

# Faces Of New Bedford #65 – Shelley Cardoos

Meet Shelley Cardoos, 36-year-old Artist, Business Owner, and Executive Director of EforAll (Entrepreneur for All). Shelley located to New Bedford while attending the University of Massachusetts – Dartmouth in 1998, where she obtained a Bachelors Degree in Sculpture. Upon graduation, she started working at AHEAD as a color picker and eventually became the manager of the creative department.



During the 12 years she spent there, she pursued her passions in her free time, playing and singing in several bands and helping Elissa Paquette start CRAFT-0-RAMA. CRAFT-0-RAMA began as a seasonal holiday pop-up shop. For the past few years the shop has opened just after Thanksgiving and remained open until Christmas.

She has enjoyed providing an outlet for local artists and crafters a place to sell their work and understand that there is a market to make money with their talents. Shelley is excited to be opening the Craft-0-Rama as a full-time store front on Purchase street in downtown New Bedford.

After 12 years with AHEAD, she left to become the Executive Director of the Southcoast expansion of the Lowell/Lawrence based organization, EforALL. EforALL is a 501(c)(3) non-profit organization dedicated to accelerating economic and social impact through entrepreneurship in mid-sized cities. With the organization, she has worked in collaboration with her colleagues to help locals with a passion for entrepreneurship

make strides toward their dreams of owning their own businesses.

*“This community has so many rich cultures and a variety of knowledge and the more we see people work together, the more growth we will see in our community.”*

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*Faces of New Bedford is a project by Colton Simmons. If you are interested in booking a shoot or getting prints from the series email all inquiries to [colton@coltonsimmons.com](mailto:colton@coltonsimmons.com)*

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