BizSnaps

A Snapshot look at local businesses

JAVA JOYS

1009 N. Washington Street
Janesville

Nathan & Bethany Conway, Owners

Business Hours:
Mon.-Fri. 6 AM -8 PM, Sat.7 AM-3 PM,
Sun. Closed

When was business started?
Friday, July 18, 2008

Describe your products/services. * Coffee Shop with indoor/outdoor seating and Drive Thru! * Full Espresso/Coffee Bar & Frappes, along with Tea, Hot Chocolate, Italian Sodas, Smoothies, Apple Cider, etc. * Also a great lunch menu: Deli Turkey or Ham on a French Demi-Baguette with Provolone cheese, Turkey or Ham on Multi-Grain Bread), served with veggies, dip, and kettle chips. Grilled Chicken Salad: and your choice of Creamy Cesar or Balsamic Vinaigrette dressing. * Fruit cups, Yogurt Parfaits, and assorted bakery items. * GO JAVA!!! Freshly Brewed on the spot! Order in advance to cater coffee for larger events.

What do you do that differentiates you from your competitors? * Our theme is music and coffee. Both my husband and I are musicians, so we really appreciate the arts. So, we combined our two favorite things, music and coffee, creating a warm and inviting atmosphere with classy artwork and smooth jazz! * Serve Ancora Coffee with excellent Customer Service, efficient & quality drive-thru service, & competitive prices. * We have Wifi

How did you get interested and/or started in this business? Loved coffee in college (Carroll College) and did a lot of studying at the coffee shop on campus. I hung out with family and friends at coffee shops, so created lots of fond moments and neat experiences; including being proposed to at a coffee shop. So, all those experiences made me want to recreate those opportunities for other people, giving them long lasting memories in a coffee shop.

What kind of training or background do you have? I worked at a Gloria Jeans coffee shop in the Brookfield Mall my senior year of college and loved it! A few years after graduating college I opened up a coffee shop at our church, Grace Community, with volunteers; it was a hit. In the fall of 2006 we opened a coffee kiosk in the Janesville Mall food court and were there until the fall 2007. Now relocated to our New Location.

What have you learned from this business? To really enjoy people. You meet every type of person, make great connections, and long lasting relationships. And it is true, you can drink too much coffee, then its time to switch to decaf!

What are your future plans for your business? We have Live Music coming on Saturday, September 27th from 10 a.m. to 1 p.m. So, bringing in more Professional Live Music. Open Mic Nights. Renting facility for private business meetings, parties, showers, etc. GO JAVA-Catering. Expansion.

What or who has had the most influence in the way you do business? God and Our family. By encouraging us to make our dreams a reality, to take risks and live life to the fullest, move forward with no regrets because every opportunity taken is a chance for learning and growth. That we are blessed and are going to be a blessing to our community.

Do you have a favorite saying that applies to your business? We believe that, "Coffee, it's a personal thing." When you think of coffee, what warm thoughts come to mind? Is it sipping on a hot cup of coffee while having a great conversation with a friend? Reading an intriguing book? Feeling romantic and classy? Or just trying to wake up? To each person coffee means something a little bit different. It can also mean a skinny, decaf, sugar free latte (what we like to call a "what's the point"), a large coffee with extra cream, or a Strawberry Italian Soda with whipped cream and sprinkles.

What have been some of the challenges you've faced and how did you work them out? Figuring out our hours of operation. We expanded them after the first two weeks because it was our number one request. So, now we have expanded hours later into the evening to meet the demand.

What do you find most rewarding about this type of work? All the neat people you meet. And with something as simple as a smile and a cup of coffee that changes someone's day to GREAT!

What type of customers use your products/services? All types, all ages! We have something for everyone.

The Janesville Gazette

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