

Southeast ISBDC Client Highlight

August 25, 2014

Client Highlight - Columbus Canvas

Susan Stier owns Columbus Canvas ([website](#)) ([Facebook page](#)) located in Columbus, Indiana. Columbus Canvas is an independent paint and sip art studio that's primary purpose is to ensure that guests have a fun time and a picture to take home at the end of the day. Columbus Canvas, which has nine independently contracted artists, provides all the supplies you will need, the canvas, paint, paintbrushes, apron, etc.

Susan has always been an entrepreneur. Since earning a degree in business 13 years ago, she has owned several small businesses such as: The Quilter's Cottage and consultants for The Pampered Chef & Discovery Toys. She has also been busy raising her five children, substitute teaching, and now working hard getting her new business, Columbus Canvas, up and running.

Before Columbus Canvas opened, Columbus residents had to travel to attend a wine and paint studio. Susan traveled to Bloomington, Indiana to attend one, and artists would visit the area holding classes that would fill up quickly. Susan and her daughters' Girl Scout group participated in a canvas



painting night and fell in love with it. Susan recognized a need in the Columbus area and realized it was something she would love to do. With her business experience and passion for the project, Susan began brainstorming, and Columbus Canvas was born.

Susan enjoys most aspects of her business, especially seeing people enjoying themselves and creating pieces they are proud of. She likes that people socialize at the beginning of a class and fall silent from concentration once they begin painting. When people walk out with a smile on their faces, canvas in hand, Susan feels that her hard work has paid off. She is also so glad to bring art to Columbus.

Although Susan loves her business, licensing and legal aspects have been



challenging. She is glad to have the paperwork finished up and is looking forward to having a liquor license in September so that guests can sip wine while they paint. In addition, getting the finances to open Columbus Canvas was challenging at first. Once she got the necessary finances in order, she was ready to search for the perfect location for her new business.

When Susan found the perfect location for Columbus Canvas, she was ready to begin the renovation process. She is proud to have worked on the renovation mostly on her own, with the help of her younger daughters. Her husband gladly built the counter that is featured in Columbus Canvas' facility. Susan opened her business on August 8, 2014, just nine months after the idea crossed her mind. Her classes are already going smoothly, with children and adults enjoying the experience that Columbus Canvas has to offer.

Susan, who is the Girl Scout Leader for her daughters' troop, is excited to bring her Columbus community a great experience and a fun, safe night out. Susan already has plans to help out local organizations



and charities. She will be participating in fundraisers where she will donate a percentage of event sales to local organizations.

Susan, a client of the Southeast ISBDC since April 2014 says, "Laura helped me create a great business plan that others in the field were really impressed with. Laura had great ideas about marketing for my business. I am looking forward to meeting with Laura again so that we can take the necessary next steps for my business."

Business Advisor Laura DeDomenic says, "Susan Stier, the founder of Columbus Canvas, took her interest in art and identified a need in our community. She created Columbus Canvas as a place where people can stay in our community as

they enjoy a fun art class with their friends."