

# Edible Arrangements



Susanne Beason of Edible Arrangements has been in business for about six months creating yummy, seasonal fresh fruit bouquets of strawberries, grapes, pineapple, honeydew, watermelon and more for her customers. Customers are able to customize each arrangement to include chocolate dipped fruit as well.

"This unique product sparked my interest because it is so shareable and my youngest daughter, who is an investment analyst in New York City, encouraged me to become a franchisee for this company." Susanne Beason explains that Edible Arrangements has become the 4th fastest growing franchise in the country today.

Susanne is affiliated with the Lake County and Sumter County Chambers of Commerce and the Tri-County Business Association. "My goal is to be in the top 25 percent in sales with Edible Arrangements nationally."

Susanne was born in Germany and moved to Florida two years ago from New England and is still adjusting to the Southern lifestyle.

She enjoys the outdoors, gardening, golf and traveling. One thing she always dreamed of doing is to own an international fashion store. Her greatest accomplishments include earning a master's degree in school counseling and a specialist degree in library science while being a mother of three.

Advice she gives to young women today is to "get a solid education, focus on a career that you enjoy, appreciate good friends, volunteer in your community, and set and follow goals." Order an arrangement today by visiting 11962 CR 101, Palm Ridge Plaza, The Villages or by calling 391-1334.

# Pat Trefethen

Pat Trefethen of ERA/Breese, Craft and Hensley, LLC has a family legacy in real estate. Her family owned American Heritage Real Estate in Maine.

"My family encouraged me to work independently to plan for my own future and to build a career for myself," she said. Pat has been recognized as a multi-million dollar producer and is vice-chair of Architect Review Committee in her community. She plans to own a real estate brokerage company in the future.

Her outside interests include swimming and reading. One thing she's always dreamed of doing but has yet to accomplish is interior decorating.

Pat finds satisfaction in assisting others to find their dream home either by way of purchasing it or through renovations. "Passing the exam for "Rehabilitation Housing Inspector" and working in a predominately man's field are considered to be my greatest accomplishments," she said.

Advice she gives to young women today is "think outside the 'the norm' and don't be afraid to get the job done. Have a can-do attitude."

Pat Trefethen of ERA/Breese, Craft and Hensley, LLC may be found at 100 Fifth Ave., Mt. Dora or by calling 383-6131.



*Pat Trefethen*



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