

When Bill and Rose met in 1975, it was the Christmas season in Laguna Beach, California. Bill, a well-known ceramicist originally from Tulsa, Oklahoma, had been working towards a master's degree in art at CalState Fullerton. He had been teaching art in the school systems for 12 years. Rose had completed her studies for a degree in interior design and was working for her parents at their restaurant in Laguna Beach.

It was love at first sight. Bill proposed to Rose at a favorite cove beach. The wedding and ceremony were held in a large restaurant garden on Easter Sunday, April 18, 1976. It was quite an affair, with over 300 guests in attendance, celebrating and dancing to a 7-piece blue grass band.

Bill and Rose were able to buy a very small cottage with an artist studio attached. Bill continued to participate in art shows and exhibits in the prestigious festival of arts show for several years, while Rose became engaged in her first commercial interior design jobs while working full-time at Tivoli Terrace Restaurant for her parents.

On occasion, Rose accompanied Bill to deliver his ceramics to clients in the Southwest. In 1979, Bill introduced Rose to the La Galleria in Sedona, Arizona. The grandeur and beauty of Sedona were overwhelming.

Bill and Rose eventually telephoned the owner of La Galleria, Ernestine Nestler Todd, to inquire if she might need a manager, caretaker or perhaps, even to sell. She said, "No honey, never!" Well . . . never say never. Ernestine telephoned Bill and Rose in 1980 and was willing to offer the property to this young, vibrant and freshly-scrubbed couple.

They needed an investor or partner, which was difficult to find. Bill and Rose were fortunate to sell their small property in Laguna and acquire a silent partner, Sherman Silverman.

The deal was done, escrow closed and it was the beginning of a new and adventuresome chapter in Bill's and Rose's life together.

Heading towards Sedona was another kind of adventure for Bill and Rose! They were stopped at the state line for being over-weight with the ceramic equipment and clay loaded in their vehicle. Twelve hours later, an entourage of friends arrived to balance out the weight with another truck. When they finally arrived at the Galleria, the Broken Arrow neighbors called the police to report trespassers and robbers, not knowing that the Galleria had sold. Their new neighbors then welcomed Bill and Rose to the Broken Arrow community.

Tough times lay ahead. There was an economic downturn being led by plunging oil prices. The Gallery was not getting traffic to stop. Bill remembered seeing chili ristras hanging and being sold from La Galleria. Chili ristras are considered a popular southwest house warming gift. In 1981, they borrowed money from Rose's parents, and Bill drove his '55 Ford pick-up to New Mexico to buy a truck-bed full of fresh chili ristras. A regular seasonal chili route was in the making and has progressed to this present day.

Rio Cody was a surprise to Bill and Rose! After his birth in 1984, as for all first-time parents, life changed and to their good fortune, many doors of opportunity seemed to open. Rio was ever-present in all the activities of a growing family and business taking roots – even going to his first “chili run” at 2 years old! 1987-88 was a busy year, having opened a gallery at the El Pedregal center at the Boulders Resort in Carefree, Arizona. The new 3,600 square-foot gallery had an exceptional southwest interior with a massive indoor rock and waterfall feature, top-quality wood work, floors of flagstone, outdoor hand-hewed poles for a chili cage and a Latvia pole ceiling. The gallery was a work of art!

In 1992, due to increasing sales at Son Silver West, the Robsons applied to the City of Sedona for a conditional use permit to add more parking and expand the outdoor sales area to the south-half of the Son Silver West property. It was a somewhat hectic and stressful process, but the City Planning and Zoning Commission recognized the merits of allowing a local family-owned art gallery and store to expand their business and approved the conditional use permit despite some neighborhood opposition.

Being able to expand their Sedona Gallery, the Robson's decided to sell the gallery in Carefree in 1996 and to concentrate more on the Sedona store. The Robson's anticipated a slow-down in drive-by customers due to the reconstruction of Highway 179, so, they adopted a "Plan B", developing a new wholesale line called "Robson Design" to offset a slow-down in retail sales on the Son Silver West property.

Meanwhile, Bill and Rose decided that Rio needed a little sister. The Robsons elected to pursue an international adoption process in China. In March of 2001, the Robson's met their new 2-year old daughter, Fu Shi Le Robson. Many Robson Design production contracts were made while traveling in Guangzhou, China. It was an unforgettable, enriching experience for all!

Rose stayed at home with their daughter while Bill and Rio continued to travel extensively to other states for trade shows. The wholesale-business became a life-line and business saver.

Then came another economic downturn in 2006-2012. Combined with the massive road construction in Sedona, the Robsons had to work extremely long and arduous hours to keep Son Silver West afloat. The family was finally able to reinvest profits back into the business with

land and warehouse purchases in Rimrock, Arizona. The investments enabled Son Silver West to expand its inventory purchasing power, buying larger quantities of art for a better price, which in-turn, allowed Son Silver West to sell the merchandise for a lower competitive price.

The Robsons had a formula with this new framework for purchasing! They ventured into other manufacturing countries establishing an extensive quality and variety of folk art and merchandise for their diverse customer base. A new location was opened in 2014 in the old town area of Cottonwood, Arizona. A historic 1924 building has added its charm and style to attract many new visitors and customers.

The family has been all together again in one town since 2007, either working in one location of the warehouse or Galleries. Traveling to trade shows helped the family business immensely when it was needed. Attention and focus are now placed on maintaining and attracting customers, product line, facilities and good health.

Bill and Rose will be celebrating 40 years of marriage, partnership and friendship this Easter 2016. Rio will be celebrating 32 years of life as a young man full of vigor and a commanding sense of what it means to be an entrepreneur in every sense of the word. Rio Cody is the “Sun and the Moon.” Fu Shi Le will be graduating from high school soon and celebrating life as the inspiring young woman that she is. Bill and Rose kept her Chinese name because they could not have done any better, “Fu” meaning “good fortune” and Shi Le meaning “pottery and love”.

In viewing this biography it might occur to the reader, this is a very close family. Talent and success are gifts, and with by-products of tenacity and integrity, the Robsons have succeeded in maintaining a family-owned business in Sedona for 35 years. Caring for each other, the Son

Silver West business, and Sedona are the heart and soul of these pages. This has been their life for many years and the Robsons are still counting.