

THE NEXT GENERATION

Meeting young entrepreneurs...

Name of Business:	Fiddle & Things - Lessons, Rentals and Accessories
Date Established:	October 2005
Owner:	Michelle Murphy
Age of Owner:	21 years old
Location of Business:	3689 Route 495, South Branch
Products or Services:	Violin lessons – Rental of violins
Number of Employees:	1

How did the idea of starting your own business first come to you?

I have been taking violin lessons since I was seven years old and this has become my passion. In 2000, I was asked to teach the violin at a violin school in Moncton and I accepted. So I taught violin for 5 years and I loved it. In 2005, I decided to go into business and start my own music school, since this is what I wanted my career to be.

Products or services offered:

I teach traditional violin through a method by tabulation. The violin classes are for learners 5 years old and older. There are private lessons or in groups of 2 or 3 people. I rent violins and I sell violin accessories.

Where are you from, originally?

I am from South Branch, where my business is also situated.

What kind of training have you had?

I have a diploma in interior design from the New Brunswick Community College. I presently work at a full-time job in this field and I teach violin in the evenings and on weekends.

Are you involved in any other community projects?

I was part of the group Foolish Pride Acadien for 2 years. It was a great experience on stage for me! I learned a lot of things being part of a group, that you don't get to learn in class.

What makes you stand out from your competition?

The teaching technique that I presently use stems from my 11 years of violin classes. As well, I continue to learn on a regular basis, so my teaching is always current. The product I offer is comparable to the classes offered in the Moncton area; plus, my prices are competitive. For people in this area, it is an advantage to attend my school because they don't have to travel to Moncton.

In your opinion, what would you say is the reason for the success of your business?

I make sure my clients understand and learn music properly. My approach involves learning through a relationship based on trust, while having fun. Their comfort is also of primary importance so I have set up a large waiting area where clients, friends or parents can relax while they wait for the violin class to begin.

Which of your accomplishments are you proudest of?

In 2001, I was selected among the best five violinists in New Brunswick to participate in the Canadian Grand Masters' Fiddling Championship. I went to Ottawa, being only 17 years old, and took part in this national event. In 2003 and 2004, I won second and third position in the finals for best violinist at the Richibucto Scallop Festival.

What are your future plans? Where will you be in 10 years?

I expect my violin school to be open full time and that I will offer a range of music styles like Celtic, Classical, Country, etc. I would also like to serve other communities where I could offer my classes. I will have a store specializing in the sale of violins and accessories.

Business Hours:

Monday, Tuesday & Wednesday --7 p.m. to 9 p.m.
For information, call 523-6182.