

All Things Saratoga

Crafters Gallery

Owner - Roger Goldsmith

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Success Magazine: What does Success mean to you?

Roger Goldsmith: From a personal standpoint, I judge my success in life by the great pride and love I derive from my family. As an entrepreneur, success comes from having created a business that is honest with its customers, exhibitors, and employees. Success also comes through the respect I've earned from my business colleagues.

SM: What prompted your decision to open Crafters Gallery?

RG: I started Crafters Gallery in 1993. While looking at various business options, I realized that there was a market void in downtown Saratoga Springs. Saratoga is a great arts community, but it was lacking a proper venue for local artists and artisans. Crafters Gallery was created in an effort to provide a prime retail location for local artists and crafters to sell their works. Over the past fifteen years we have expanded our product line, but remain true to our original objective.

SM: Did you have any prior entrepreneurial experience?

RG: I believe that everyone has had "entrepreneurial experience" in one form or another. Some people are entrepreneurial by nature and grow in that direction. I'm one of those people. My dad owned a camera shop in Glens Falls—perhaps this was more influential than I may have realized.

SM: How did you get the funding needed to open Crafters Gallery?

RG: I have to thank Adirondack Trust for that. They're a great bank to work with and they go out of their way to support local businesses.

SM: How have your goals changed in the fifteen years that you have been open?

RG: I'm not sure that they have changed. Over the past fifteen years we may have shifted our product focus or marketing ideas, but the goals and purpose of Crafters Gallery has remained the same. We are a gift store, an art gallery, and a custom frame shop that works hard to satisfy our customer's shopping needs while working to market the work of many local artisans.

SM: You specialize in unique Saratoga gifts. What are some of your most popular items?

RG: Well, this time of year we sell a lot of Peppermint Pigs. Other popular Saratoga gift items include the blue flattened Saratoga Spring Water bottles (everyone loves them), Saratoga garlic, Sundaes Best hot fudge, our Saratoga coasters, Saratoga picture candles, spring water soap, and Saratoga books. In the area of framed work, prints by local artist Karin Vollkommer are very popular. We have the areas largest selection of Saratoga Race Course photographs, prints and paintings, so they sell quite well. We also sell a lot of the older images of Saratoga Springs—

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Broadway, the track, and the old Saratoga casinos and Lake Houses—framed with authentic gaming chips.

SM: A retail store owner's schedule is an arduous one. How do you manage to find time for other aspects of your life?

RG: That is the tough part and probably the biggest negative to owning a business. Not because I don't enjoy working—because I do—but there have been many, many hours spent at work instead of at home. Balancing the store needs with those



of my family is a challenge, and I think I've done a fair job at it. On the plus side, my daughters, Jessica and Christina, understand what hard work and devotion are. They each have a great work ethic, work hard for what they want, and know not to expect something for nothing. I'm very proud of my girls.

SM: Do you have any plans for expansion in the near future?

RG: Within this location we have expanded our custom framing service. We have also expanded our selection of oil on canvas paintings—we stock over four hundred paintings in all sizes and styles. In the future, we will continue to expand our in-home and business art consulting, and our relationship with interior designers.

SM: What do you appreciate most about the local community?

RG: Community is the key word. It is great to see how much can be accomplished when people, organizations, businesses, and government work together.

SM: If you had to describe yourself in one word, what would that be?

RG: Wow. One word... that's hard. Let's go with enjoyable!

