

Party goods shop in business for a decade

A young couple and their baby were looking through the multitude of items available at PJ's Party Supply on Tuesday until they found the needed Barney theme cups and plates.

"I have a soft spot for Barney," owner June Schiada, 60, said while ringing up their order. "My daughter said Barney before she said Mom."

Schiada has been into party items for a very long time, and after 10 years, she continues to do what she enjoys: helping others find the right items for their celebrations or gatherings.

When asked what she's learned in that time, she answered: "I learned to make

my own decisions."

Schiada said she has come across a lot of vendors who try to persuade her in different directions.

"But I now trust my gut and if I make a bad business decision,



Karina Ramirez

I know I have myself to blame," she said.

In order to celebrate her store's 10th anniversary this week, Schiada planned to offer a free prize each day for the next 10 days and other specials, such as 10 percent off a customer's entire order between 10 and 11 a.m.

She said it's her way of giving back to so many who continue to support her store.

"I believe in supporting independent businesses," said Schiada, pointing to more than 50 business cards from other independent businesses that participate in the store's referral center.

Schiada said she still keeps competitive prices, although her market, like most types of businesses, is still challenged by changes in inconsistent economy.

"Our numbers are down from last year by 20 percent," she said. "2007 was our best year."

Schiada said it has been her loyal clientele who have helped PJ's Party Supply remain in business.

She has a mailing list with 500 clients on it, a birthday club with 1,200 names, and 1,000 members in her rental database.

PJ's Party Supply is located at 5800 N. Interstate 35, Suite 503.

SECTION D

Eddie Baggs 2D

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June Schiada, owner of PJ's Party Supply, is celebrating the store's 10th anniversary this week with special offers. With Halloween coming up, she said zombies are the big draw this year.

DRC/Karina Ramirez