



Lyndon Area Business Association

Moving toward the future

E-News

Issue #20 May 2009



MEMBER SPOTLIGHT—Najla Aswad



Najla's career in the food industry began after graduating college in 1986. She deferred grad school to open a country inn/bed & breakfast, The White Pillars Inn of Deposit, New York. The bottomless cookie jar was a fixture at the Inn. Her restaurant spun off into catering and her business moved into the local Binghamton, NY market. Her reputation was known for gorgeously presented, made from scratch food that was fresh and healthy.



Her first debut in the specialty food world began in 2002 when she launched her first premium line of gourmet cookie dough you bake at home. At the 2002 Summer International Fancy Food Show, her cookies were a Finalist in the prestigious National Association of Specialty Food Trade's (NASFT) Specialty Food Category awards for Outstanding Dessert. She was also selected by Sara Moulton, Exec Chef at Gourmet Magazine and food correspondent for Good Morning America at a "top 10 find" of the show. They were highlighted on GMA to much acclaim. Later that year they were featured on The Today show with Dede Wilson. Najla's cookies have gone on to win 2 more Outstanding Dessert and Cookie awards with the NASFT.

Najla's can be found in over 175 upscale specialty food retailers across the country. They have been featured in House and Garden, Food & Wine, Good Housekeeping, Woman's Day and countless other magazines.

She launched a foodservice division encompassing over 20 varieties sold to large hotels like Hyatt, Omni hotel chains. They are featured in local Louisville, KY foodservice establishments in Louisville like Humana's corporate tables, upscale retailers like Paul's, Whole Foods, Rainbow Blossom and Doll's market. They are also sold freshly baked in coffee houses like Java Roast, Quills, Heines and Lotsapasta. Local upscale eateries like Shiraz, Caffe Classico also carry cookies and specialty desserts.

In the summer of 2007, she launched gone nuts! - an outrageous blend of sweet and spicy seasoned nuts that are made without butter or oil. They won Best in Show and Best Snack food at their debut at Kosherfest 2007 in New York City.

Najla's also specializes in gifts of gratitude suitable for corporate gifts and personal gifts of appreciation. All her products are trans fat and hydrogenated free, organic flour based and made by hand. They are all certified kosher by prestigious Orthodox Union.

Beginning in May of 2009, Najla's is a permanent vendor at the St. Matthews Farmers' Market at Bluegrass Christian Church on Shelbyville Road and Browns Lane every Saturday until the end of September.



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Welcome New Members!

- **Derby City Litho**
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- **Fenley Office Suites**
657-6300
- **Greater Louisville Inc.**
625-0021
- **Bill Dollinger, Broker/
Auctioneer Re/Max 100**
897-1200

**SPRING BOOK SALE! MAY 16TH 10AM-4PM AT WESTPORT COMMUNITY LIBRARY,
8100 WESTPORT ROAD. PAPERBACK & CHILDREN'S BOOKS .50 CENTS/HARDBACKS \$2.**



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LABA Calendar of Events.... RSVP 339-9115

5/13/09 7:30 A.M.	BREAKFAST MEETING. Lyndon City Hall, 515 Wood Road. Speaker: Janene Grantz, "TARC Means Business". Networking begins at 7:30am. Breakfast & Meeting 8-9am. Cost \$10 (\$8 for Members) RSVP Required.
5/28/09 5-7 P. M.	BUSINESS CONNECTION. BB&T, 2900 N. Hurstbourne Pkwy. Great networking opportunities. Complimentary refreshments. No cost to attend. Guests are welcome. See you there!

We appreciate *Don Daub* hosting our April Business Connection at **Xpertise**.
THANK YOU!



If you would like to showcase your organization with a Business Connection please call LABA at 339-9115.

LABA Members are eligible for terrific discounts with the Office Depot Purchasing Program. Please contact Becky Kane at 403-8618 or becky.kane@officedepot.com to learn more!



Better Business Bureau Warns of Texting Scam

As stated in the April 6th issue of Business First, The Better Business Bureau of Louisville is warning area residents of a text-message scam that has been prevalent in Kentucky.

Some people have received text messages on their cell phones from (866) www.12796.com.

The messages state: "Call us immediately, verification needed on your debit/ATM card."

The senders of the messages are conducting a phishing scam, seeking to trick recipients into providing sensitive financial information. The BBB suggests that recipients of the messages delete them as soon as they are received.

LABA MEMBERSHIP DIRECTORY

The LABA website at www.cityoflyndon.org contains our official member directory. Please review to ensure your information is listed correctly. Contact the LABA office at 339-9115 or lyndonbusiness@bellsouth.net to make changes.

FARMERS MARKET OPENS MAY 7TH!
Suburban Christian Church, 7515 Westport Road. Stop by & check it out 3-7pm.



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