



Meet Sara Gaughan, owner of Ithaca Wine & Design...

1. Describe Your Business:

Wine & Design is a franchise "paint and sip" company. Customers sign up for classes and are shown how to paint. Ithaca Wine & Design offers a variety of paintings, and customers can sign up for the specific painting they want to learn. It is a bring-your-own-wine studio, but customers can also purchase wine when they arrive. Wine & Design also partners with other local businesses to hold off-site events. It is a place for people to come and have a

good time. "You don't have to have any experience," Sara said. "You can just show up, we'll show you how to paint, and you'll walk away with a masterpiece. I think the best part of about it is when you get the painting home, and you hang it up. It isn't really about the painting itself, it is about what the painting reminds you of. You'll remember the day you did it, who you were with, and all the fun that you had."

2. Tell us your story:

"I've always enjoyed painting," Sara said. "I kind of got out of it after high school. I went into the career world, and then just in the last couple of years I've gotten back into it. I saw there was an opening at the Wine & Design in Corning for an artist position, so I applied for that." Sarah worked there for about a year. The owner of the Corning location also owned the Ithaca location, and when she started to grow her family the owner asked Sara if she would like to purchase the Ithaca studio. Sara bought the Ithaca studio in August in 2015 and has been there ever since.

3. What has helped you succeed and gain experience?

Sarah said that what has helped her succeed has been the support and encouragement of her friends and family. She also took some business classes in college, which have helped her with the management side of her job.

4. What inspires you?

"I am inspired by hard-working people who really put their heart and soul into their work, because that's what I feel like I do," Sara said.

5. What keeps you up at night? What are your challenges?

Sara said that what keeps her up at night is making sure all of her emails are answered. "I hate going to bed with emails in my inbox!" she explained. "Sometimes it's impossible to do, but that's what keeps me up at night." As far as her challenges go, Sara also works a full-time day job. Because of that, the times when she can answer emails and teach classes for Wine & Design is more limited. "Time management is the big challenge," she concluded.

6. What is your favorite local activity?

"Definitely wineries!" Sara said. "I love visiting the wineries. And kayaking. I love kayaking."

7. Is there anything else we should know about you?

Sara is a Watkins Glen local. Even though her studio is in Ithaca, Sara feels tied to the Watkins Glen area, having grown up there. "I just want to keep incorporating my business into this area," she concluded.