



**ALSA TRADING COMPANY, INC.**  
a california home lifestyle store

FROM THE BEGINNING

Edna Hayes and Bruce Needleman both walked away from fast-paced corporate careers to create a simplified, higher quality way of life. Married in 1988, they envisioned a business and lifestyle, which would allow them to *slow down*, combine efforts, work and travel together. Hence the creation of Salsa Trading Company, established in 1989.

Their retail showroom in Sonoma, California, features handcrafted furnishings and accessories, melding Spanish Colonial and early California ranch styles with Native American and Mexican influences. Their concept, which thoughtfully combines design, function, and materials including hand-rubbed leather, recycled woods, stone, metals, and antique doors has evolved into what Hayes and Needleman call "Salsa Style".

"Salsa is the only retail/design business of its kind," claims Hayes. "Our wine country location has enabled us to acquire a client base from all over the world."

"We also have a significant regional following," adds Needleman. "Salsa provides a lifestyle environment with a magic all its own. Many of our customers come in regularly to see what's new, which motivates us to continuously design and merchandise fresh collections and search for one of a kind items. We are adamant about our design philosophy ~ bigger is better, less is more ~ and we enjoy educating others."

The complimentary careers Needleman and Hayes enjoyed prior to Salsa, combined with a mutual passion for design, proved to be the formula for their success.

Hayes has an impressive retail management background. After five years as merchandiser for the Esprit de Corp Kids Collection, she joined Jessica McClintock as Director of Retail stores. There, she created a retail format for the then wholesale company, and over the next five years opened fifteen stores across the country.

A Bachelor of Arts degree in marketing from Western Connecticut University and Associate degree in advertising and communications from the Fashion Institute of Technology in New York, stand as the foundation of her seamless abilities.

Needleman had enjoyed a reputation as an outstanding executive in the jewelry industry. He served as vice president of sales on the West Coast for Goldman and Company, followed by ten years as vice-president of sales for Elba, Inc., where he also had the opportunity to become involved in jewelry design. His Bachelor of Arts degree in education from Brooklyn College provided a structure for extraordinary success in sales.

Hayes and Needleman are involved in every aspect of operating Salsa Trading Company. She is in charge of design and production, while he is head of sales. They share the responsibility of sourcing craftspeople in Mexico and India who fashion their designs.

Operating their business together has exceeded their expectations. The opportunity to travel together and live the Salsa lifestyle with their son, Kelly, is a dream come true.

Salsa Trading Company is located at 20490 Broadway in Sonoma, California. The store is open Monday through Saturday, 10 am to 6 pm; Sunday noon to 6 pm; and by appointment. Call 707-939-1710 to reach the store, or visit [salsatrading.com](http://salsatrading.com) for a visual tour.

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