

Blue Ribbon Bakery

Beth Heintz had a life-long dream of owning her own bakery. With the Gladwin community facing economic hardship, she saw this as the perfect opportunity to not only fulfill her dreams, but contribute to the area as well. With no previous business experience, Beth met with MI-SBTDC Business Consultant Nancy Benaske to receive assistance with various details such as a sales tax license application and the steps needed to register her business. Nancy also reviewed, critiqued, and provided suggestions for Beth's business plan, ultimately helping her receive financing. Beth also utilized the Biz Resource Center to obtain further information which she successfully utilized in developing her business.

In 2005, Beth opened the Blue Ribbon Bakery offering high quality baked goods to her customers. Since its opening, the number of employees has risen from zero to six and the company has experienced a 35 percent increase in sales. Happy with the current amount of success the bakery has experienced, Beth already has future plans for additional lines of products to expand her clientele.



I was very nervous about starting my own business, but every time I met with Nancy I always left feeling satisfied and relieved. The SBTDC helped me realize that starting my own business is something that really can be done.
~ Beth Heintz, Owner