

Celebrating

NATIONAL
WOMEN'S SMALL BUSINESS

MONTH



OCTOBER
2021

Hillsborough Economic and Business Development Commission (EBDC) Recognizes National Women's Small Business Month - Spotlight on Lauren Warmke of Simply Sweets



Lauren with her Saturday crew

October is "**National Women's Small Business Month**" and was created to celebrate the growth and accomplishments of female entrepreneurs and to recognize the vital role they play in our economy. The Economic & Business Development Commission (EBDC) is taking the opportunity to recognize women business owners in Hillsborough. The EBDC has invited all Hillsborough women business owners in the Hillsborough Business Association (HBA) to share a few details of their business by completing a questionnaire. These business owners' responses will be released on the [Hillsborough Business Association Facebook page](#), the

Township's website and in the Mayor's e-newsletter. Additionally, October features "Q&A Profiles" of successful female business owners in Hillsborough. Get to know Lauren Warmke of Simply Sweets!

Q: Tell us a little about your business model/service and your target client.

A: Simply Sweets By Lauren is a specialty bakeshop, we create custom cookies, french macarons & cakes. We pride ourselves on the fact that we are a rarity in the baking world since we have always baked all of our items fresh & from scratch. Our dream was to create a destination bakery, the one you tell your friends about. The one you'd wait in line for! We have become a Saturday morning ritual for our community.

Q: What is your business background prior to owning this business?

A: Prior to starting Simply Sweets I was a Massage Therapist, not a great one, but that's what I did in my previous life before kids. When I had children I became a stay at home mom, very lucky to have been able to be with them & create this business at the same time.

Q: When did your current business open, what led you to open this particular business, and why did you choose Hillsborough?

A: Simply Sweets went legit in 2015, yep that long ago, when I outgrew being a home-baker. I jumped around a bit, was tempted to quit, made mistakes, learned many lessons which all led to opening where I currently am today. The Cake Studio opened at Triangle Center in 2019 and has been steadily growing ever since. Hillsborough was the ONLY choice, it's my hometown, a town that desperately needed some sweetness!

Q: What do you find to be the most challenging aspect of owning your business?

A: Being the one person who does all the things is certainly the most difficult part of owning your own business. I am getting better at sharing responsibility though this year I hired my brother to handle Custom Inquiries, and it has been life changing.

Q: Given the challenges of owning a small business, and the hard work involved, what motivates you every day?

A: Saturday is the single day that motivates me each week. It's so fulfilling to see & meet each customer. These customers give me life, they make waking up at 3 AM on Saturdays a piece of cake! So corny I know, I love hearing the stories, seeing the smiles, they are all becoming a huge part of my life. I'm very thankful for the community I have been able to bring together in four short hours each week.

Q: As a woman business owner, what are you most proud of?

A: As a woman business owner, I am most proud of the support. I have fans I don't even know about that are quietly cheering me on and admiring what I do. It gives me chills just thinking that I am inspiring stay at home moms/dads/everyone who can see what I've built, to take a chance, do the work, make a dream come true.

Q: What is the best advice you have been given? What advice would you give to a woman looking to start her own business?

A: It's the same advice I would give to anyone looking to start a business. If you're scared, do it anyway. That fear never goes away, you just get braver!

Q: Any final comments or thoughts you would like to share?

A: Don't quit your daydream!

Simply Sweets

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