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Never Never Never Give Up!

Posted on [April 13, 2011](#) by [Barbara Mooty](#)

There is a sign posted at my desk, "Never, Never, Never Give Up!" a quote linked to Winston Churchill.

Sometimes the road to fulfilling your dreams, aspirations and goals is a rough one: as you might encounter potholes, detours and stop lights. But I was once told, when you run into obstacles, be unwilling to give up—remain unstoppable, keep plugging away and swinging the bat. Remember the "red" stoplight will turn "green" next.

So this weekend if you are in the Los Angeles area, and you are seeking adventure, stop by the brewery/warehouse district downtown and see the beautiful collection of contemporary jewelry designed by my friend, Claudia Endler. [Claudia Endler Designs](#) She will be exhibiting during Saturday and Sunday, April 16-17, 2011 in the Brewery Art Walk. [Brewery Art Walk](#)

Claudia is an amazing, inspiring and talented artist with an uncompromising passion for her work. Claudia and I met years ago while I was living in Los Angeles, working downtown in the jewelry district for the Manufacturing Jewelers and Suppliers of America and we both were loyal members of the Women's Jewelry Association. At the time, Claudia was a new entrepreneur launching her jewelry design studio. She had (and still has) a vision of where she and her designs would be in the future. She stayed true to herself, her goals and created possibilities. She didn't give up when challenges presented themselves or the road become rough. She charged forward, believed in herself...and now her dream is reality.

She's a decorated designer and has a loyal base of clients and collectors of her contemporary and timeless jewels! So when I glance at my "Never, Never, Never Give Up!" sign it is a nudge to "stay at it" and reminder of my friend, Claudia.

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About Barbara Mooty

President, Mooty, Inc. a marketing strategy & business development company with communications and connections especially focused primarily in fine jewelry, luxury marketing industries—helping launch new businesses, products and services. Barbara believes a persona can accomplish anything...provided the person believes in his or herself and is willing to take the risks associated with fulfilling the dream. This blog was