopped Nancy soon learned that what her clients really bought more were the fun, feminine accessories. "It's been called a girly wonderland," says Nancy. "I have a nice, well-priced selection of jewelry, handbags and scarves. The store is decorated in happy, colorful tones and my customers really seem to enjoy the atmosphere and selection," Nancy continues proudly.

"One of the greatest joys of the evolution of my store is the number of local artists and craftspeople that I have met and I have been able to add their items to my shelves. As a result I have a nice mix of gifts that I have found at the gift shows as well as local items that cannot be found anywhere else," comments Nancy. "joye has become a place where local artists can showcase their creativity and talents."

The name of the store came from Nancy's love of the word "joy". Contemplating just the right name for her store she fiddled around with a lot of ideas but kept coming back to "joy". When a friend suggested that she add an "e" to the end Nancy knew she had the perfect name.

The store is a very welcoming place with a back window that offers a beautiful view of the harbor. This atmosphere coupled with the whimsical and "girly" fun items has made joye a fun place to shop and Nancy's dream come true. "I am the happiest I've ever been," says Nancy.



196 Front Street, Scituate
781.545.7273 • www.joyegifts.com



Melissa King McNamara, June King, Victoria & Valerie King
KING JEWELERS, INC.

Melissa McNamara represents the fourth generation to bring her style to King Jewelers, the family's business since 1921. A well respected independent store in the community, Kings has provided customers with the finest jewelry, gemstones and giftware for decades.

Focusing on the company's marketing and business development, Melissa contributes a fresh, young insight to the store renowned for innovative designs, classic pieces and unmatched customer service. "We offer a wonderful assortment of jewelry as well as repair services, appraisal clinics, custom design and a reliable program for buying gold," said Melissa.

"We have such a well established relationship in the region our store is a destination for anyone wishing to purchase jewelry or partake in any of our services or events. Generations of customers have depended on generations of my family for various jewelry needs. It's rewarding to know we have their trust and that visiting our store frequently is a pleasing experience for everyone."

Melissa is honored to be working with her grandmother, mother and aunt. "These three strong women have inspired me to carry on the legacy of our family's store. Watching and learning from them, has really shown me how much they care about this profession and our customers."

It did not take long for Melissa's influence to appear in the store. She is excited about the newest line of jewelry to be featured there. "Kum-Kum (Koom-Koom) is affordable sterling silver jewelry with semi precious stones from Sweden. It is fashionable and distinct. Our clients really love it."

Currently, Melissa is coordinating the company's annual Daffodil Days event to benefit the American Cancer Society to be held in the store March 25th. "We will be featuring Kum-Kum's new spring line during that time," she said.

In addition to being a working mother, Melissa is studying gemology and will soon be a Graduate Gemologist.

Melissa and her family are proud of the business' accomplishments and place within the community. She said, "My family has created a special company. I plan to continue that with passion and integrity. I know I have big shoes to fill!"



812 Route 3A, Cohasset
 781.383.1755 • www.KingJewelersInc.com



Mercedes B. Aza
**KITCHEN CONCEPTS
 & ROOMSCAPES**

Mercedes is Vice President and Director of Marketing of Kitchen Concepts, Inc. The company was originally founded in 1977 by Cameron Snyder, as a kitchen and bath specialist firm, serving primarily the South Shore community from their Norwell showroom. Cam & Mercedes started a second company, Roomscapes, Inc. in 1998, in order to serve the needs of those clients who wanted to use the same design expertise and quality cabinetry in other rooms of the house, or who needed full remodeling services. Today, the synergy of both companies has created the Roomscapes Luxury Design Center, a design-build firm engaged in residential space planning for any room in the house. The recently opened 10,000 square-foot showroom in Rockland just received the PRISM Gold Award for Best Showroom in the Greater Boston area and it is truly a showcase of design ideas and the most innovative materials for homeowners and residential design professionals.

Educated both in Europe and the United States, Mercedes' valuable insights are drawn not only from an impressive educational background but also from her entrepreneurial spirit and active involvement in the business arena. Whether working as corporate lawyer, financial advisor or a marketing specialist, Mercedes has been recognized for her skills on analytical research, strategic marketing planning and business management. As an independent marketing consultant, Mercedes is the author of the book "How to Be a Smart Marketer", and some of her work has been published in various trade magazines. She has also developed thriving business seminars and is also currently teaching at the Boston Architecture College.



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 781.871.2400 • www.KitchenConceptsInc.com



Gail P. Otis, Esq.

OTIS & ASSOCIATES, P.C.

When asked how law became an interest for Attorney Gail Otis of Otis & Associates, P.C., she comments that she has been fascinated by law since watching Perry Mason as a child. Her personal experiences led her to specialize in family law. "I wanted to help people get through hard times in their divorces," says Attorney Otis.

Otis gained exposure to family law through the cooperative program at Northeastern University Law School, when she interned with a judge in the Probate & Family Court. "Families are complicated and every case is different," reflects Otis. "I particularly enjoy appointments as 'next friend' or guardian ad litem, where I investigate issues related to child custody or the elderly." These cases involve working with families, getting to know the people involved and doing investigative work that can be utilized by the parties to facilitate a settlement, or is presented to the court for a decision. "I find this work to be very rewarding, and I am proud to assist the court with these difficult but important matters," says Otis.

Otis's goal in her law practice is to guide her clients through the legal process and toward a better future by assisting them with reasonable settlements, or litigating their case for the result they seek. "I will not make promises for results that are unlikely to occur, nor sugarcoat a situation," says Otis emphatically. "It is important to me that people understand their situation clearly, listen to all the possible choices and outcomes, and further understand that no one can guarantee what the judge's decision will be. I do not want to mislead a client." Otis has practiced family law for 12 years, both in Boston and Hingham. She has been rated positively by her peers, one of whom said of her, "Attorney Otis is a very reasonable and cooperative attorney. Willing to negotiate, but zealously litigates when necessary."



OTIS & ASSOCIATES, P.C.
ATTORNEYS AT LAW

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Dawn Williams & Judy Whalen

ROOMSCAPES LUXURY DESIGN CENTER

At Roomscapes Luxury Design Center we take pride in our personalized approach to residential design and remodeling services. We have all the products needed to fit any budget and lifestyle for any room of your home: from entire kitchens, baths, game or media rooms to the simple built-in shelves you may need for your family room or bedroom. Our team is excited at winning the prestigious PRISM Gold Award for Best Showroom in the Greater Boston area. It truly is a magnificent 10,000 square-foot "Show House style" showroom, featuring the most innovative materials and ideas in the residential design market.

Dawn and Judy are part of a dedicated team of 20 designers, craftsmen and professionals offering superior customer service and careful attention to every detail from design concept to final installation. They both agree that one of the advantages of working with Roomscapes is the team approach and support the clients receive.

"Dawn is a dynamic designer who truly loves helping clients achieve their personal vision of their space", says Roomscapes' owner, Cameron Snyder. With over 18 years experience in the use of color and décor, and the ability to coordinate multiple vendors, Dawn is an incredible asset for any client who needs remodeling and full design solutions.

Judy, with over 14 years experience in the industry, is known for her multi-dimensional approach, knowledge of unique materials and most innovative design solutions. Along with Glenn Meader, she is currently working with all clients moving into the Residences at Black Rock in Hingham, and clients continuously praised her artistic flair and exquisite taste.

Their work has been featured in HGTV, various Show Houses and a variety of design magazines.



- Home of Kitchen Concepts -

40 Reservoir Park Drive, Rockland
781.616.6400 • www.RoomscapesInc.com



Claire DiTommaso
SHUTTER-UP

Twenty-five years ago, after going through major changes in her life, Claire DiTommaso opened Shutter-Up. While teaching Interior Decorating (as a home-economics teacher), Claire came upon fabric insert shutters that were popular in California and began to create her own fabric insert shutters. Showing her friends and colleagues what she was doing created a demand, and before she knew it Claire was in business. While fabric insert shutters were popular Claire realized quickly that she needed to broaden her offering of window treatment products. As a result she expanded into louvered shutters (including the popular Plantation Shutter) and picked up the Hunter Douglas line of window treatments.

All along the growth process Claire has kept to one tried and true priority; “do what you do well and don’t spread yourself too thin.” “It is important to me that I am involved in all our projects. I do all the consulting myself. I want to be responsible for my work and my reputation.” says Claire. She works with an expert installer to execute on her client’s vision. “I have learned that hanging a shutter properly is the key to success with this product; not all windows are square and it is vital that your installer knows how to work with the subtleties of each window. Anyone can sell a shutter, but not everyone can properly install one.” states Claire.

“I work with each client very closely. I learn about their lifestyles and discuss function vs. esthetics,” says Claire. This special attention she gives her clients has paid off in many ways and most importantly through numerous referrals and repeat customers.

And while the company name may indicate only shutter work, in fact, Shutter-Up offers a wide range of products including custom drapes & cornices, slipcovers, re-upholstering, bed coverings and interior appointments. Shutter-Up truly is a full service window treatment company.



776 Plain Street, in Joseph’s Hardware, Marshfield
781.834.7236



Deirdre Kehoe
SIMPLY SKIN WITH DEIRDRE

Deirdre Kehoe, owner of Simply Skin with Deirdre, relishes the independence of owning her own skin care salon. “I understand healthy skin and how environments, foods and bad habits affect skin.” Deirdre says. “It’s important to me that I educate clients and encourage them to take care of, what I consider is, their greatest asset.”

After receiving her training at Elizabeth Grady, Deirdre worked locally in esthetics for 10 years before opening Simply Skin, July of 2008 in Norwell. Deirdre’s variety of experience in business gives her an edge. “I have worked in larger salons, advertising agencies and in the natural foods industry. Each job contributed to where I am today,” Deirdre says proudly. Her belief in “you reap what you sow” has become a steadfast principle she applies to her own work, and she recommends her clients do the same with their own skin care regimen.

“I believe that you have to know your clients personally and approach them in the style they are most comfortable,” Deirdre explains. “You have to stand behind your work. I would like my clients to feel I am there for them, it’s that little something extra.” Each treatment and product selected results from her comprehensive awareness of her clients’ needs. The environment of trust and honesty Deirdre creates at Simply Skin reflects this personal approach. “This is what I love to do and where I want to be,” Deirdre continues. “I am passionate about skin care and how it can make a client’s day a little better.”

Simply Skin offers a selection of skin care products, custom facials, microdermabrasion, expert brow shaping, make up application and instruction. “I value my clients, and whether they refer a friend or are just confident with their skin...that is the best feeling!”



124 Washington Street, Suite 6 • Norwell
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Sue Carchidi

THE STYLE CLINIC

Looking for a breath of fresh air in the wardrobe department? Then look no further... help has arrived - in the form of Sue Carchidi, owner of The Style Clinic.

"The Style Clinic customizes wardrobes to a woman's body, budget, and lifestyle," says Carchidi, who has been in business for just one year. In that time, her company has exceeded all her expectations.

Carchidi's inspiration & style sense came from her exposure to international fashion as a Dana Hall student; from her mother; and from Betsy Jenney, her long-time employer and friend who taught her valuable lessons in style.

"Getting the right clothing proportions is the key to style success," Carchidi stresses. As a matter of fact, it's true that the number one fashion mistake women make is confusing fit with size. When meeting with new clients, Sue will discuss with them the importance of the right fit in order to help them become comfortable and confident in wearing their clothing well.

Carchidi spends about an hour and a half during the initial consultation. "All women are different, and their lifestyles vary dramatically. I work with women of all types - those who are re-entering the workforce, those who are changing careers, and those who have chosen to be stay-at-home moms," she explains.

Women can get into style ruts, but Sue is gentle in her consulting. "I do not scold or embarrass my clients. Clothing and fashion are very personal things for my clients, and I want them to be comfortable while we work together," she reassures.

After Sue revamps a client's wardrobe, there are often many cast-off pieces of clothing. She brings those items to Dress For Success, a non-profit that helps women in the process of re-entering the workforce. "I give my clients a tax receipt and then take the clothing to the organization. It's one of my favorite benefits of my work," Carchidi says, smiling.

There isn't necessarily a right or wrong sense of fashion for women. "Every woman has their own style - and I work with that style. The important elements to keep in mind whenever you are considering clothing are budget, body, fit, and lifestyle," Sue reiterates.

To schedule an appointment with The Style Clinic, give Sue Carchidi a call today at (508) 272-0091, or email her at suecarchidi@thestyleclinic.net.



71 Gray Avenue, Plymouth
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