

Meet Your *Neighbor*

Tricia & Keith Clemons

A girl, a boy... and cupcakes

Chocolate Diva. Elvis & Priscella. True Love. These names all have something in common.

If you guessed that they are the names of cupcakes then you are correct.

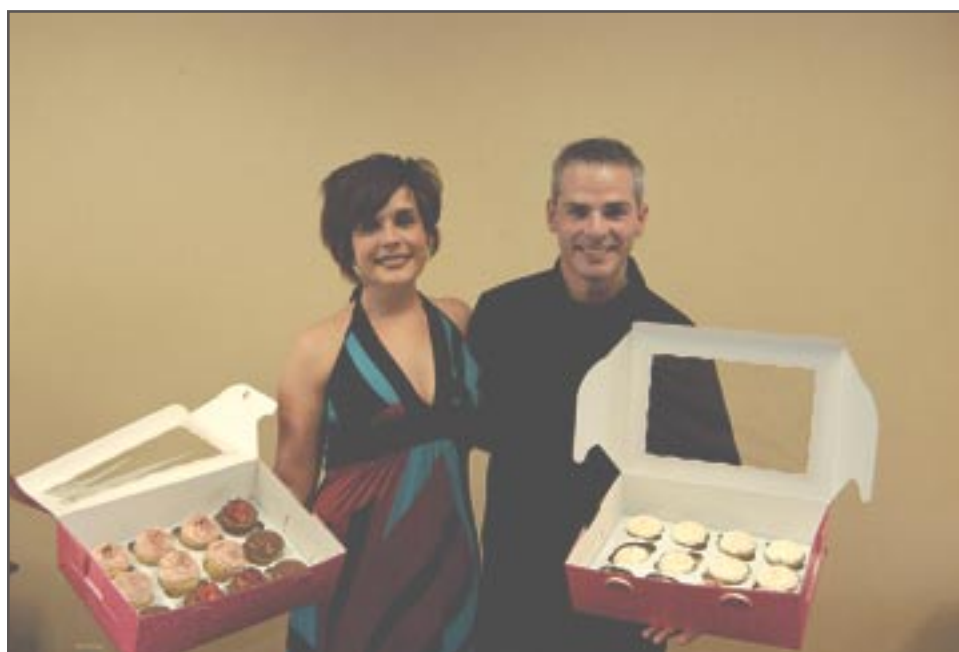
BabyCakes is a company started by Tricia and Keith Clemons that specializes in baking cupcakes. Tricia went to Western Kentucky University to study marketing and computers and realized it was not what she wanted to do. She wanted to do something fun with her career. Four months ago, she decided it was time to drop the typical 9 to 5 job and with Keith's dedication, bring something new into her life. When these two start talking about cupcakes, anybody can tell that it comes straight from the heart.

"Oh my gosh, I love cupcakes! They're the best thing in the world. It's like a little present," Tricia says.

All cupcakes aside, Tricia and Keith are still two normal people trying to make an impact in Lexington. Tricia enjoys photography and playing sports, and Keith enjoys reading and playing golf. Matter of fact, Keith hopes he can be the next Tiger Woods.

"If you can be the next Tiger Woods, I'll never bake another cupcake," Tricia says to Keith laughing.

A cupcake doesn't need any kind of professional experience. That's not what Tricia needs. All it needs is some nurturing, a dazzle of flavor and basic cooking supplies. Any time that the stresses of everyday life catch up, Tricia and Keith like to relax and bake cupcakes. Their cupcakes are targeted toward women and even dogs, if you include



their signature doggie cakes. They use the best ingredients that they can find, which include fresh fruits, Madagascar Bourbon vanilla, top shelf butter and a few secret ingredients. Their love for cupcakes helped them realize they were on to something.

"You get to be creative. You get to do all this cool stuff where it's not just vanilla and chocolate anymore. You can do lemon and lavender and it's actually an outlet where you get to be creative," Tricia says.

This love for being creative is what opened the door for Tricia and Keith. On top of being able to do something they love together, they have been able to share their happiness with others. It's happened with baby showers, get-togethers, friends and even Shriner's Hospital.

"We have gotten a lot of positive feedback... Everybody's loved them, so I

said why can't we do this?" Tricia says.

Their cupcake business runs smoothly and behind every business is the objective to make everything perfect. Cupcakes may be the token of joy and love, but getting a new company off the ground can be a challenge and requires hard work. Tricia and Keith still balance other jobs, and throughout the day, they take on new orders. With 24-hour service come 24 hours of servicing and they take on that commitment with open arms. No matter how long it takes, Tricia guarantees they will have them baked, fresh and ready to deliver in their signature pink box the day after they are called in to order. She knows why she puts these strains on herself to please the customers.

"You make people's day."

Recently, Tricia and Keith received a call from a customer who heard about their cupcake company. She wanted to do something special for her dad's 60th birthday and she hoped they could put their baking skills to the test and bake her dad a cake. Even though it didn't include cupcakes, they knew they had to take on this task. It's another way for them to give back to the customers who request their service and is one of their

biggest accomplishments.

"You get to go to these people's homes and you get to see a dad who is turning 60 and hand him a cake. For me, that's success," Tricia says.

Tricia and Keith hope that one day, their cupcake business will be seen as a destination point so that when somebody thinks of Lexington, they think of BabyCakes. They hope that their store resembles a house, built with comfortable couches for people to eat delicious cupcakes and enjoy a vibrant atmosphere of music and art. They hope to see the addition of miniature cheesecakes and the doggie treats selling strong. Maybe most importantly, they hope they have the freedom of doing their own thing and having a good time with it, continuing to enjoy life. After all, the only way they will quit is if Keith starts to play golf like Tiger. ■

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