

It's a Wrap! - by Chrystal Coffelt

Rachel Lambdin helped pay for college by performing and teaching the violin, but her real passion was in the restaurant business. Lambdin worked in restaurants through college and gained hands-on experience in opening a restaurant when she worked for a friend who went through the process.

The experience gave her the courage to open a restaurant of her own. She had plenty of ideas, but didn't know how to organize them or even what steps to take first. Lambdin's father learned of a Business Planning workshop conducted by Don Martin of the KU SBDC through friends of his at the Harrisburg SCORE chapter and suggested that she attend. The Business Planning workshop did just what she had hoped - it helped her organize her thoughts and get her headed down the right path.



On January 11, 2005 Lambdin opened her restaurant - Betty's Wraps - on Main Street in Kutztown. She named the restaurant after her grandmother. Wanting to fill the gap in Kutztown by offering a healthier menu, Lambdin geared her new restaurant toward the more health-conscious consumer - serving wraps, smoothies, salads and soups. "You won't find a deep fryer here; we don't even have a microwave." Betty's menu is unique to Kutztown; it is filled with dishes that begin vegetarian with an option to add meat.

Lambdin had to overcome many obstacles when she first opened. She was selling an idea that was different than anything else in town; she had to educate her customers on the different menu style. Knowing that Betty's wouldn't be able to survive if she didn't develop a strong customer base outside of college students, she worked to create a restaurant that would appeal to a wider audience. Lambdin was shocked when she realized that the locals were so accustomed to small businesses in Kutztown closing down that they expected her to close as well. This motivated her even more to be a success.

"Betty's has been embraced by the locals and has gained a loyal, regular customer base that seems genuinely happy to have Betty's in

their town.” Lambdin recently changed her menu and created a website and an e-mail list causing expansion over the past few weeks. However, Lambdin attributes much of her success to her amazing hard-working staff of ten who are truly passionate about their work.

Treating her staff well is just the beginning of Lambdin’s commitment to be socially responsible. She buys a large amount of her products and services from local farmers and distributors and her goal is to buy everything locally to help support the local economy.

As Lamdin continues developing relationships with local suppliers and building her business, she looks forward to the time she’ll be able to hire a full-time manager to help with daily operations of the restaurant.

Lamdin plans on continuing to work with the KU SBDC as her business grows. Having attended the Starting and Growing workshops, she will begin one-on-one consulting sessions with KU SBDC consultant Bruce Sommers.

For more information visit Betty’s website at bettyswraps.com or contact Betty’s at 610-621-2642.

