

SUBJECT: Premier Member Highlight – Sherry Cunich



WSBA is proud to announce February Premier Member Sherry Cunich of Latasia Jewelry. Sherry is also an Interior Decorator and Home Stager. Please be sure to visit Leslie's website at www.latasia.com or contact Sherry at slcunich@yahoo.com for all your home staging and decorating needs.

Sherry can you tell us a little about your jewelry business.

Latasia Jewelry Company is new to the Pittsburgh area. Latasia offers High fashion jewelry with a wide range of pricing. We are a party plan company that not only has fashion jewelry, but the best bridal jewelry line I've ever seen. In addition Latasia also has a complementing Lingerie line. (Great for the brides to be!) If you want to earn free jewelry or become a consultant this company, Latasia, has the best plan. Great benefits with little effort for hostesses, and a very low startup cost for new consultants.

In addition to Latasia I am also a home decorating consultant. I can completely redo a room or just rearrange it to give your room a new look.

How did you get started and what lead for you to decide to be a small business owner?

I love running my business my way. I am creative in all I do—even making money! I can work as little or as much as I want or want to earn.

What do find to be your biggest business challenge?

There are times when the right opportunities aren't available when I am. I love networking, but finding the time between my full time design job and my part-time businesses is a challenge.

Please share one piece of advice for our other members?

No doesn't mean never—it just means not now. Keep an updated prospect/customer list and review it every day.

What is the hardest part of being a business owner? And what is the easiest?

Being able to make my own hours is the easiest thing to do; being disciplined enough to keep those hours is the hard part.

What are your top three industry resources?

People, people, and more people.

Please tell us about your outside interests.

I love fashion, art and design. To Travel every year is a goal I can fulfill every year due to my business.

Please share one piece of advice for our other members and how WSBA has helped your business?

My advice is: No doesn't mean never—it just means not now. Keep an updated prospect/customer list and review it every day.

Everyone I have met is an amazing woman. I love hearing about their experiences and sharing mine.