

Betty's Fine Food and Spirits

Principal(s): Elizabeth Lessner

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Type of Business: Restaurant/Bar

Years in Business: 5

Scope of Services: Full service restaurant and bar open from 11am all the way until 2:30 am with late kitchen hours (2am seven days a week!)

Service Radius: We are located in the Short North and serve Central Ohio

Number of Employees: 25 full-time

Major Projects or Clients: Short North Arts District

Why did you go into business? Because I love serving great food and being part of such a diverse and fabulous neighborhood.

Why is your business a success? Because we love our staff, community, neighborhood, environment and customers. We regularly participate and contribute to the well-being of the neighborhood and city and our employees enjoy above-average pay and excellent health benefits. In a world that is quickly filling up with irresponsible homogenized chain restaurants, people feel good about supporting responsible small business.

Company Goals: To continue to support and contribute to the community that we serve. Increase awareness and support of responsible small business.

What's your position or main responsibility to the company? President and CEO.

What's the best aspect about your position? Being in a position where we can lend a meal or assistance to our community.

What's the worst aspect about your position? Often being spread too thin as you are forced to wear many hats.

The best business advice you received? Goodwill is the best form of advertising.

The biggest business mistake you made? Attempting to open for breakfast...no one came! People in the Short North sleep until noon!

What MCBAP services do you take advantage of? I recently became aware of MCBAP and it's services. They assisted me in getting an Empowerment Zone loan for our other restaurant Girly Saloon. I did attempt to sign up for the accounting/Quickbooks seminar but it was booked, looking forward to getting to the next one.

How has the MCBAP office helped your business? The weekly emails are extremely enlightening and helpful. I appreciate knowing such an office exists in Columbus to serve me and my peers.

Tips for persons wanting to open a business: Whatever you determine as your total amount of cash needed for start-up costs, DOUBLE IT!

What would you like people to know about your company? By coming in and enjoying a great meal and then telling a friend about us!

Favorite book: Wow, it's tough to pick just one. Probably Great Expectations by Charles Dickens.

Favorite musician: Envelope (from Columbus, Ohio, of course!)

Best place for a business meal: the newly opened Zen Sushi bar.

Favorite food: Another tough one, probably Ramen Noodles with Miso Broth and lots of green onions

Hobbies: Cooking, Reading, Dining, Swimming, Playing with my dogs, Homemaking

Family: I am originally from Chicago. Most of my family is spread throughout the Midwest and Philly.