

Business Is Sweet As Candy

By DAWN GIBSON
Post Correspondent

One thing better than waiting until the holidays to enjoy delicious sweets is enjoying those delicious sweets all year round. The Sweet Stuff and More candy store is one place that brings everyday celebrations through their goodies made entirely from scratch.

Elizabeth Mills, program director for Minority Women Business Enterprises in Charlotte, took over the candy store in 1986 at the request of the former owner. Mills asked friend and associate, Joan Kennedy Ross, to join her in the venture. In 1987 the two decided to change the name of the business from Just Chocolate to Sweet Stuff and More to include a variety of sweet delicacies. In April of this year, another creative baker, Lynette Price, joined the team.

The three crafters pride themselves in using natural ingredients and mixing them all by hand. Then they create unique shapes that appeal to the many customers that flood the store daily. This flow of customers keeps the ladies constantly creaming and baking fresh sweets that make their business so popular.

"We don't keep anything past three days, and if it doesn't look appealing we won't put it out," Mills said. "It's a labor of love. In order to be different you have got to have something that everyone else doesn't have," she said in reference to the "more" in the new name of the store. The "more" includes sweets other than chocolate and gift items, such as mugs, balloons, and greeting cards that are available to complement the sweet stuffs.

The variety of items relate to many special occasions. However, birthdays and weddings are by far the greatest volume of business, Price said.

"We give personal attention at a price customer can pay," Price added.

Sweet Stuff and More is aimed at pleasing the customers, so the business is always coming up with new ideas, she said. With the store being in a University community, many of those customers are the students who come and enjoy the entire University Place area.

In the future the store plans to do more business with private contractors as well as the pub-



Lynette Price

Photo/LANEY

STRICTLY BUSINESS Profile

Elizabeth Mills, Joan Kennedy Ross & Lynette Price: Owners of Sweet Stuff & More.
Location: 9009-2 J.M. Keynes Dr., Shoppes at University Place.
Nature of business: Eatable and Non-eatable gift items.
Special Features: Homemade character shaped sweets, greeting cards and gift items.

lic. The store currently does work with other small businesses around town.

"If executives have a specific function or a meeting, we can provide them with samples," Mills said. "This is one way of getting the word out about us."

Mills said that she, Ross and Price plan to keep the store

small in order to do a more effective job when giving personal attention to what the customer wants.

"It's the integrity of the service that brings in the customers," Mills said.

With this dedication and confidence behind them, business is sure to sweet stuff and more!

STRICTLY BUSINESS

BLACK BUSINESS DIRECTORY

Food Service

Windows on Trade
Merchandisers of the finest in culinary delights.
129 West Trade Street
Charlotte, NC 28202
704/332-2263-704/332-2246

Alterations

Ellerbe's Fashions Ltd.
Custom Dressmaking
LaVerne Ellerbe
Owner
Tuesday-Friday 10-6 • Saturday 10-4
4801-C N. Tryon Street
704/598-0852

Cleaning Service

MOBLEY PROFESSIONAL CARPET CLEANING SERVICE
Eddie & Phillip Mobley
Residential and Commercial Carpet and Furniture
379-0003(B)-525-2208(H)
377-9195(O)

Specialty Items

Balloon A Grams
Balloon Delivery • Decorations
Singing Telegrams
3903 E. Independence Blvd.
Charlotte, NC 28205
704/535-4726-704/537-7789

Auto

Ugly Duckling RENT-A-CAR
"America's Second Car"
Matt Mitchell
3704 Central Avenue
Charlotte, NC 28205
704/532-6752

Retail/Eyewear

Avante We offer group rates for businesses
Ms. DeLaine A. Vinson
Fashion Eyewear Consultant
1812 Lyndhurst Ave.
Charlotte, NC 28203
704/375-3935

Travel

Caribbean Tours Ltd.
Serving All Your Travel Needs
Gwen Fetherson
4801-H N. Tryon Street
Charlotte, NC 28213
704/596-1449

Insurance

Allstate
Mary Lockett
Account Agent
2838-B I-85 South Service Rd.
Charlotte, NC 28208
704/393-8677(O)
704/597-0684(H)

Real Estate

East Gate Realty Co.
The Name You Need To Know In Real Estate
Mac Hairston/Larry McCorkle
4913 Albemarle Rd. • Suite 101
Charlotte, NC 28205
704/536-9958(O)
704-568-6414(H)

Specialty Items

Shoppes at University Place
Elizabeth Mills
Lynette Price
Joan Kennedy Ross
Owners
9009-2 J. M. Keynes Drive
Charlotte, NC 28213
704/547-0503

Retail

DEANIE'S • D. MAXWELL'S BOUTIQUE
2315 LaSalle St. 4801-M N. Tryon St.
Statement Fashions For Men & Women
Deanie Maxwell • Terry Straite
704/394-4340-704/596-1488

Design/Building

PROGRESSIVE PLANNING/MANAGEMENT CONSULTANTS
Architectural Design/Construction
Anthony V. Hunt
704/333-1965

Computer Services

"Networking for the Future"
Derrick B. Knox
Network Specialist
1101 Commercial Ave.
Charlotte, NC 28205
704/377-5009

Call JALYNE STRONG at 376-0496 for information on having your business placed in the **BLACK BUSINESS DIRECTORY**

Retail

Vivian's DESIGNER COLLECTIONS
Vivian L. Williams Owner
Joyce M. Brayboy Manager
Uptown-Overstreet Mall
230 Charlotte Plaza • Charlotte
704/333-5399

Pinn Completes Requirements

KANSAS CITY, MO - Dr. Melvin Pinn Jr. of Charlotte has completed continuing medical education requirements to retain active membership in the American Academy of Family Physicians (AAFP), the national association of family doctors.

The requirements call for the members to complete a minimum of 150 hours of accredited continuing medical study every three years. The Academy,

the country's largest medical association with more than 60,000 members, was the first national medical group to require members to keep up with medical progress through continuing education.

The Academy, founded in 1947 and headquartered in Kansas City, MO, was instrumental in the establishment of a new primary specialty in family practice in 1969.

Service. We Guarantee It. SM



We Want To Invest In The Community By Investing In You

At First Union, we're dedicated to helping the communities in which we live and work to develop and prosper. We're committed to helping you, because when we aid the individual, everyone benefits.

Easy And Affordable Home Loans.

As a sign of our commitment to the community, we've made borrowing easy and uncomplicated. We've set aside funds available only to families with low to moderate incomes interested in home improvement. Because your home is probably the single largest investment you'll ever make, it's important to preserve your investment with home improvement and/or repair. To find out if you qualify for the low interest rates and terms of our Very Special Home Improvement Loan, simply call or visit a Loan Officer at any First Union branch.

First Union can also help you when buying a new home with our wide range of fixed and adjustable rate home loans with terms up to 30 years. We'll work with you to find the right mortgage with monthly payments within your reach.

No Minimum Checking With A Money Back Guarantee.

At First Union, we not only make loans affordable, but everyday banking as well. Our No Minimum Checking account is ideal for those who want convenient banking without tying up their cash. There's no minimum balance to maintain so you always have full use of all your money. You can receive these and other benefits of No Minimum Checking for a low monthly fee. We're so confident that you'll like this account, we even give you a money back guarantee.* With an offer like that you can expect a level of service unmatched by any other bank.

Stop in a First Union today. Nothing gives us greater pleasure than helping our customers grow financially. Because we know that your growth is ours, too.

*If you're not completely satisfied, bring your Certificate of Guarantee and monthly statements to any First Union Customer Sales Representative within six months of account opening. This guarantee does not cover fees or other charges incurred for overdrafts, reversed items and other account related services.



Member FDIC
1989 First Union Corporation
809210



First Union National Bank of North Carolina

DIAL
376-0496

For Your Subscription
TODAY!

REEVES EYE CLINIC
© 1987, C. Reeves
FAMILY VISION CENTERS
1001 BEATTIES FORD RD. (NEW LOCATION)
1012 Kings Drive - Suite 521
333-0799
Optical Shop with Quality Eyewear • Complete Vision Analysis And Eye Exams
Division Of Motor Vehicle Eye Exams • Elem.-High-School-College Vision Analysis
Same Day Discharge (No Overnight Stay) Cataract, Glaucoma Or Laser Surgery In Our Affiliated Hospital
Serving Charlotte, Gastonia, Kings Mt., Monroe, Rock Hill, Etc.

KIRK D. WILLIAMS, M.D.
Board Certified
• Diseases of the Ear, Nose, & Throat
— Medical & Surgical —
• Pediatric Ear, Nose & Throat Diseases
• Facial, Plastic & Reconstructive Surgery
— Courtesy Initial Consultation —
377-7088
225 Hawthorne Ln. Suite 405
Hawthorne Medical Center (Across The Street From Presbyterian)
Adequate Parking In Rear