

2007 Emerging Business of the Year



Name of Business	The Decorum
Owner	Judith Dugan
Nature of Business	Gift shop
City	Pittsburg, KS
County	Crawford
Phone	620-231-0926
Business Structure	Sole proprietorship
Business Began	2002
Employees at Start Up	1
Employees in 2007	4
KSBDc Counselor	Pittsburg State University KSBDc

“The PSU KSBDC provided me the assistance I requested, which allowed me to realize my goal of owning my own business.”

**Judith Dugan,
Owner**

Judith Dugan began working with the KSBDC at Pittsburg State University in the spring of 2002 for assistance in starting her business. She had identified a building in downtown Pittsburg that could house not only her proposed business, but that of her daughter and another friend as well. PSU KSBDC counselors worked with Judy on developing financial projections, a business plan and possible financing structures for the startup. As a result, Judy purchased the building and began her retail gift shop.

The presence of Judy’s business enhanced the appearance of the downtown area. Prior to The Decorum, the corner lot it occupies stood vacant. In addition, the building was large enough to house the gift shop, Judy’s daughter’s fitness center, and a styling salon. This worked out well because the businesses shared the same core customer group.

“Don’t give up on your dream of owning your own business, but be prepared to expend lots of energy in getting it started and keeping it going.”

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The Decorum provides unique gift items and a fresh artsy look usually found in destination locations. Merchandise includes home décor and accessories, fashion accessories, jewelry, handbags, glassware, candles, keepsake gifts and more. Judy’s talent in finding unique gift items and creating attractive displays makes shopping in her store a delight.

In addition to managing and operating the business, Judy is involved in the local Chamber of Commerce and serves on its board of directors. In addition, she occasionally writes a “customer service” column for the local newspaper.