



**CANDID CONVERSATIONS WITH  
CORRIDOR ENTREPRENEURS**

By Bruce G. Levitta  
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*REBECCA (Becca) MASTERSON, 34, is the owner of **Embellish Home**, a relatively new home furnishings and design boutique along Camelback Rd. and 9<sup>th</sup> St. Her education includes an undergraduate degree in Psychology and a degree in Law. Prior to her current entrepreneurial venture, she spent the past seven years practicing law as a litigator.*

**DEFINE THE WORD ENTREPRENEUR AS YOU INTERPRET IT.**

Somebody who lives, sleeps and breathes their business.

**WHAT WERE THE MOTIVATING FACTORS THAT DREW YOU TOWARDS A SMALL BUSINESS CAREER PATH?**

I have a retail background, and feel strongly about the sense of home and family. This was always my dream, to someday have my own little boutique business. I figured if I didn't do it now, I'd never do it. Being a lawyer is great fall-back plan. My business is an enormously high-risk venture. I have a pretty great safety net being a lawyer.

**IT TAKES A CERTAIN GRAVITAS TO OWN AND OPERATE A SMALL BUSINESS. WHAT TRAITS ARE NECESSARY TO BE, AND REMAIN, SUCCESSFUL?**

I have no idea what it takes to be successful! I really think, at a minimum, be prepared to work your butt off. Beyond that, at this early juncture, who knows? I'm too new in this business to comment on success.

**WHAT EXCITED YOU THE MOST ABOUT YOUR INDUSTRY?**

Fun people. Our homes are so important. It's a respite from a day's work, where you fall in love, where you think, where you raise a family...it needs to reflect who you are as a person and your own personality. It's really enjoyable helping people "dress" their homes to fit who they are.

**WHAT ARE YOUR ENTREPRENEURIAL STRENGTHS & WEAKNESSES?**

My strength is I try to develop a rapport with everyone who walks through my door. I will bend over backwards to help a client with his/her retail or design needs. Again, I firmly believe a home should reflect who you are. As far as a weakness, I am horrible at asking people for money!

**RECALL THE EARLY DAYS OF YOUR FORAY INTO THE ENTREPRENEURIAL PATH. WAS IT HEAVEN OR HELL & WHY?**

Heaven. Planning my business was so much fun for me. Budgets, spreadsheets, going to market, figuring out my niche – it was a blast. I have a whole family of talented business people so I had great early resources.

**WHAT MIGHT BE YOUR BIGGEST CHALLENGE TODAY?**

Time. I need more.

**WHAT ADVICE WOULD YOU OFFER AN INDIVIDUAL PINING TO GO INTO SMALL BUSINESS?**

Research, research, research.

**IF YOU COULD BE ANYONE OR DO ANYTHING, WHO WOULD YOU BE AND WHAT WOULD YOU BE DOING?**

This might sound ridiculous, but I would be me and I would do this. Hopefully, do it long enough to create a successful business.