

SELLING SOUTH FLORIDA FROM THE SKY

Realtor Susan Rindley was conducting a helicopter tour near Hillsboro Inlet recently when a client sent her a text message from his boat. She located the 70-foot yacht on the water, and they circled it. "He said, 'Hey, that's my Realtor.' He got a kick out of it," she says. Rindley and partner, Zach Finn, of Finn Real Estate Enterprises, offer signed clients the high-flying, 45-minute tour to give them a bird's-eye perspective of the area. Rindley says she was nervous at first, given her fear of heights, but after five minutes, she was hooked. "The weather, the turquoise water, the boats, the homes... We're selling lifestyle from the air," she says. Finn got the idea from his own experience flying helicopters. "I realized this is a great way to show people where we live," he says. "It's a really cool place."

Finn Real Estate Enterprises, 1998 E. Sunrise Blvd., Fort Lauderdale, 🇺🇸 954-258-7967 (Finn), 🇺🇸 954-294-5686 (Rindley), forsalefinn.com.

—Elizabeth Rahe

SHE TAKES THE POPSY CAKES.


Since 18-year-old Jessica Cervantes won the \$10,000 Oppenheimer Funds/NFTE Youth Entrepreneurship Challenge last fall, her Popsy Cakes business has been on a fast track. She has sought out high-level community mentors to help refine her product, map out a marketing strategy, develop a website. "Every day is a new process, a new challenge," says Cervantes from her Miami home. She developed her lollipop-like cupcakes on a cookie stick while taking a course at Ferguson High School designed by the National Foundation for Teaching Entrepreneurship. NFTE has 26 programs in Southeast Florida, including at the Boys & Girls Clubs of Palm Beach County and Fort Lauderdale's Dillard and Stranahan high schools. The NFTE curriculum helped Cervantes learn about business and develop a marketable product. "I created it over two years, and I had so many failures. Not even my family wanted to eat it until I improved it," she says. Sales are on hold while she applies for licensing rights so that bakeries can market Popsy Cakes while she focuses on pre-law studies at the University of Miami. So where does she see herself a decade from now? "I will have graduated law school and have my law office. Popsy Cakes will be sold in Publix and specialty bakeries all over the world."

National Foundation for Teaching Entrepreneurship, southflorida.nfte.com; popsycakes.com.

—Elizabeth Rahe

SCAN DESIGN'S 40TH ANNIVERSARY


Preben and Lis Knudsen only sold one painting on opening day of their first Scan Design store in Winter Park. It was April 4, 1969, and they were working seven days a week to get their contemporary furniture business started. Forty years later, they have seven stores throughout Florida, including Hollywood and Miami. Son Jesper is president of the company, and Peter is managing partner of the South Florida operations. Celebrations throughout the year are marking the milestone, including a summer sale, June 26-July 12. Preben says he had no idea how their initial \$2,000 investment would grow. “We’ve worked hard and sacrificed a lot to be where we are today, but looking at the results – the stores, our great customers, and our strong family ties – I wouldn’t go back and change a thing.”

Scan Design of Hollywood, 4150 N. 28th Terrace, Hollywood,  954-874-3888 ; for more locations visit scandesign.com.

— Elizabeth Rahe

BABY FOOD/ECO-PRODUCTS BOUTIQUE

Some babies and toddlers served by Women in Distress of Broward County may be eating fresh, organic Tofu Chili, Candied Yams or Dutch Apples these days, thanks to donations from Davie-based Yummy In My Tummy. “It was our intention, since first dreaming of Yummy In My Tummy, to find mothers who were not aware of the benefits of eating organic and make that opportunity available to them,” says Karen Stanley, who founded the company with her husband, Michael. The dream began with feeding their own baby organic foods. Last fall, after a year in development, they opened their baby food and eco-baby products boutique, which includes a tasting area where parents can determine their babies’ favorite choices. They recently added frozen meals for older kids, and they offer online ordering, shipping and local delivery service, including about 250 containers to Women in Distress every two to four weeks.

Yummy In My Tummy, 13770 W. State Road 84, Davie,  954-358-2414 , yummyinmytummy.com, womenindistress.org.

— Elizabeth Rahe

SPORTS-THEMED LUGGAGE TAGS

Sports have been good to Lisa Kasten. The CEO of Accessory Sports, a Plantation company producing sport-themed luggage tags for athletic and charity events, counts Michael Irving, Jason Taylor and Chris Evert as clients. We talked business and culture with the local entrepreneur.

You lived in Amsterdam and Hong Kong – how did that influence you?

I got the entrepreneur bug in Hong Kong. Living abroad led me into the world of manufacturing and how a different culture does business. I learned a lot about textiles, antiques and how products are made.

This is your second stint of South Florida living – what do you think?

It’s great - the weather, the entrepreneurs, the giving - the charity element here is unbelievable. There are a lot of entrepreneurs here who’ve been extremely successful and are giving back to the community. It’s really made my business successful – it’s the entrepreneurs who are buying my tags and donating them back to charity events.

— Valerie Nahmad

Accessory Sports bag tags are available at sporting events, select athletic stores and online at AccessorySports.com.

SUMMER SHOPPING TRENDS

Summer in South Florida is sticky, sweet and very fashionable. We talked head-to-toe trends with Dillard’s and local shoe designer Donald Pliner.

HEAD: Much like spring ’09, this summer is all about statement florals and boho chic, according to Dillard’s. Fierce femininity is all the rage – think bright ruffles, belted waists, lush colors and gladiator sandals. Look for oversized floral knee skimming dresses and globally infused, floor-sweeping ethnic maxi dresses.

TOE: “It’s all about color, materials and comfort,” Pliner says. “Height is still very important,