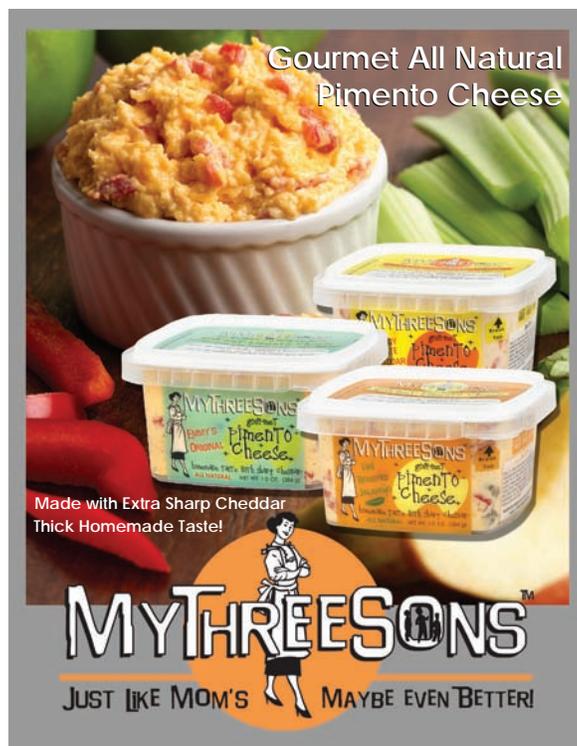


Success Story

MyThreeSons- Cheryl Barnett

After years of struggling with back problems that often accompany a career in dentistry, Dr. Cheryl Barnett, was faced with the prospect of an early retirement. One day, as her family gathered in the kitchen, her youngest son Michael reminded her that she had been telling her children for years that they would have a pimento cheese business together. Rather than simply blow it off, as had been her usual tactic, Cheryl made the idea a reality.



Utilizing virtually every resource available through the Nussbaum Center for Entrepreneurship's EASE Program, Cheryl took this idea, born at the kitchen table and grew it into a thriving business that now includes 3 flavors of gourmet pimento cheese, and is available in over 200 stores throughout the Southeast.

MyThreeSons was an Associate from 2011-2012
www.mtsgourmet.com



"I have received support from this program for the past year and a half, and its value to my company is immeasurable.

Through the EASE Program I received valuable graphic design services that included logo design, packaging design, marketing videos and print advertising. Clay Howard's work in this area is not only outstanding from a design point of view, but also so timely and affordable it is beyond any expectation I could have had.

I have also benefitted from the assistance of the most recent intern, Alison Weeks. Alison has been a tremendous asset to our company. She has provided assistance and expertise on many projects and has been a pleasure to work with.

The affordability of the services offered through the EASE Program has created financial savings that have allowed our budget to be stretched further for other needs. Beyond the financial gains, the elimination of stress and the comfort of knowing that Clay is working on a project has been, for me, the best part of this association. What takes most graphic designers two weeks to deliver is usually completed by Clay in ten minutes or less. My company has grown at a very rapid pace largely in part because of Clay's quick response time in preparing packaging and support materials for my sales calls.

I am extremely pleased with the EASE Program and find that it has been invaluable to my business. I have not encountered a single business hurdle that was not easily jumped with assistance/guidance from Sam Funchess, Clay Howard or Alison Weeks. I am very grateful, and I strongly encourage the continued funding/support of this much needed program. "

Cheryl Mitchell Barnett, DDS, MS
 Founder/ Owner