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## **Madison Heights entrepreneur offers crafters Mega weekend**

*Scrapbooks Mega Meet owner, Kate Griswold, built business from hobby.*

**Novi, MI –April 30, 2012** – Ideal circumstances and hard work helped a local entrepreneur grow her business into a 13-year success story. Kate Griswold of Madison Heights will celebrate over a dozen years of crafting at the [2012 Great Lakes Mega Meet](#) scrapbooking convention this Mother's Day Weekend, May 10-12. Griswold and her convention and retreat guests join together throughout the year for the [annual convention](#) and [scrapbooking retreats](#). This past year, her business grew when she brought the [Great Lakes Mini Meet](#) to Toledo, something she plans to do again in November.

"I love bringing so many people together in pursuit of a hobby that is so life-altering," Griswold said. "Scrapbooking is not just slapping photos in an album – it's telling your story and letting a little (or a lot) of your artist through on your pages. I enjoy seeing new products, meeting so many gifted and giving people in the industry and I truly enjoy the people that I work with... and working past lunch in my PJ's and slippers is pretty cool too!"

But 15 years ago the Madison Heights resident never would have expected she'd be responsible for the most exciting scrapbooking event in Michigan. The Great Lakes Mega Meet brings the latest scrapbooking ideas and techniques to nearly 9,000 scrappers throughout the state each year.

With a B.A. in English and Communications from Oakland University, Griswold had found success in a marketing job that she held for 15 years. Later, Griswold found success online as well, with her Web design company Kaleidoscope Concepts. But after the birth of her second daughter, Griswold discovered a hobby that would change the course of her life.

"I began scrapbooking after the birth of my daughter in 1995," Griswold said. "It was an at-home party. I found that I loved seeing my husband and my kids' faces when I show them a completed page. I also scrapbook with the people I love, so it's a fun activity for me."

Griswold may have begun scrapbooking in hopes of create a legacy for her two children, but also found an opportunity to help others create a legacy for their families as well.

"The GLMM and our Mega Retreats provide scrappers with the opportunity to sit down and focus on their hobby," Griswold said. "It's not always easy to find time, so having events dedicated to your favorite craft can be invaluable."

When Griswold began the GLMM it provided guests with classes in the latest techniques, new products and large work spaces for cropping. The event, held each year on Mother's Day weekend (this year May 10-12) at the Suburban Collection Showplace, quickly became a tradition among Michigan scrappers. It wasn't until nine years ago that Griswold began the Mega Retreats with the help of Cara Baker. Together Griswold established an intimate, relaxing weekend for scrappers in need of a weekend away to enjoy their favorite hobby.

“Even though I’m ‘working’ at the retreats, I find them a great way to relax and get away,” Baker said. “I’m able to create my pages, chit-chat with new friends, eat all I want and just enjoy the experience.”

Both Griswold and Baker, a mother of four from Midland, Michigan, have found their new careers as opportunities to share with others and provide them with time to spend with their families.

“I think it’s really enhanced my being a stay-at-home mom,” Baker said. “I try to focus on my hobby – not my job. Being at home with the kids give me the opportunity to find more ‘scrapable moments’ as well.”

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*EDITORS: Kate Griswold and Cara Baker are available for interviews.*