

Designing woman

A Canandaigua mom turns her Web site hobby into a full-fledged business.

Messenger Post

CANANDAIGUA - The computer was originally for her kids, but Nila Repard was fascinated.

In 1996, within a year of buying her first computer ever, Repard had started designing Web sites. She did one for the town of Canandaigua and another for the city school transportation department - she's also a bus driver. She drives Canandaigua's No. 24 or "Tweety," a reference to the cartoon character on the side that helps the littlest riders identify their bus. (Her personal Web log, or blog in industry lingo, is called The Manic School Bus: www.manicschoolbus.com.)

Both the town and school Web sites are handled by other companies now, but, she says, "It was great experience."

Repard went back to school when her children graduated to learn the finer points of Web site design and started her own business, Chosen Spot Design, in May 2005.

Her rates range from \$300 for a fairly simple page to more than \$1,000 for pages that store lots of data or photos. Minor updates in the first year are included, though more extensive changes and maintenance after the first year cost extra.

Here are the basics about Repard's business ...

- Chosen Spot Design
- 5508 Nott Road, Canandaigua
- Services: Web site design, development and maintenance
- Contact information: (585) 396-9113 or visit the Web site: www.chosenspotdesign.com

And here's a bit about Repard ...

Stroke of luck or moment of inspiration that made your business possible:

"I bought my first computer 'for the kids' in 1996. The minute I turned it on, I was hooked. The Internet offers a rich and varied experience that has led me to return to school and get a degree in Web development, e-commerce and business management."

This item is always in your fridge at home:

"There are many things that are in my refrigerator, but one thing that is always on top of my fridge is a bag or two of doggy treats. I have two spoiled rotten dogs, a doxie and a basset hound. If someone gets too close to the fridge, the doxie starts tap dancing and barking for treats."

If you could have dinner with one person, living or dead, who would you choose and why?

"There have been many people who have inspired me over the years, but I think I would most like to have dinner with Katharine Hepburn. Her dry and sophisticated wit has always entertained me. She was a high-profile independent woman when such things were not acceptable. That, and I absolutely love to listen to her talk."

To submit information about your business for Down to Business, fill out a Web questionnaire at www.mpnewspapers.com. Scroll to the bottom of the home page and click on "Down to Business." The form asks for some basic information about your business and poses some off-beat questions to share your personality. Forms are also available by calling (585) 394-0770, ext. 221, or stopping in our office at 73 Buffalo St., Canandaigua.