

Sugar Plum visions

News from Sugar Plum Bakery

Spring 2016

Bakery's wedding cakes bring tiers of joy

The word is out. For couples who seek an exquisite wedding cake and also want to support a great cause, Sugar Plum is the perfect match. Stepping up the bakery's wedding business by remodeling its cake consultation room in 2014, Sugar Plum now meets with about 25 couples per month.



Most Saturdays are booked solid, with consultations available from 10 a.m. to 1 p.m., on the hour. And every couple is greeted by the same smiling face — that of Monique Shackleford, who has decorated cakes at Sugar Plum for 20 years.



"Before this, I worked at Farm Fresh as a bakery supervisor. But I really love it here, since you can be much more creative," she says. At each consultation, the clients look through pictures in the bakery's portfolio, and sometimes they bring in photos they've seen online or in magazines. Then they sample the five main wedding cake flavors — vanilla, chocolate, almond, lemon, and red velvet. Other flavors are available upon request.

What's the most unusual cake she's ever made? "Halloween wedding cakes — we get requests for about one per year," says Shackleford. "They're covered with skulls, spiders, jack-o-lanterns... I think the last one had the bride and groom dressed like zombies!"

Shackleford says the April-May-June period used to be the busiest, but in the past couple of years, October has emerged the top month for weddings in the area.

"I was really surprised," she says. "We had double in October what we had in May. On October 10 of last year, we had 10 weddings in one day!" Such a feat requires lots of help. It takes two days on average to make a wedding cake, Shackleford reports. The cakes are baked and iced the day before, and then decorated the morning of the wedding — which takes about four hours on average, she says.

Asked if she's ever dropped a cake in 20 years, the answer is no, "but one time the delivery driver had to hit the brakes, and the top two tiers were damaged. Good thing we always deliver two hours in advance, and keep extra cake on hand. There's always something we can do to save the day.

"Most [wedding-related businesses] around here deliver to the same places, and they constantly recommend Sugar Plum — facilities on base, all the main hotels." No matter where the cake is delivered though, "people are oohing and aahing when they bring it in."



Monique Shackleford





Our Mission

The mission of Sugar Plum Bakery is to serve the needs of persons with disabilities through training, employment, and education. Sugar Plum Bakery will promote the integration of people with developmental and physical disabilities into society by helping them become independent and working, contributing members of our communities.

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Mark your calendar for annual golf classic

It's springtime, and that means it's also time to reserve your spot at the Sugar Plum Annual Golf Classic.

Remember, this tournament is our only fundraising event and is critical to our mission of serving individuals with physical and intellectual disabilities. We look forward to seeing you at the beautiful Bayville Golf Club.



14th Annual Sugar Plum Golf Classic
Tuesday, April 26, 2016

Bayville Golf Club, Virginia Beach

Hole sponsorships can be purchased for \$150

For more information, contact Chuck Ferrer at Chuck.Ferrer@kirbycorp.com



Thank you for the many ways you help make Sugar Plum more than a bakery.

Thad Nowak,
President, Sugar Plum Board of Directors



FAREWELL

Sue Carlson retires after 13 years with Sugar Plum

It all started with an ad in the *Beacon*. Sue Carlson saw that Sugar Plum was seeking volunteers to do odd jobs and help in retail. That soon turned into a staff position, and now, 13 years later, Carlson is hanging up her apron to spend more time with family—especially her three grandchildren who live in Northern Virginia and Florida.

You might recognize Carlson from the deli, where she was the first dedicated employee when it opened. It was a natural fit for her, she says, after running a hot lunch program in Department of Defense school systems in England, while her husband was in the Navy.

Other than losing regular access to her favorite Sugar Plum treats—chocolate chip cookies and cannoli—what will she miss most? “When I walk into the kitchen and see ‘the busy beavers,’ as I call them, putting 110% into everything they do. These individuals with disabilities put such pride in their work. I will also miss the regulars who come in... knowing what they will order before they even walk in the door, and surprising them by already having it waiting for them.”

Carlson adds, “I would like to say thank you very much for having the pleasure of working with and for Trish Clark. She has been absolutely wonderful. Leah and Diane have also been very supportive. Special thanks also to Anna, Regina, and Linda for all that they do with our individuals with disabilities, and to the individuals themselves, and also to the cake room staff—they are absolutely fantastic.”



Sue Carlson



Our vital ingredient is you

Regular support from the community enables Sugar Plum Bakery to continue meeting its mission of serving individuals with disabilities. As always, we appreciate every gift that comes to us, and we offer sincere thanks to all of our donors. The following is a list of donors who made contributions between November 1, 2015 and January 31, 2016.

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Bakery sales help offset our expenses, but the reality is, our organization relies on generous financial support from donors like you. Please consider a tax-deductible gift today.

Board Member Spotlight: Colleen Gard-Craig



Colleen Gard-Craig

How long have you volunteered with Sugar Plum?

13 years.

How did you first get interested?

Back in 2003, when I was the marketing and event coordinator for Hall Automotive, Thad Nowak—president of the board at Sugar Plum and also president of Hall at the time—

asked if I would work on a project with him, which turned out to be the Sugar Plum's annual golf tournament. At the time, all I knew about Sugar Plum was that it was a bakery on Laskin Road.

Why do you stay involved?

I love it—the people I work with there, and the whole mission... seeing how they are training individuals with intellectual and

developmental disabilities with job skills so they can get a job and gain more independence is wonderful.

How have you made an impact here?

The golf tournament is the bakery's only annual fundraising event; helping plan it every year helps make the mission possible. When I tell people I'm involved in Sugar Plum, I always hear, "Oh, that's such a great cause." I have never heard *anything* negative about the bakery.

What's your favorite Sugar Plum treat?

The Mozart! My husband, Phil, and I even had it as our wedding cake two years ago.

Where else are you involved in the community?

I've volunteered with several organizations where my daughters—Sarah, 14, and Courtney, 18—are active. I also teach Sunday school at Great Bridge Presbyterian Church.

Celebrate with our Spring Specialties!

From tiny treats to grand, gift-worthy confections, Sugar Plum has you covered for Easter, Mother's Day and other spring celebrations. Yes, most can be personalized!



Skills, life lessons, and confidence: fresh from the oven.

Sugar Plum Bakery
1353 Laskin Road
Virginia Beach, Virginia 23451

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Cakes of the month



Coconut

March: Coconut

Two layers of coconut-flavored cake filled and iced in vanilla butter cream. The entire cake is coated in coconut flakes, and the top is garnished with maraschino cherries.

April: Lemon Zip Razzamatazz

Three layers of yellow cake filled with a layer of lemon filling and a layer of raspberry filling. Iced in lemon butter cream.

May: Strawberry Shortcake

Four layers of yellow cake, filled with layers of fresh strawberries and homemade whipped cream. Topped with whole fresh strawberries and bordered with whipped cream.



Lemon Zip Razzamatazz



Strawberry Shortcake

To order a Sugar Plum Sweet Indulgence, call 757.422.3913 or visit the bakery at 1353 Laskin Road. Open Monday – Friday, 7 a.m. to 6 p.m.; Saturday, 7 a.m. to 5 p.m.

www.sugarplumbakery.org www.facebook.com/sugarplumbakeryvb