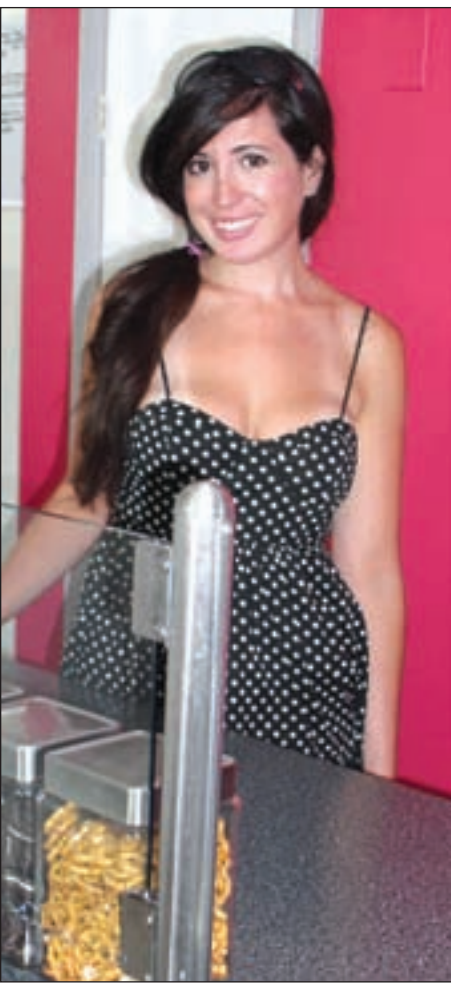


NEW BUSINESS

Cupcakes – and lots of them – are her ‘plan A’



VASILY BAZIUK/MESSENGER POST

Irondequoit native Heather Saffer opened her new business, Dollop, Gourmet Cupcake Creations, in Penfield on July 3.

About the owner

NAME: Heather Saffer
AGE: 27
YEARS IN BUSINESS: 1
HOMETOWN: Irondequoit, though she now makes her home in Webster
EDUCATION: 2001 graduate of Irondequoit High School; attending SUNY Brockport, finishing up a degree in psychology
HOBBIES: “I try to work out when I have free time ... but I’m working 24/7.”

About the business

Name of business: Dollop, Gourmet Cupcake Creations
Address of business: 1865 Penfield Road, Penfield
Number of employees (not including owner): 5, including 3 who just started last week
Hours of operation: noon to 8 p.m. Thursday, Friday and Saturday; 11 a.m. to 3 p.m. Sunday; special orders taken anytime
Phone number of business: (585) 205-8628
Website: www.dollop-gourmet.com
Multimedia: Dollop also has a Facebook page, is on Twitter, and has a blog

In three sentences, tell us how you ended up in this line of work:

“I’m almost done with school and always wanted to own my own business, but didn’t know in what field. I was never really good at anything. But I do love cupcakes and knew they were popular, so I taught myself how to bake ... and I was actually good at it!”

How did you learn the business?

“Honestly, after a love of eating cupcakes, I read blogs and watched YouTube videos to learn about frosting.”

What are two memories from your career that stick with you the most?

“I started only about a year ago as The Cupcake Dreamery. I shared kitchen space with a golf club and a bakery, then was inside a coffee shop at the Rochester Public Market. I decided to rebrand and go retail. I had only started baking about six months before I opened the business.”

Where did you come up with the new name?

“I was thinking of words that are fun to say, and ‘dollop’ is just a fun word. Plus, we top the cupcakes with a ‘dollop’ of frosting.”

What makes your business unusual?

“We have a cupcake bar. I don’t know if anyone else has anything exactly like this out there, but I modeled it after the ice cream shops where you can choose your own mix-ins and toppings.” At the “cupcake bar,” customers choose one of a handful of cupcake flavors and from a selection of about 10 frostings (at any one time), then can add one of six to 10 fillings and top it all off with a large variety of toppings, ranging from caramel to marshmallows, pretzels to bacon (really), chocolate chips to cookie dough.

What is your favorite cupcake?

“My favorite changes, but I do love the peanut butter cream frosting, maybe with a chocolate cupcake. ... But, we do frosting shots, too” (a bargain at just 75 cents).

What, so far, is your customers’ favorite?

“They seem to like the red velvet — we have that, chocolate and vanilla every day, then have other flavors like carrot cake, cheesecake, banana, champagne and pumpkin on a rotating basis.”

How do you “fill” a cupcake?

“We cut a hole in the center, fill it, then put the top back on and frost it.” Dollop’s standard filling choices are Boston cream, lemon cream, rasp-



VASILY BAZIUK/MESSENGER POST

berry sauce, fluff (which is marshmallow), maraschino cherry and whipped cream. Choices like apple pie, ganache, fresh blueberries or strawberries and peach are available on a rotating basis.

Do you only sell cupcakes?

“Yes. I say do one thing and do it well. Most customers come in and buy just one or two, but we also do a lot of custom orders for birthday parties, showers, weddings and corporate events. We take orders any day of the week. The biggest order we ever had was for 1,000 cupcakes, each with a corporate logo that we drew in chocolate.”

What are your future plans?

“First, to make this a success; I can’t think of anything else to do. I don’t have a plan B ... this is plan A and that’s about it. But, it would be nice to be able to expand at some point, to have a bigger store and more locations.”

— Linda Quinlan

Webster agency earns Telly Award for visual effects

By LINDA QUINLAN
 lquinlan@messengerpostmedia.com

Sundance Marketing, a full-service advertising agency based in Webster for the past 10 years, has won a 2010 Bronze Telly Award.

The company, founded and owned by Webster resident Laurie Sagona, received the recognition for outstanding visual effects for its “Think Skin” TV commercial produced for Helendale Dermatology & Medical Spa. The commercial still runs periodically on all of the local TV networks, plus cable, and was produced in 2009.

“The way it was produced, there’s almost an animation effect that was done by hand; it’s very

unusual,” Sagona said.

She added that the award is the agency’s first, but noted that Sundance also was a finalist in 2003 for two music jingles for two other clients.

“Rochester is blessed with world-class video and creative talent, talent that area businesses, large and small, benefit from every day,” said Sagona, who is president of Sundance. “Not only does this award honor Sundance Marketing, it recognizes Rochester’s creative community.”

Announced in New York City on June 25, the Telly Awards honor the best local, regional and cable television commercials and programs, as well as video and film productions, and work

created for the Web. Winners represent the best work of advertising agencies, production companies, television stations, cable operators and corporate video departments.

This year’s competition, the 31st Annual Telly Awards, received more than 11,000 entries from all 50 states and five continents. Since 1978, its mission has been to strengthen the visual arts community by inspiring, promoting and supporting creativity.

In the Telly Awards format, entries do not compete against one another; rather, entries are judged against a high standard of merit. Fewer than 10 percent of the entries are chosen as winners of a Silver Telly, and between

18 and 25 percent of entries are awarded a Bronze Telly.

Sundance is a full-service agency that offers everything from logos to print ads, media buying to media strategy, Sagona said. The agency also does campaigns that are fully integrated, brand marketing and Web site development, in addition to providing full creative services.

IN BRIEF CHILI

Breast cancer ride slated

The Rochester Fitness Center will sponsor the Pink Ribbon Ride — a spin-a-thon — to raise funds to fight breast cancer Sunday, Aug. 29 at the center, 3313 Chili Ave. in Chili.

Participants will “spin” on stationary bikes led by an instructor and set to music. The ride

will be held from noon to 4 p.m. and is a team event with teammates alternating during the course of the event.

Team leaders are required to reserve a bike at 11:30 a.m. Teams will get sponsors to pledge a “per hour” contribution and all proceeds will go to the Breast Cancer Coalition of Rochester.

To register, visit www.rochesterfitnesscenter.com, e-mail rfcpr@gmail.com or call 889-1000.

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