



Louisiana Small Business Development Center at Greater New Orleans Region

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Serving Assumption, Jefferson, LaFourche, Orleans, Plaquemine, St. Bernard, St. Charles, St. James, St. John the Baptist, and Terrebonne Parishes

Bittersweet Confections **5331 Canal Blvd., New Orleans, LA 70124**



Cheryl Scripter, owner,
Bittersweet Confections

Economic Impact

- re-opened business after Hurricane Katrina
- sales grew at least 50% compared to pre-Katrina sales figures
- created nine part-time jobs

Cheryl Scripter's business, Bittersweet Confections, re-emerged from the destruction of Hurricane Katrina stronger and more profitable, thanks to her hard work and assistance from the Louisiana Small Business Development Center (LSBDC)-Greater New Orleans Region.

Eight years ago, Scripter started Bittersweet Confections, selling her hand-made chocolate truffles in specialty stores, restaurants, and hotels. But in 2005, Hurricane Katrina flooded Cheryl's home, forcing her family to evacuate to Baton Rouge for 7 months. The storm also devastated Scripter's business, wiping out all her equipment and inventory.

After returning home, Scripter contacted LSBDC-Greater New Orleans Region and teamed up with consultants Dianne Sclafani and Christian Galvin. Armed with a \$50,000 dollar Seedco Financial loan and a \$10,000 dollar Louisiana Recovery Authority grant, Scripter and her LSBDC consultants mapped a course to reopen her business. Galvin also helped Scripter develop a new website for e-commerce.

"I have relied greatly on my LSBDC consultants throughout the recovery process to help me get my business up and running again," said Scripter.

On Valentine's Day 2008, Cheryl reopened Bittersweet Confections in the Lakeview area. Since reopening, Scripter estimates her sales have increased 50 to 60 percent as compared to her pre-Katrina figures, and she has created nine part-time jobs. Scripter has found a sweet ending to her Katrina story thanks to her hard work and assistance from the LSBDC-Greater New Orleans Region.

LSBDC at GNOR Services Given to Client

- strategic planning
- assistance with a \$10,000 LRA grant
- website development



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