

SMALL-BUSINESS PROFILE

Pair strive to frame memories for preservation

DESCRIBE YOUR BUSINESS: We frame practically anything you want to preserve or display — prints, photographs, mirrors, limited editions, original art, computer monitors, plasma screens, musical instruments, sports equipment, memorabilia, awards and certificates.

IS THIS YOUR FIRST BUSINESS? No, but this is the first time we've run a business without any partners.

WHY DID YOU START THIS BUSINESS? We've been involved in various graphic design, art and printing endeavors over the years. After awhile, we wanted to start a business that utilized our skills and passion for art and design to provide clients with solutions to their needs.

WHERE DID YOU GET THE IDEA? We did research and realized that a custom framing business fit our abilities and desires.

HOW LONG WAS IT FROM CONCEPT TO OPENING? Almost a year.

WHAT DID YOU DO DURING THAT TIME? Marina went back to school to learn more accounting, and Boris attended professional trade shows and took courses on busi-

Striving Artists Picture Framing

21723 Plummer St.,
Chatsworth, CA 91611
818-882-8666; 800-609-0706

WEB SITE: www.strivingartists.com

Owners: Marina and Boris Smorodinsky

Established: In 2006, we took over a business founded in 1978.

Number of employees: Four

Boris Smorodinsky, displaying an example of his work, co-owns Striving Artists in Chatsworth.

Andy Holzman/Staff Photographer



ness management, pricing strategies and picture-framing techniques.

WHAT WERE YOUR START-UP COSTS, AND HOW DID YOU FINANCE THEM? We were able to receive an SBA-guaranteed loan from First Private Bank and Trust. The rest of the purchase was financed by the previous owners, who retired; and from about \$50,000 in personal savings.

WHO DID YOU RELY ON FOR ADVICE? Members of the Professional Picture Framers Association, as well as artists, designers, interior decorators and friends who have built successful businesses.

WHAT HADN'T YOU CONSIDERED BEFORE OPENING? We didn't foresee the financial crisis, which impacted our business because it depends on customers' discretionary budget.

WHAT IS YOUR EXPECTED ANNUAL REVENUE? It is difficult to predict because of the economic downturn.

WHAT ARE YOUR GOALS? To provide the highest quality of customer services and work at competitive prices.

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