



Jane Glazer

Owner and President of QCI Direct

*"I have become a 20 year overnight success."
Anonymous*

Jane Glazer's rise to success has been marked by a gradual discovery of her own untapped potential and a willingness to defy the expectations that others had of her, in order to make the best for herself. She began life in an era when there were unwritten "rules" that women were expected to follow. Although nothing was stated explicitly, Jane says it was understood in her community that all women should aspire to one of three professions: teaching, nursing, or social services. Furthermore, none of these jobs should be thought of as a career; rather, they were simply seen as useful skills for a woman to possess in the event that something happened to her husband and she was left with a family to support.

Not knowing anything different, Jane consequently set out early in life to become a teacher. In the sixth grade, she found herself wanting for spending money, and so decided to open up her own day camp in her backyard for nursery school aged children. With the help of her father, she made up a brochure that advertised all the services she planned to render, such as providing the children with tutoring, snacks and a safe place to stay while their parents were busy. Today, Jane works in a much different profession, but she still has a framed copy of this brochure displayed in a place of honor. At the time, she saw the job as preparation for her teaching position. Nowadays, she realizes that she was really

experiencing the first steps of her true calling in that she was setting up and advertising a business.

In the meantime, Jane did go on to graduate from the University of Buffalo and become a teacher, and married the equally successful Larry Glazer (whose story is covered elsewhere in this book). Described as coming from a somewhat liberated family that was “years ahead of the game,” where even his mother worked hard at a job, Larry was among the first people to make Jane aware of her limited perception of herself. She first met him during a teaching stint at a summer camp where they were both working as counselors. In addition to meeting Larry, she also had the first of several formative experiences there, wherein others recognized her leadership potential. Because of her obvious qualities, she was asked to oversee a difficult cabin full of older girls that had proven to be too much for other counselors; an assignment that she handled quite efficiently.

Even while she was still under the grip of oppressive notions, Jane remained an active personality. After her children were born, she took time off from teaching to pursue her masters degree at Nazareth College. After receiving it, she planned to return to teaching but found that this decision was met with some incredulity by both her husband and her father. Why, they asked, did she feel she had to return to teaching when Larry’s success afforded her the chance to do otherwise? However, Jane couldn’t be talked into just sitting around at home. Larry recognized this about her and told her about a position at the publishing company that Jane’s father owned; a position putting together sales catalogs. Drawing on her early experiences from putting together lesson plans and syllabi as a teacher, Jane took to the job as a natural and became heavily involved with it, reaching a high level of expertise.

Coordinating a large group of people including artists, typists and merchandise suppliers, Jane felt she had at last found a job that challenged her true leadership and organizational abilities. However, when the publishing company was sold off years later, she found herself among the first to be let go. It was at that point that she was faced with a new decision.

She simply didn't want to quit and give up the job that brought her so much gratification, so she decided to go into business for herself, putting together her own catalogs, accruing merchandise suppliers, and coordinating all of the sales. Working out of an empty room that she and Larry acquired, Jane worked hard at her new business, listening to Larry's advice, but still found herself losing money over the next seven years.

During that time, she also continued to experience remnants of the attitude that had kept her in the dark as to her potential for so long. When people found out she worked with her husband, they automatically made the assumption that she was his assistant, instead of acknowledging that she owned the business herself. This, combined with her lack of a profit after seven years, began to depress Jane and she started to wonder if she really had it in her after all. Around this time, she took a much needed vacation with another couple, and it was there that she had what she describes as her turning point.

After living a life of such revelation and drastic changes, what could possibly have been so life-altering at that point to qualify as a turning point to Jane? It was a simple comment made by the wife of the other couple on the vacation. When asked about why she thought her business wasn't turning a profit, Jane exclaimed that she had no idea because she had been following Larry's advice to the letter. The other woman asked why she wasn't making her own decisions. Jane respected Larry's expertise as a salesman, but suddenly realized that after all, if it was to be her business, then she needed to be the one making the critical decisions, whether they succeeded or failed.

Returning from the vacation, Jane discussed the situation with Larry, and she became the driving force behind her business, making all decisions. Within a year, her penchant for leadership and organizational skills had allowed the business to turn its first ever profit and she moved into a bigger building. Things continued to grow, she continued to

make excellent deals, and before long she was working out of a 250,000 square foot facility and commanding a workforce of over 150 employees. The company motto: **"Sure, No Problem"** is so ingrained as a company philosophy to take care of the customer, it is painted on the wall as soon as you enter the building.

Jane's road to success was a long one, full of personal discoveries, but she insists that her most important trait, the one most fundamental to her success, is that she's never stopped learning things about life, herself, or the nature of her business. As she says in her own words:

"This is a puzzle that you never get the final piece to."

Today, Jane's business continues to grow, and one need look no further than her workplace to find evidence of her ability to learn and grow. At the head of her workroom hangs a banner with the mantra, "Sure, no problem," a testament to Jane's ability to succeed despite all odds.