Rock & Gem Store Secures Lease At Avanyu Plaza
November 26, 2022
Weekly Readers: 13,862; Monthly Unique Visitors: 79,092

ETCHED IN STONE

Carving out a niche
Randolph is so many entrepreneurs start out, did not think of herself as a business person. She had an interest in crystals and other minerals. This interest grew from a hobby to selling from tables at craft fairs on the weekend, to opening up brick-and-mortar store in 1990.

"I was teaching English at Laguna-Acoma High School," Randolph told Albuquerque Business First. "A friend of mine had graduated from the School of Natural Therapists and did an internship in Hot Springs, Arkansas.

She invited me to dig quartz crystals there. "Hot Springs is one of the best places to find quartz in North America, according to Randolph.

When Randolph returned from her trip, she started to sell crystals and other rocks and minerals on a little table at the University of New Mexico, back when that kind of thing was allowed. Soon, she was attending events like the Tucson Gem and Mineral Show and the Desert Garden International Rock, Gem and Mineral Show in Quartzsite, Arizona.

The first time she attended, she had $900 in her pocket – inheritance money from a relative.

"There was a vendor there who sold pyrite sun and fluorite etched stones," Randolph said. "This man had never met gave me a whole flat of these crystals in note, just my word. No money exchanged hands. His friend thought she was crazy."

Randolph repaid the debt and never forgot that kindness as she was just starting out.