

ShopTalk

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Taking care of business . . . and shopping

Thursday, November 4, 2010

Biz Briefs

Goldsmith appointed tax vice chairman

Howard M. Goldsmith, a lawyer with offices at 7716 Castor Ave. in Rhawnhurst, has been appointed vice chairman of the Philadelphia Board of Revision of Taxes.

Goldsmith is past president of the Pennsylvania chapter of the American Academy of Matrimonial Lawyers.

In addition, he is a member of the Philadelphia Domestic Relations Local Rules Committee, a fellow in the International Academy of Matrimonial Lawyers and past chairman of the family-law section of the Philadelphia and Pennsylvania bar associations. ••

FBPA to meet at Aria Nov. 10

The Frankford Business and Professional Association will meet at 1 p.m. Wednesday, Nov. 10, in the Administration Conference Room A of Aria Health's Frankford campus, 4900 Frankford Ave.

Lunch will be served at the meeting.

To RSVP, contact Theresa Hanas, corridor manager for the Frankford Community Development Corp., at 215-743-6580 or thanas.fcfc@gmail.com ••

Born from a blizzard

► Stacy Simon always loved baking, but it wasn't until one of the worst winters ever that she realized how to make it more than a hobby.

By Stephen O'Toole
For The Star

Her bite-size brownies may be delicious, but it's about more than great flavor for Stacy Simon.

"It's about a good, fun product," said Simon, founder of Simon Says Brownies.

Emphasis on fun.

Family and friends had been telling Simon for years to make a business out of her signature bite-size brownies — the product of a baking career that began in high school and never went away, even as she forged a successful business career.

"I've always thought about doing something, and people have always told me to figure it out and do it," said Simon.

But it took one of the city's most brutal winters to push her to launch Simon Says in May.

"You really couldn't leave the city," Simon said of this past winter's numerous blizzard-like storms.

With everyone in her Fairmount neighborhood snowed in, she decided to just keep baking and hand-delivering her bite-size brownies in Chinese food containers to her trapped neighbors.

After that, the wave of support became overwhelming, and Simon Says was born. "Everybody just joined forces with me to start this business," said Simon.

And "everybody" includes her old college roommate, who designed the logo and website (www.simonsaysbrownies.com); her two broth-

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DAVE LONDRES / FOR THE STAR

Stacy Simon with her 'Simon Says Brownies'.

Have news about your business? Send it to the Star!



Simon Says Brownies have taken off thanks to a large contingent of friends and family backers.

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BROWNIES

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ers, both of whom work in Internet advertising; not to mention her neighbors, friends, and clients from her day-job that have become loyal Simon Says customers.

"Word-of-mouth has been good," said Simon, who generated the good word about her brownies via good will, i.e. donating her chocolate goodies to numerous charities events, which is something she still does regularly despite her growing commercial success.

She also pitched the cottage business to the Roxborough Business Exchange during last week's meeting to give other budding entrepreneurs tips on starting out.

Having just launched Simon Says in May, the thought of going national might seem premature, until you couple Simon's baking skills with her career in retail real estate sales. She has done site selection for national corporations like 7-Eleven, Bennigan's, Red Robin, and Save-a-Lot.

"I've worked all over the country, and have always been in the [food-service] industry," said Simon, who worked in a bakery during high school then a gourmet wine and cheese shop in college.

"But I've always baked and sent gift brownies to friends, and I've always given them away for the holidays," said Simon.

The Simon Says menu offers milk or dark chocolate brownies with any three "fun mix-ins," which include basically anything a customer might request, from chocolate chips to Swedish fish. Pricing begins at \$10 for a baker's dozen and goes up to \$95 for large tray of nine dozen.

Simon also lists customers' websites on her website, from large corporations like PriceWaterhouseCoopers to smaller, local businesses like Body Precision Pilates Studio.

"Anybody that works with me can link in to the website," said Simon.

Simon, who also has a master's degree from Temple University in sports psychology, described baking as an endurance test, which she hopes to pass and take Simon Says to a national level.

"I want to do it right, and I want to do it smart," said Simon, who hopes that her unique business background combined with a passion for good baking will make a winning combination for her business.

"I've baked everything from cheesecake to biscotti, but I just always end up bringing brownies to people's houses," Simon said about her decision to focus the business on brownies.

And the name of the business was a natural, Simon said, given her last name and the obvious marketing slogan to go along with it.

"Simon says: Eat brownies," said Simon. "It's a little corny, but I think it works."

For more information about Simon Says Brownies, visit www.simonsaysbrownies.com.

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