

5 THINGS I'VE LEARNED



Lois Judy & Laura Darnall | The Businesswomen

Soccer moms turned cake queens, Laura and Lois decided to go into business together after nearly 30 years of recreational candy-making.

This year alone they have earned more than one million dollars in sales.

5 THINGS I'VE LEARNED:

1. The importance of professionalism.
2. How to utilize the resources around us (SCAD and the Small Business Association are invaluable!).
3. Employee appreciation breeds loyalty.
4. Kindness and customer service are paramount in business practices.
5. Above all, you have to be flexible!

Photo by Jade McCully