



## Success Story The Studio

Hamilton, Ohio

Lori and Erin Noga, a mother-and-daughter duo, are co-owners of The Studio, a paint-your-own-pottery business in the heart of Hamilton, Ohio.

The Studio serves as an art and entertainment experience for all ages, helping customers express their creativity through painting.

“As an educator, I have seen the role art plays in the community,” said Lori Noga. “Art overcomes the boundaries of socio-economic status, allowing all students to stimulate their imagination no matter their background. Children learn important skills such as problem-solving, focus, and perseverance through art. As art in schools is declining, it is my hope that The Studio helps to fill this void.”

The Studio allows customers to select from one of 500 blank pottery pieces that are lined along the walls. From there, customers can choose from 60 different glazes, and then begin to paint their masterpiece.

“My favorite part about running a business is the smiles we are bringing to our community,” Erin Noga said. “My heart melts at the memories being made at The Studio, and this is only the beginning!”

The Studio offers art classes and a private paint-your-own-pottery space for special occasions, like birthday parties, social gatherings and corporate outings.

When the idea of a paint-your-own-pottery business was first brought up, Erin worked with Dave Riggs at the Small Business Development Center (SBDC) at The Hamilton Mill to get started. The SBDC helped The Studio with market research, writing a business plan, securing capital and choosing a location.

“Without his [Dave Riggs] support, turning this dream into a reality would have never happened.” Erin said. “We couldn’t be more grateful for his support for our community and businesses at the SBDC.”

The Studio is very involved in their local community and actively engages members for new ideas for classes. With up to four part-time employees, they plan to hire even more in the future.

“Our greatest asset is not inventory, nor the kiln; our greatest asset is Hamilton,” said Erin.



For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: [sbdc.development.ohio.gov](http://sbdc.development.ohio.gov)

