



Who Wanda James
What Go Arty owner
Qualification Business owner
No. 1 tip for success Follow your passion

Colourful canvas

Wanda James can't imagine a life without art

Were you always interested in art when you were growing up?

Art was something that was not really encouraged when I was growing up. We did crafty things and sewing at school, which I loved. As a teenager I would always remodel my clothes from one year to the next. I remember going past old houses in the bus on the way home from school and working out how to remodel and renovate. I have always been very good with colour and probably always been a bit out there so Go Arty was a natural thing for me.

After school, how did your career develop?

After I finished junior year I worked in administration. That's why, when I started painting, everything had to be level, balanced and centred. My first art teacher used to jokingly say, 'don't worry we'll slap that out of you' and she did. Hospitality was a big part of my life for 20 years and my husband, Gary, and I, built and developed in Noosa for some eight years. Here I was able to use my talents with colour and design.

Who was the most inspirational person you ever worked with?

Aaron Shockley, an American client of ours at the Great Eastern Motor Inn in Gympie. Shock was his nickname. He would always tell us the secret to our success was the attention to detail we did so well. He was a very successful and interesting man. Having faith in yourself is

something he placed a lot of emphasis on.

How did you come to open your business?

I have been in business since I was married at 20. Gary and I ran a building and development company in Noosa and then we were in hospitality for 20 years building and running motels and restaurants. It just seems a natural thing for me.

What was the biggest obstacle you faced and how did you overcome it?

In each project I have done there have always been obstacles you just need to work through. Probably being hit by Cyclone Winifred (1986) in Innisfail and getting our motel back together was one of the major events that stands out in my mind.

What is the best part of running your own business?

I love what I do. I am a real people person so I consider myself lucky to be steering Go Arty in its success.

What is the biggest lesson you have learned?

To give myself the credit that is due. Also, to be patient and have faith in my intuition and ability.

What's next on the agenda, both personally and professionally?

My philosophy in life is to live, love, laugh. A client has added learn to that saying. So I intend to just keep doing that. My very favourite song at the moment is Vanessa Amorosi's *This Is Who I Am*. We survived 2009 so bring on 2010.