

Saginaw Business Spotlight

The City of Saginaw Economic Development staff has created a fluid section on the Economic Development web site dedicated to small businesses. Small businesses play integral parts in the Saginaw economy and are the backbone of our great community.

Small Business Spotlight: Miss Jane's MusicPlay

Name: Jane Lyon

Email: MissJanesMusicPlay@Live.com

Business Address (street, city, state, zip code): Saginaw Community Center

What is your job title? (example: owner, founder, president, manager, etc.): Owner/Educator

How long have you been in business in Saginaw?: 18 years

Can you describe your business? (What do you do and how do you do it?): I teach a professionally-developed toddler/preschool early childhood music curriculum. It is a fun 30 minutes with a "buffet" of music-learning activities.

What motivated you to start your own business?: My desire to have my own business and do something I was passionate about. My bachelor's degree qualified me as a newspaper editor, but I was ready to leave that career.

Why do you do what you do?: I love seeing "the light go on" with children, and seeing them enjoy being lovers of music and not simply consumers of music as they get older.

Why did you choose Saginaw Texas?: We raised our 4 children here; we have been here 35 years and still believe it to be a family-friendly community.

What makes your business stand out from other businesses offering similar services or products?: My longevity in this business, and having trained personally several times with one of the most highly-respected early childhood music education experts in the country, Dr. John Feirabend.

What are your customers saying about you? What keeps them coming back?: Daycares in 3 counties also contact with me to teach their entire enrollment. They know the brain development benefits of early music education done RIGHT.

What are your biggest challenges as a business owner?: Juggling all the responsibilities as owner, educator, boss, and also doing the marketing, payroll, training, scheduling, lesson planning, billing, PR, financial statements for taxes, etc. and making time for lots of time with 6 grandchildren.

What are your biggest rewards?: Seeing the absolute JOY in children during my classes, AND how they delight in the songs and activities away from class time.

If you could start all over again, what would you do differently?: Nothing

What would you like to see change in Saginaw Texas?: Not so many high-density housing/apartments. We have loved the very deep sense of community here, and we love that people historically feel “invested” in this community.

What are your plans for the future?: To continue investing in the children and families of this and surrounding communities ; and investing in spending time enriching my grandchildren’s lives.

For more information, click here: <http://ci.saginaw.tx.us/1399/Local-Business-Spotlight>.