



**Hillary's Hand Painted and Personalized Gifts owner, Hillary Feder**

## Client Spotlight

A graduate from Boston University's School of Management, Hillary Feder worked as an assistant buyer at Filene's department store in Boston, and then in Minnesota as a senior buyer at Dayton-Hudson department stores.

The idea of opening **Hillary's Hand Painted and Personalized Gifts** came after she decided to stay home to raise her children. While looking for a child's birthday party gift, she realized that kids and families don't need more "stuff" and that something personal would be more meaningful. As a result, she and her son created a hand-painted T-shirt to give as a present. It was a big hit. Soon others were asking her to make shirts for their families, and in 1989 her business was born.

Hillary's started in her home, but soon moved to a storefront on Main

Street in downtown Hopkins. "I love being on Main Street and part of the community, but walk-in traffic is limiting, so I needed to grow my corporate business."

She worked with her consultant from the Twin Cities Region SBDC to step back and review her marketing strategies. "My SBDC consultant was great. Together we developed the tools and materials to shift from consumer gifting into the corporate recognition market."

While not planning on retiring anytime soon, she is again working with the SBDC to help plan for a new generation of leadership at Hillary's. "I am grateful to the SBDC for helping me get here, and I look forward to working with them on our next steps."



**30**  
New businesses created



**1,130**  
Jobs created and saved



**\$8.1M**  
Capital accessed for business investment



**323**  
Entrepreneurs and businesses served



**\$1.3M**  
Business revenue increased



**4,210**  
Total hours of consulting services

# Twin Cities Region

Small Business Development Center

[www.stthomas.edu/sbdc](http://www.stthomas.edu/sbdc)

## Partners in Success

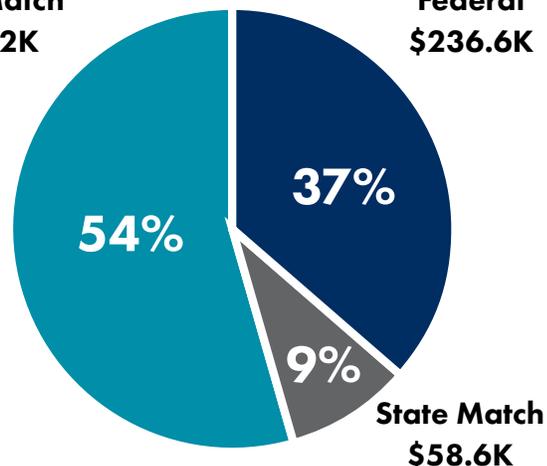
Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include community lenders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

## 2018 Funding

Local Match  
\$351.2K

Federal  
\$236.6K



## Funding Partners

### HOST INSTITUTION



### PLATINUM PARTNER



POWERED BY



U.S. Small Business  
Administration



### TWIN CITIES REGION

University of St. Thomas  
Terrence Murphy Hall 100  
1000 LaSalle Avenue  
Minneapolis, MN 55403  
Phone: 651.962.4500  
[smallbusiness@stthomas.edu](mailto:smallbusiness@stthomas.edu)

[www.stthomas.edu/sbdc](http://www.stthomas.edu/sbdc)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and regional support partners. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the program sponsors. Programs are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.