

The Stork Boutique

12/17/07

Lou Ann Aylor, owner of The Stork Boutique, is answering the questions for today's Small Business Snapshot.

What is the primary purpose of your business?
Offering stylish, high quality maternity clothing.

What is your business background? After graduating from the State University of New York at Albany, I taught high school business subjects. However, there is more money to be made in the business world (like that's a surprise). Working for many years for attorneys and presidents of Fortune 500 companies and enduring years of losing my job due to mergers and acquisitions, buyouts, bankruptcies and market slowdowns, I decided I would like to take the responsibility of my future employment. Always managing the businesses of others provided me with the skills needed to start my own business.



Ryan Smith, RN-T

Why did you start this particular business? Research proves that there is a definite need in the Coosa Valley, NW Georgia area for maternity clothing and I want our expecting moms to look beautiful and to be comfortable during their pregnancy.

What makes your business unique? I can provide a commodity that is only available in larger cities such as Atlanta and Chattanooga.

What do you enjoy most about your chosen profession? My favorite thing about my job is meeting my expecting moms and hearing the excitement in their voice about their upcoming "event".

What has been the biggest or most interesting challenge to overcome as a small business owner? The most aggravating thing has been fending off the debit-credit card vendors – they are ruthless!

Is there anything else you'd like to share with our readers? Rome is a beautiful city and a wonderful place to raise a family.

THE FACTS:

- Business name: The Stork Boutique
- Business age: three months
- Owners: Lou Ann Aylor
- How long have you owned it? Since Oct. 2, 2007
- Location: 1513 Dean Ave.
- Telephone: 706-291-7875
- Hours: Monday, Tuesday, Thursday and Friday, 10 a.m. until 6 p.m.; Wednesday, 8:30 a.m. to 4 p.m.; and Saturday, 10 a.m. until 3 p.m.