

Alisia Greer
Alisia Greer Enterprises, LLC

Back in 1995 when Alisia Greer had a route she worked for Frito Lay, baking and catering events were more a hobby than new business venture. Four years later, her hobby had grown to 40 hours a week with still another 50-60 hours on the road with Frito Lay. No longer considered a hobby, she decided to leave Frito Lay in 2001 and work full time in her catering business, Affordable Affairs.

With a commercial kitchen in her home and the help of family members, Alisia was now catering events in not only Navarro County but also surrounding counties. In addition to weddings, she catered all types of parties—birthdays, engagements, anniversaries—along with business and social events, luncheons and even funerals. Then in 2005, she began to have requests for pre-prepared meals from customers who had enjoyed her cooking at events she catered and wanted a convenient, timesaving solution for their busy lives. Since she was already cooking her recipes every day for catered events, it didn't take much to make up more servings to meet the needs of these customers. For the next several years, she prepared meals for a day or even a week for several local families, which was somewhat limited by the time she had available for home delivery.

While it was easy enough to make up more servings, Alisia knew from her previous truck route with Frito Lay that an expanded delivery service might not provide a sufficient return for the related time and costs. Then in early 2009, she met with Lee McCleary, Economic Development Director for Corsicana and Navarro County, to discuss opening a retail bakery. During that meeting, Mr. McCleary referred her to Robin Lasher, Director of the Navarro College Small Business Development Center (SBDC). From their first meeting, Ms. Lasher recognized that Alisia had a clear vision for her bakery and how it would tie into her catering service. With a location already selected in downtown Corsicana and related startup and ongoing operating expenses identified, Alisia knew she could finance the new business herself. She did, however, need assistance in determining the type of entity she would form and the best solution for her accounting needs. After several meetings with Ms. Lasher and a local CPA, she filed both her companies with the Secretary of State under Alisia Greer Enterprises, LLC. Alisia stated, "As my business grew to two companies, I didn't want things to get more complicated and time consuming. Through the information and assistance I received at the Navarro College SBDC, I was able to make much better decisions about my accounting needs and the type of business entity I should choose for liability and tax purposes."

Located at 100 S. Beaton Street in downtown Corsicana, Three Sisters Sweets and Eats opened its doors on June 8, 2009. In addition to cakes, pies, pastries, breads, jams and other baked goods, Alisia also provides take-home casseroles, side dishes and salads along with sandwiches for lunch customers. She is thankful for the response the bakery has received from local customers and recognizes the importance of providing excellent customer service. Even though she caters events during the day and evening, Alisia usually opens the bakery and is there in the afternoon to serve customers that drop by for take-out casseroles and other dinner items on their way home from work.