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***ZAPHRYN'S BEAUTIFUL THINGS***  
***Lubbock District Office Success Story***

On an old brick road among a strip of storefronts in downtown Plainview, Texas, you will find Zaphryn's Beautiful Things at 711 Broadway. It is a retail store named after the owner and operator, Zaphryn Green. True to its claim, this store is filled with beautiful and unique gifts, interior décor, and custom-made fashion jewelry, just to name a few.

Zaphryn has a true passion for what she does, and a strong commitment to providing customer satisfaction. Extreme pride is evident when she describes various products and quality of work each product has in its creation. She glows with excitement when telling stories about her products and the individual suppliers she obtains them from. She has developed a long array of local suppliers that range from original and unusual painting styles to the hand made one of the kind items. This arrangement further benefits the local communities surrounding Plainview and the rural areas.

Zaphryn was a participant in retail business for approximately thirty five years, before opening her own store. Zaphryn was employed for the well known antique store called Old World Antiques. When that business closed, she decided to follow her dream and open her own store. The expertise and knowledge which she gained from her previous employment experiences, gave her the confidence that she could successfully manage her own business. With the continuous support of her husband, her colleagues, and friends, she knew the time was right to take on this endeavor.

Zaphryn went to the Texas Tech University Small Business Development Center (SBDC) in Lubbock in 2005, with the idea of opening a mid-priced home décor and gift business. Susan Hoke, the business counselor of the SBDC helped her with business counseling and helped her finalize her financial projections. Zaphryn encourages all individuals who are anticipating starting their own business to take advantage of the wide range and types of counseling and services the Small Business Development Centers can provide and/or can arrange. She said it was amazing how, with the SBDC assistance, everything fell into place, and before she knew it, she was already in business! She said it was actually easier than she thought it would be to start her own business.

She believes that the people working for her are really her friends and provides an extension of her to the customers. The entire staff has similar tastes and believes that customer satisfaction is the recipe for success. Zaphryn feels truly blessed to be surrounded by so many wonderful people in the community who have encouraged and supported her throughout this venture.

This business owner has so much charisma and charm, it is truly contagious. This energetic and dynamic business owner has something for everyone and don't forget to say hello to the office-greeter, Elvis, her pet cockatoo! Zaphryn says, "If you have an addiction to beautiful things, come in and get a 'hit' of pretty!" Hours of operations are Monday through Saturday 9:00a.m. – 6:00p.m. She is always eager and willing to answer any questions and provide the utmost customer satisfaction!