What's Work Got to Do with Quality?

- Work is an important part of having a real life!
- Presenters will share their personal journeys towards a real life that involves work!

Natasha Genova Harris

- Lives in Montgomery County
- Owner, Tasha’s Tru North
Tasha's Tru North

Tracey Knox

- Lives in Chester County
- Employee, Ross Dress for Less, Montgomery County
Richard Rowland
- Lives in Philadelphia County
- Employee, Bohama Breeze, Montgomery County

Jonah Selber
- Lives in Delaware County
- Employee, Jefferson University Hospital

Jonah
The Exciting Journey of Christa

Christa came to Keystone Human Services Supported Employment Service in 2014, seeking our assistance in helping her to find and maintain employment in her community. During the process of Customized Employment program, Christa’s three vocational themes quickly emerged: Food, Organization, and Dogs. When the idea of becoming a distributor of locally made dog treats was suggested to Christa, her response was immediate. Her eyes lit up as she said “Okay!” and Christa’s Best Dog Treats was established in September of 2015.
New Vendor Owner

Christa visited Saturday's Market in Middletown, PA several times to observe the environment, talk with other vendor owners, and do marketing research, before meeting with the Market Manager to discuss leasing vendor space. She signed a contract with the Market on March 9th, 2016 and officially became a vendor owner for her new business, Christa's Best Dog Treats!

All Set Up!

For several weeks before her grand opening, Christa was very busy decorating her vendor space, purchasing and picking up the product and business essentials. She also distributed a multitude of flyers in the nearby community.

Grand Opening

April 2, 2016
Christa with her Mother on her Grand Opening Day!

Christa is blessed with a very supportive family! Her parents and brothers are very excited and support her in her new business venture.
Grand Opening

Although Christa’s job assists her with all aspects of her business, the goal is for Christa to be as independent as possible when operating her business. This opportunity has been an excellent learning opportunity for Christa.

First Sale!

Christa with her very first customer on Grand Opening Day at Saturday’s Market!

Before the grand opening...

- A business plan was written and a feasibility study was done
- Christa registered for an Employer Identification Number
- An 8-member business board was established to meet, discuss and make decisions on the support for the business.
- Flyers were distributed and she continued to do research on marketing options
- She opened a business bank account
- Items needed were purchased and/or collected (i.e. banner, table, decorations, table cloth, chairs, basket, money box, calculator, etc.)
- Christa was given several opportunities to practice for being a vendor owner
- Christa researched and selected the pet treat bakeries she wanted to represent
Selecting Bakeries and Purchasing Products

Christa visited a number of local pet treats bakeries that produce healthy pet treats made with human grade ingredients. She shared her plan to be a distributor with them. She ultimately selected Two Pups Pastries in Lancaster and Kylie’s Pet Treats in New Cumberland to represent.

Christa the Baker

To create more buying options for her customers, Christa also decided to bake her own treats. It was important to her that they be healthy, wholesome, made with human grade ingredients and could be sold at a reasonable price. To her delight, her original recipes, “Christa’s Peanut Butter Bones” and “Christa’s Bacon and Cheese Bites” became her best sellers. In response to customer inquiries, she realized a need for cat treats and also created two homemade cat treats, “Tasty Tuna Cat Treats” and “Chicken and Rice Cat treats”.

Money Transaction

It is a big part of her business and can be challenging. Christa takes every opportunity to learn how to count money and to make a transaction.
Saturday Morning
At 8 am every Saturday morning Christa loads the trunk with the boxes of treats.

Setting up the vendor table
Christa knows names and prices of all her products. She puts her product in baskets and attaches a matching label.

Christa's side-kick
Naji
Naji is a service dog-in training. She loves being a part of Christa's sale.
Customer Service
Christa is learning to be good with customer service. When a customer approaches, she greets them. Christa has good conversation with her customers - she asks them about their dogs!

Handmade Doggie Pull Toy
Ul, an Amish lady has a vendor space across from Christa's space. She has been a wonderful encouragement to Christa and has suggested Christa sell small dog toys. They are homemade pull toys made of old flannel blankets, and they are selling very well.

After the Sale
Bookkeeping is another important task with a business. Christa counts money and uses her math skills and a calculator to find the total amount.
Inventory
Christa counts the product and takes notes on what items are low. She makes a plan for purchasing more to make sure she has enough for the next sale.

Thank you!!
Please visit Christa's Best Dog Treats at Saturday's Market!!
3751 E.Harrisburg Pike
Middletown, PA

Josh Stranix
- Lives in Schuylkill County
- Employee, Giant Food Stores
Thank you for your attention!

Please let us know if you have any questions!