







FILE PHOTO

Jane Carey is president and CEO of Boyd Printing Co., founded by her grandfather.

*Continued from preceding page*

North Pearl Street in Albany.

David Adams, Adams-Russell's father, now runs the business. Adams-Russell joined the business shortly after completing college.

When her father retires, plans are for her to run the company. She said she doesn't expect that to happen for at least another 15 years. "I've had more problems being youthful than being a woman," she said.

Adams-Russell said that although

**"I've had more problems [working in her father's business] being youthful than being a woman."**

—**Kimberly Adams-Russell**  
**Corporate Secretary**  
**Frank Adams Jewelers**

women have been successful in the jewelry field, in terms of ownership it is still predominantly male. "There are a lot of wives involved [in the jewelry business] with their husbands," she said.

As corporate secretary, Adams-Russell's responsibilities include marketing and sales. She was a communications major in college and thus prepared to apply her skills in her new role. And she said the fact that she is a woman helped to positively distinguish her product through advertising techniques. "I am

the only female voice on the air," she said referring to a current radio spot for the store.

Under the leadership of Leonardo-Sundling, the Delmar Bootery also has undergone some marketing modifications. When the store first opened, it did about 90 percent of its business in repair and 10 percent in retail. She moved the numbers to 60 percent in repair and 40 percent in retail.

Along with the modification in product mix, Leonardo-Sundling said she added a "woman's touch" to a functional trade. "I spent 18 years in that store. In that process, people commented to me 'why couldn't shoe and leather be an elegant business. From that thought came Stuyvesant Plaza," she said.

Another field with a small representation of women owners is printing, said Jane Carey, president and chief executive officer of Boyd Printing Co. in Albany. Carey began in the business, founded by her maternal grandfather, in 1973. By 1985, she was president, overseeing a business that has doubled in the last 15 years.

Carey recalled some initial reactions she received as the company's new CEO. "I remember one person saying to me 'your dad and I had a gentleman's agreement...but I guess that's something we will never have,'" she said. Carey added that now she encounters very little resistance.

Although they may be the first generation of a sole female ownership, they give credit to their mothers as well as their fathers. "My mother was already a trail blazer," said Leonardo-Sundling. "She taught me everything she learned by watching my dad." □

## ***News, Views, Leads, Deeds, Movers, Shakers, and Decision Makers***

You'll find new business every week in

*Capital District*  
**Business Review®**

**437-9855**

## **FALL IS HERE! TURN TRASH INTO CASH Now Buying...**

Clean News Paper  
Mixed News Paper  
Magazines  
Office Mix

Corr Boxes  
White Ledger  
CPO  
Color Ledger Blank News

**T.A. Predel Co., Inc.**

201 Edison Ave., Schenectady, NY  
(Between the Tracks) • 346-3445  
Open Daily 7-4, Sat. 7-1pm

***ALL News***  
**590 WRBW-AM**

**All News, All The Time**

*No Silly DJ Nonsense*

**All News, All The Time**

*No Talk Show Demagogues*

**All News, All The Time**

***ALL News***  
**590 WRBW-AM**