



Massachusetts District Office

# ***News Release***

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## **Yummy Treasures Awarded Microenterprise of the Year**

**BOSTON** – The Small Business Administration (SBA) has named Yummy Treasures the 2017 Massachusetts SBA Microenterprise of the Year for Massachusetts.

Yummy Treasures earned the recognition for its success as the #1 seller in the United States on Etsy.com -- a global online marketplace of handmade, vintage and creative goods. Yummy Treasures is also the #3 seller in the world on Etsy.com – exporting unique crafts and jewelry supplies all around the world from their boutique shop in Pittsfield.

“Start small with big dreams, just like the Carpenters did,” said Robert Nelson, SBA Massachusetts District Director. “Even if you live in a small town, you can utilize free counseling from the Massachusetts Small Business Development Center network and leverage technology to connect with customers across the globe.”

In 2008, Beth Carpenter was trying to reduce clutter in her basement crafting room and first floor which was overflowing with beads. That’s when she discovered Etsy.com and decided to sell her excess supplies online. Yummy Treasures was officially in business – and after a few months passed, Beth soon found that there was a great demand for her vintage supplies and decided to start her home-based business full-time.

Seeing the growing sales, her husband Greg left a twenty year career to assist with the blossoming family business. With a corporate background, Greg implemented an inventory management system to help track products, orders, and shipments. With Beth's ability to hunt down new and exciting products, and Greg's hunger for increased efficiency, Yummy Treasures began to surpass other sellers on Etsy.

At the same time, Beth and Greg's son Zac was graduating from the University of Massachusetts Amherst with a double major in business and communications. He soon joined the family business focusing on Website Design and Social Media. With the continued growth in sales and staff, it was apparent that the basement could no longer sustain the business.

In January of 2015, Yummy Treasures became fully operational as Yummy Treasures, Inc. and by March had moved to its new location in Pittsfield. With ample space, Greg and Zac set to work on increasing order picking and packing efficiency. With the implementation of new and streamlined backroom organization, savings in accuracy and labor quickly materialized.

In early October the store opened with a goal to not only have an incredible array of new and vintage product, but to foster a sense of community. This was done through a series of beading classes, Mother's Day events, Trunk Shows, and open tables for crafters to work at anytime. The feedback from these events provided critical information for the continued growth of the company. Further, this feedback has allowed continued improvement to the shopping experience, as well as a tailored inventory to meet customer's every need. This dedication to community and customer service helped Yummy Treasures to be named a Berkshire Records "Best of 2016" selection.

The Microenterprise of the Year award is presented annually to a growing business that has used assistance through SBA loan programs, or has been a client of one of our SBA technical service providers; nominee has also had at least a three-year track record and 5 or fewer employees.

Elizabeth Carpenter was nominated by Keith Girouard, Regional Director for Berkshire Regional Office, Massachusetts Small Business Development Center.

Greg, Beth and Zac will be honored at an SBA awards lunch along with the other 2017 Massachusetts Small Business Week winners at Granite Links Golf Club on May 2, 2017.

### **About the U.S. Small Business Administration:**

The [U.S. Small Business Administration](http://www.sba.gov) (SBA) was created in 1953 and since January 13, 2012, has served as a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more, visit [www.sba.gov](http://www.sba.gov)

### **About Yummy Treasures:**

Yummy Treasures started from a bead and craft collector's passion for hunting down unique finds. Yummy Treasures has online operations and store front location based in Pittsfield, Massachusetts. Today, Yummy Treasures is ranked the #1 seller in the USA and #3 in the WORLD on Etsy.com – the leading online marketplace for creative commerce. For more information on Yummy Treasures, please visit: [www.yummytreasures.com](http://www.yummytreasures.com)

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