



# Celtic Treasures

Paul O'Donnell - Owner

**Success Magazine: Why did you open Celtic Treasures? What was your experience prior to this entrepreneurial venture?**

Paul O'Donnell: In 1992, I opened this shop in order to fulfill a lifelong passion to somehow work in an Irish business (Guinness wasn't hiring). My prior career was in agricultural sales.

**SM: Celtic Treasures is one of the largest importers of Irish gifts in upstate New York. What are some of your most popular items?**

PO: Claddagh rings and Celtic crosses are our top sellers. We also feature everything from candy bars

to Waterford crystal.

**SM: Customer satisfaction is your number one priority. How do you ensure that all your customers have a positive shopping experience?**

PO: We really try to treat everyone as a special guest with a warm Irish welcome. We go that extra mile to get the customer exactly what they are looking for.

**SM: How do you ensure a wide selection of items and gifts? How are you able to stock even those hard-to-find items?**

PO: Working with over four hundred different vendors means that we can offer a great variety. Keeping everything in stock is our greatest challenge.

**SM: What is your busiest time of year?**

PO: Christmas season is by far



the busiest, followed by the summer race meet.

**SM: What kind of an ambiance have you created in the store and why is this important to the overall customer experience?**

PO: From hauntingly beautiful Irish music to the lovely photos by our own Barb Powers, we do try to bring a wee bit of Ireland to upstate NY.

**SM: What one word describes Celtic Treasures best?**

PO: Heritage!

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