



Cakes by Sheila



Your Name: Sheila Killion, owner

Business Name:

Cakes by Sheila Bakery & Cafe

Address: 2510 Mineral Point Ave.

Phone: 608-756-3146

Directions: On the corner of Crosby and Mineral Point, across the street from Franklin Middle School.

Business Hours: Monday - Friday 6:30 to 5:00; Saturday 7 - 1

When was the business started? After closing Sweet Sensations in March of 2003, I started doing just wedding cakes again in January 2006. I had the itch to go back at full force and opened Cakes by Sheila Bakery & Café in August of 2008.

Describe your products / services. Bakery products that are homemade on site. Soup and sandwiches with homemade bread and cakes of all sorts. All occasion and wedding cakes. We have a full coffee bar. Serving coffee from European Rotisserie as was served by Jody's Coffee and The Coffee Cart.

What do you do, product, service or philosophy, which differentiates you from your competitors? Customer service. The person who takes your order is the one who actually makes and decorates your cake. I can usually fill orders within a day's notice. Cookies are made with all butter, so you are getting great quality. No shortenings, no imitation flavors are used. We use cane sugars, and all products are made here rather than shipped in.

How did you get interested and/or started in this business? I love baking!!!! I have been baking since I was fourteen. I closed Sweet Sensations by Sheila in 2003 and have missed it ever since. So I am back at it. It's what I love to do.

What kind of training or background do you have?

I am self-taught. When I was 14, I sent two box tops from the C&H sugar and 50¢ to get my beginner's cake-decorating kit. I practiced all the time. I have always worked in food-related businesses and have an associate's degree in dietetics.

What have you learned from this business? In life we learn constantly. I have learned from all my experiences in life that you should do what makes you happy. Baking for people makes me happy.

What are your future plans for your business?

Keep on baking. I love the challenges that the customers bring to me for cake ideas. It might be a birthday cake or an extreme wedding cake idea. I like people to come with their ideas, so I brainstorm and think of a way to create their vision!

What or who has had the most influence in the way you do business? Always be thankful. You cannot be successful on your own. It's your family, friends, employees and customers that you surround yourself with who you should never take for granted. I have found even in the worst situation there is always something to be thankful for.

Do you have a favorite saying that applies to your business? You should always try. If you don't try you will never know.

What do you find most rewarding about this type of work? Making people happy and giving them something they want.

What type of customers use your products / services? I have something for everyone and for all occasions.

