

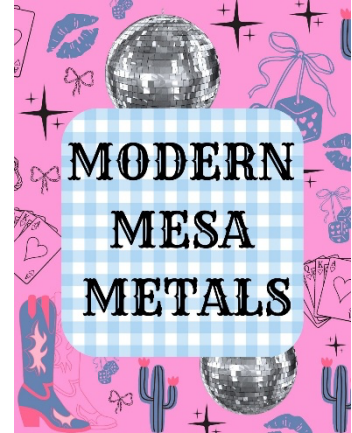
# THE DREAM OF PRETTY THINGS

By Jacie Pennington

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## THE DREAM AND HOW MODERN MESA METALS CAME TO BE:

Many people dream of starting a business. They have an idea that comes to them in the middle of the night, or they jokingly say “One day I will start that” but that day never comes. It’s a sad but true fact that 90% of startups fail.



Modern Mesa Metals Logo

Read more about failed startups here: <https://explodingtopics.com/blog/startup-failure-stats>

With that fact in mind, most people dream of something that will never come to fruition. I am not one of those people. My name is Jacie Beth Pennington, and I am a dreamer. For years, I knew I have had the urge to create something grand and make everything around me beautiful, but how does a young woman in college do that? That is a big, slightly unattainable dream, with no clear direction. For a long time, it seemed like my dream may never see the light of day, until my grandmother gave me my first piece of turquoise jewelry to me as a gift.

My Gram, gave me a turquoise cuff, that had been in our family for generations. Watching the joy on her face as she talked about the people who had worn the piece before her was like gasoline to a spark for me. I knew that I had to catch that joy in a bottle. I knew that a vehicle for that joy was turquoise, heirloom jewelry. After that day, my directionless dream, had it’s arrow.

## THE DREAM OF MODERN MESA METALS IS PUT TO THE TEST:

With the conversation with my Gram in mind, I began diligently researching, and finding out everything I could about Native American Jewelry.

Read more here to dive into Native American Jewelry:

<https://blog.kachinahouse.com/native-american-jewelry-the-definitive-guide/>

<https://alltribes.com/history-of-native-american-jewelry>

<https://fiveable.me/native-american-cultural-practice-art-and-identity>

I used several different sites to explore the significance and history behind each type of metal and turquoise. Being a registered Native American myself, it made me feel more connected to a part of myself I have never explored before. I learned about every time of metal and the different types of turquoise, I emersed myself in research. I knew that if I were going to go into the ‘joy’ business I had to be well versed on the history.

I proposed my idea to my parents, who own their own business. I was worried I would be told I wasn't ready, or I wasn't smart enough, but was met with support and exclamations of "We want to help however we can".

So, we got to work. My parents helped me fill out tax paperwork and tackle licensing issues. It was tireless. I felt as though I was drowning in paperwork. I began to lose sight of the goal I had for this business, to distribute joy.

Then I had lunch with my Gram, and she smiled the brightest smile I had ever seen when she saw me wearing her old cuff, and I remembered why I should happily be drowning in paperwork.

### **THE DREAM OF MODERN MESA MEDIA COMES TO LIGHT:**

After months of promoting Modern Mesa Metals on social media and working alongside the Secretary of State's office to make sure everything was in order, I was finally ready to launch Modern Mesa Metals. I made a trip to Albuquerque and Ruidoso to pick up my first line of inventory and I was ready to go. My dream was becoming a reality.

I launched Modern Mesa Metals on Wednesday; October 1<sup>st</sup> and I had the hope to sell two pieces on that day.

I sold half of inventory on Wednesday.

My dream of distributing joy has become a reality.

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