

Anna Nelsen

Episode 3 Script

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You're listening to Success on W-H-J-E, ninety one point three. I'm Anna Nelsen. In this episode of Success, I interviewed Nick Rassi, the store manager of Silver in the City, a gift shop in downtown Carmel.

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Anna: So how did you come up with the idea of Silver in the City?

Nick: Well, Silver in the city's been around for sixteen years here in Indianapolis but we expanded up into Carmel about a year-and-a-half ago, May of 2015, and that was sort of on our store owner who had been doing a collaborative shop with a few other store owners from Mass Ave. They came up and have a storefront called Mass on Main across the street and all of those store owners kind of represented goods from Mass Ave. so that people here on the North side didn't have to travel quite as far to get holiday gifts. After the holidays, my store owner Kristen decided that she wanted to stay up here in the Carmel community, so she rented this storefront for Silver in the City, so that's kind of how it started.

Anna: Can you just tell me a little bit about the success of this business? I saw that it has received several awards like best gift shop in Indianapolis.

Nick: Yeah, absolutely. I think the community just has a really positive response to what we sell. We are very different than other shops around. We've got a sort of a multitude of vendors and artists that keep supply really fresh for us and we have Kristen obviously our store owner who does a lot of our buying, but we also have a general manager named Andrea, and she also does buying and they both kind of have an eye for what's fun and what's exciting as far as gifts are concerned, and so we keep a lot of local things like People for Urban Progress, which is a local company that makes things out of the old RCA dome, so that's like important to Indianapolis, but we also have gift items from across the country that are just fun and unique and exciting.

Anna: What do you think is the most unique thing that you sell here?

Nick: Oh boy, we've got some weird stuff in the past. Some of the, the more fun things, which I know we're getting back in soon, are the tiny hands. They sort of look like a little baby dolls'. or maybe Donald Trump's kind of waving around.

Anna: What do you think makes Silver in the City different from other local businesses?

Nick: Well, in some ways we're very similar, like, we love to support other local businesses as well, and we still carry some of those items that were in Mass on Main, like from Crimson Tate, which is a fabric store from down on Mass Ave, and we carry Best Chocolate in Town, which, yet again, is another store from Mass Ave. But what makes us different, I think is our focus on, on both the Indianapolis community, like giving back into the community and supporting the local artists, as well as just providing a fun atmosphere that sort of feels like home for people.

Anna: So being the store manager, what does your job involve, like what does a typical day look like for you?

Nick: Well I try to interact with customers as much as possible, our customers are really important to us. So, the first and foremost thing that we do, even as management, is interact with the people who come in. We want to be a part of the community, like we said before, but we, as a manager I'm also in charge of course of making sure that our

stock is out, and it looks presentable for our customers, and to make sure that all of my staff is well trained in handling any type of situation, and any type of gift need for our customers.

Anna: What is the most enjoyable part, or like your favorite part of Silver in the City?

Nick: Uh, it's always been just to be a part of something that is so ingrained in the Indianapolis culture, like Silver in the City is important to everyone for different reasons. Anyone who has been here can tell the story about a fun gift that they've received or given, and that is, that's really exciting when I tell people you know I work at Silver in the City, they're like, oh I have this really great, you know, whatever from the store that I love, and I've had for years, and that's, that's really special, and obviously like helping people who come in have the special moments, is what makes it so, so exciting.

Anna: What do you think is the, like the most contributing factor to the success of this business, and your success?

Nick: Uh, I think largely the hard work of everyone involved from the top down. Kristin has always been such a hard worker, uh and she's, like I said been so generous to the community as well, she loves to give back, and be involved, and she wants to see both the Mass Ave. and the Carmel communities grow, and so we do what we can for the community as well as for the store and I think that that is a really good balance, and of course, um the hard work here within the store to keep everything fresh, and to keep our customers excited, and to, for us to be excited as well about all the products and everything that we're carrying.

Anna: Okay, um, do you have any goals for this business' future that you would like to share?

Nick: Yeah, of course, I mean, growth is always a goal. I still hear our customers saying, oh I didn't know you guys were here, so it's still exciting. We get new customers every day, so just continuing to build our customer base, and continuing to meet new people.

Anna: Is there anything else that you'd like to add?

Nick: Nope, I think we've hit all of our bases.

Anna: Well thanks for taking time out of your day, I really appreciate you taking time for this interview.

Nick: No worries. Thanks.

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For W-H-J-E, this has been Anna Nelsen. Thanks for listening to the third episode of my podcast Success. You can find all podcasts and more stories like this at W-H-J-E dot com.

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