

Beautiful Touches: Robin Getsug Taple of Momento – Adornment for the Home

By Brenda Booth

With a 20-year career in interior design and a passion for creating art, **Robin Getsug Taple** set out to start her own business. She knew she needed some guidance and good business planning to get it off the ground and contacted WomenVenture for help. With that first step, she brought life to her dream of creating and selling fine art keepsakes.

Robin's company, *Momento - Adornment for the Home*, serves to add beauty to everyday life with treasured memories that touch hearts. She uses photography, fine art, and poetry on fabrics to create delightful home accessories including handcrafted pillows, mixed media collages, sachets and more.

WomenVenture's business consultants helped Robin obtain a federal tax ID number, as well as gain an understanding of the administrative tasks that come with owning a business. Robin also purchased WomenVenture's *Business of Small Business* workbook, a hands-on guide to small business planning and management. In 2004, she took a three-part Marketing course taught by Christine Clifford that helped her solidify her business ideas. Through WomenVenture, Robin also networked with other contacts in synergistic industries. Robin is currently developing a relationship with EDP textiles, owned by Wileta deYoung, another WomenVenture client. EDP utilizes cutting-edge technology for digital printing that will help Momento continue to grow its printing capabilities.

Robin felt her biggest obstacle was not being able to accomplish everything she wanted to do, so she utilized the assistance of WomenVenture Business Consultant Rollie Reis to help her prioritize business ideas and take advantage of the opportunities that made the most sense. Robin says, "I am still overcoming obstacles and challenges, sometimes it seems like two steps forward, one step back, but I continue to move in the right direction, and I am doing what I love." Robin used the power of networking to meet friends and acquaintances that helped her through the tough times. She especially credits the marketing and PR expertise of friend Diane Horak of Diane Horak and Associates as well as sewing talents of Sara Langworthy of Sown in the Heartland. Sara oversees all of the sewing production of the Momento Collection.

Robin says she is the happiest when she's creating – she loves the exposure to the photography world, beautiful fabrics, art and poetry. She collaborates with other local artists when she can. She is currently using poetry by Mary Logue, a local mystery writer and poet (represented by Midlist Press) on some of her newest creations. **In fact, Mary and Robin are co-teaching a class from 10 a.m. to 3 p.m. on Saturday, December 10, 2005 at the Minnesota Landscape Arboretum. Participants will create Holiday / Nature-themed memory pillow using poetry and textiles. For more information on the class, visit <http://www.momentoinc.com/>.**

Robin's big dream was once that – a dream. But with her drive and passion, she built a solid home-based business that has grown every year. She has plans for continued growth and can't wait to see what the future brings.