

continued

Women in Business Intell staff
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Kerchichian said she is feeling good about her decision to locate in the downtown, away from the Quinte Mall where she and her husband once worked for a chain eyewear store.

"It makes us feel good to contribute to helping the downtown this way, to help pick it up," she said. "Since we've opened, and others have opened, more people are realizing we're here. People are coming from as far a way as Cobourg to Kingston to shop in downtown Belleville."

Owning an independent store is bringing a personal sense of fulfillment she didn't have when working for a national corporation.

"It feels so good to be able to treat people on a personal basis," she said. "We're definitely not a chain store. It's more personal because we can take more time to meet the needs of our customers. It really feels good when someone is thrilled by their glasses."

Glasses are more than just devices of function these days.

Increasingly, glasses have become part of a person's style and fashion sense, Kerchichian said, and that makes her job

an important one for those who want to look their best.

Husband Allen has watched Stacey work to build every day a career that she can be proud of.

"Her contributions and commitment to her businesses success along with the revitalization of downtown goes over and beyond expectation," said Allen, who nominated her for the award.

"Her goal is to bring Belleville and the downtown core nothing less than the best in the eyewear industry and so far she has proved that with a strong will and hard work, nothing is impossible," he said.

Stacey, he said, puts in all the time she can to her store while never forgetting that her family also needs her attention.

"She is at her store six days a week, open to close, servicing hundreds of people and in such a demanding industry still manages to be a good parent to her children and model citizen in her community," he said.

"Her strong will, drive and belief in her vision makes Stacey an exceptional business woman who has plenty of courage, pride and integrity," he said.



Intelligencer Staff photo

Essenzia Eyewear owner Stacey Kerchichian opened her independent retail store a year ago in downtown Belleville. She hopes other business people will follow her lead and reinvest in the city core to breathe new life into the area.

Kerchichian, Stacey