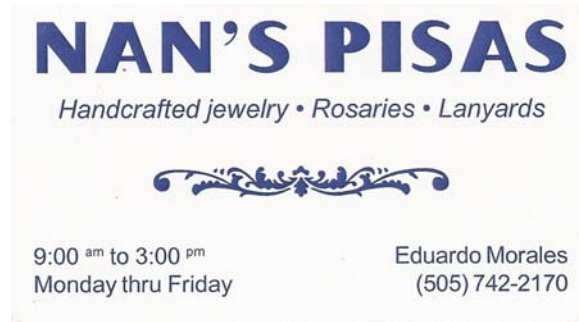


## **Nan's Pisas: Un Gran Exito (Nan's Pisas: A Great Success)**

Sometimes, a person's talents are not best realized in an 8-5 wage job. To find work that truly celebrates his creativity, his artistry, his way of being, a person must sometimes *create* the job for himself. And while an entrepreneur is always at the center of his successful business, he rarely accomplishes his success alone.



“When you see Eduardo with his money, he has a sense of confidence and pride.”

With the support of committed family, staff and some outside assistance, Eduardo Morales of Clovis stopped taking jobs that weren't a good fit for his personality and began creating a promising beading business that reflects who he is, both as an artist *and* as a person.

As a result of Eduardo's talent and the persistence and commitment of his support network, *Nan's Pisas* provides Eduardo an opportunity to make money, build community and create a fuller life.

**Here's how it happened...**

## SOME BACKGROUND: EDUARDO'S HISTORY

### About Eduardo...

- He is bilingual, speaking both English and Spanish.
- He works best at the pace and on the timeline *he* sets.
- He doesn't always enjoy being in large groups or in the larger community.
- He is close to his family.

One of Eduardo's greatest gifts is his creativity.

### About His Work History...

- He used to attend day facilities. He enjoyed making notepads and key chains and would sell them for \$1.
- He had landed several jobs—as a bagger, as a silverware roller—that never seemed to work for him
- For years, Eduardo's niece recognized her uncle's interests and abilities, helping him sell what he made to local high schools.

Eduardo's niece was among the first to recognize his interests and talents. Before his business developed formally, she supported him to sell bracelets in team colors to local high schools.

## THE IDEA: MAKE A BUSINESS AROUND EDUARDO'S INTERESTS

With support from the New Mexico Employment Institute's (NMEI) Alice Marshall and self-employment consultant, Ruthie Beckwith, Eduardo...

- Established a Division of Vocational Rehabilitation (DVR) budget
- Developed a business plan
- Secured an Office Worker Program grant to help with start-up costs
- Secured a business license from the City of Clovis
- Opened up a bank account
- Contracted with a book keeper
- Secured a business phone and developed business cards.

With the help of the New Mexico Employment Institute and Ruthie Beckwith, *Nan's Pisas* was born.

Eduardo decided he wanted to use "high-end" beads in his jewelry.



Eduardo proudly displaying his business license

## A SLOW START: AN OPPORTUNITY FOR PERSISTENCE

- Eduardo and his business have persisted through several changes in providers. He is currently with a provider that is supporting the effort.
- Eduardo tried selling at a few local craft bazaars but because of his dislike of crowds, Eduardo did not enjoy the experiences.

## MAKING THE BUSINESS WORK FOR EDUARDO

### Finding the Right Support...

- In September 2008, Eduardo began receiving supports through High Desert.
- Eduardo's bead making is now on *his* terms:
  - He beads when he chooses, indicating "he's done" by putting the beads away.
  - He chooses to bead in High Desert's administrative office, not at his house or in a dayhab facility.
  - Eduardo's business is developing on *his* terms. While he may sell at busy events like festivals and bazaars someday, because of his dislike for crowds, there is no rush.
- High Desert has retained good staff who knew Eduardo at other organizations and provided him with individualized support.
  - Eduardo has one primary staff and two back-up staff
  - All of the staff are bilingual
  - All of the staff are creative and enjoy supporting Eduardo's beadmaking.
- His team supports work.
  - His guardian chose a provider that would support Eduardo's business.
  - Everyone knows Eduardo really well.
  - Everyone communicates well, often through phone calls and emails.

Eduardo has a few different staff members who assist him with making the jewelry. Each staff member brings a unique, creative perspective that results in Nan's Pisas having a more diverse jewelry selection!

## Leveraging the Resources...

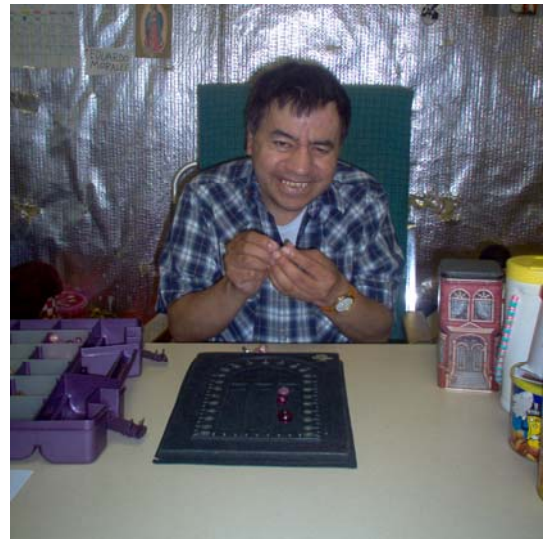
- NMEI has supported Eduardo in buying a display case and provides training to Eduardo and his staff on marketing and other business concepts.

Eduardo's niece remains a huge part of his success: she'll often host "jewelry parties" in Texas!

- Some of Eduardo's best customers are people he sees everyday: the mail carrier is a huge fan of his work.
- Eduardo's niece will frequently take his merchandise and host "jewelry parties" in her home in Texas!

## THE OUTCOME: A GREAT BUSINESS AND A FULLER LIFE

- Thanks to the collaboration between High Desert, NMEI, Eduardo's family and others, *Nan's Pisas* earns about \$500.00 a month!
- With the support of supported employment funding, Eduardo works about four hours each day, and does so on his own timeframe.
- Eduardo continues to enjoy his work, seems increasingly comfortable in his routine and more relaxed.
- Eduardo's community has grown: through sharing his gifts, he has expanded the circle of people who are committed to *Nan's Pisas* success and to Eduardo living the life he chooses.



**KNOW SOMEONE WHO MAY WANT TO START HIS OWN BUSINESS AND NEEDS SUPPORT TO DO SO?**

**Eduardo's supports offer this advice...**

- Know what resources are available and make good use of them. Your local Developmental Disabilities Supports Division (DDSD) Regional Office Community Inclusion Coordinator for Supported Employment can assist you.
- Find what a person loves and encourage it.
- Look for opportunities to promote the person's independence through the work.
- Know that setting up a business may "be rough at times." Be persistent.
- Know that meaningful work and activities are some of the best ways to reduce a person's anxiety, anger and other "challenging behaviors."

To Find Your Local DDSD Regional Office, go to:

<http://www.health.state.nm.us/DDSD/> and look in Most Requested Links