

# **Staubton Black Business Collective**



## **SBBC PROFILES OF SUCCESS**

FEBRUARY 2025



*“Passion is energy. Feel the power that comes from focusing on what excites you.” — Oprah Winfrey*





ASK ME ABOUT  
MY FRIEND'S  
BUSINESS

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**Staunton Black Business Collective**

**Our mission is to foster growth, resilience, and success within the Black entrepreneurial community.**

*The Staunton Black Business Collective is committed to empowering Black businesses in our community, through collaboration, opportunity building, connection and support. We believe that every Black Business has not just the ability, but the right to thrive here in the Valley and beyond!*



# ACKNOWLEDGEMENTS

The Staunton Black Business Collective began as an idea and exists today as the manifestation of those dreams turned into reality. SBBC would like to thank the following entities who have been instrumental in our growth and success.

Community Foundation of the Central Blue Ridge  
Greater Augusta Regional Chamber of Commerce Foundation  
Building Bridges  
Love Forward Foundation

“There’s a lot of Black and Brown businesses that are under-represented. There are a lot of folks who are looking for help, looking just to promote who they are and what they have to offer. I think that there’s something to be said about our ability to support one another in what we are doing. That feels really important to the collective.”

“We want to help businesses find the capacity to thrive. Not to just survive. Not to just pay the bills, but to actually thrive in this work.”

**Sabrina Burress**  
Founder of The ARROW Project  
Chair of Staunton Black Business Collective



# THE SBBC STORY



The Staunton Black Business Collective (SBBC) was launched in 202X by a group of community stakeholders has organized to help grow Black business in Staunton. For an entire year, a group of four friends would gather

to discuss Black business in Staunton over a monthly lunch. This informal gathering would eventually lead to a much larger community conversation.

The Staunton Black Business Collective was created to support current Black business owners and encourage entrepreneurship in the Black community. The collective hopes to fill a similar role for founders and aspiring entrepreneurs as B Cubed Program in Harrisonburg, The RISE Foundation in Waynesboro and The Walker Program in Lexington.

“It was just a safe space,” said Dr. Resche Hines, founder of Trivium BI data analytics firm. “We created an environment where we could talk business, be vulnerable, talk creatively and break bread together.”

The quartet of entrepreneurs and aspiring founders desired for everyone in the community to experience something similar to the lunch conversations.

“Resche would walk us through every step of what we needed to do to generate income from our business ideas,” said Chris Lassiter, director of community engagement and inclusion at the Community Foundation of the Central Blue Ridge. “I learned so much, and at the same time



I was always thinking about how many other people I knew that needed to hear this.”

That desire started an 18-month process of figuring out how to emulate what was happening in Harrisonburg, Waynesboro and Lexington. After meeting individually with community stakeholders for over a year, a meeting was called to gather everyone in the same room.

The Staunton Black Business Collective was eventually birthed out of those meetings. After two soft launch events in the spring, the Staunton Black Business Collective is currently hosting a series of weekly meet-ups called Coffee on Mondays, a safe space for Black and Brown entrepreneurs to share successes and struggles.

Says Sabrina Burress, current chair of Staunton Black Business Collective, “I think some of our major goals are to create a network and a community – some place where folks that own Black and Brown businesses – can come say, ‘Here’s my idea. Can I bounce it off you? Can we talk about strategic plan? Can we talk about support? Can we talk about funding?’ We need some place that feels safe for us to have that conversation. That’s one of the most important things we hope to create.”



## C & E AUTOMOTIVE

*Charles Johnson, Jr.*

His father's side hustle became his profession.

Charles Johnson, Jr. grew up watching his dad tinker with automobiles. It wasn't long before he was helping his dad. By the time the younger Johnson was 16-years-old – and ready for his own first vehicle – it became a father-son project.

“When I was little, my dad used to work on cars for our family and friends,” Johnson said. “He'd do brakes and tune-ups, and stuff like that. He'd do his own motor and transmission job, and I always watched him. When I got my first car – it was an '82 Mustang he got me – me and him put the transmission. That's when I started getting a passion for it.”

For whatever reason, Johnson's dad never did open his own shop.

Johnson, however, decided to go the entrepreneurial route, opening up C & E Automotive in November of 2001. The business focuses on paint and bodywork, custom detailing and repair work.

In 23 years of business, Johnson has learned the entrepreneurship comes with risk.

“Being a risk-taker means you have to take risks and not be afraid of the outcome,” Johnson said. “My family had some land out in Stuarts Draft. We were out there, and I was detailing cars with my uncle,

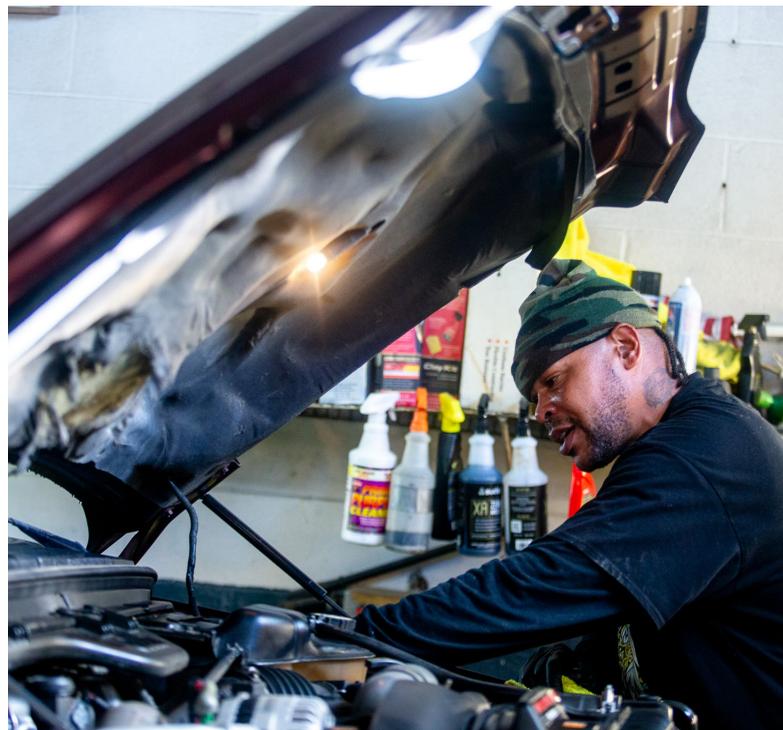
and he was like, 'Man, you need to get a shop.'" A business, however, is more daunting than a side hustle.

"I was scared," Johnson said, thinking back, "because my father did."

Eventually, Johnson did take the plunge, starting his business on North Augusta Street.

In business for over two decades, Johnson has overcome his share of challenges, including a life-altering event in 2015. A difficult event eventually help him rediscover his faith. Years later, Johnson is studying for ministry and even has a vehicle he uses to feed community members experiencing homelessness. Johnson also wants his faith to inform his business. He aims to do everything with integrity.

"The main thing I could encourage in business is just to keep your integrity right," Johnson said. "You just have to have that passion and integrity to look people in the eye and tell them I can do the job, or I can't do the job. Don't just jump on anything you could do to get money in the door."





## CHARLOTTE'S KITCHENETTE

*Charlotte & Ray Goodman*

Ray Goodman told his wife Charlotte to turn her passion into a paycheck.

The result is Charlotte's Kitchenette, the husband-and-wife's pop-up tent offering soul food in Staunton and surrounding areas on weekdays.

What was once a hobby for Charlotte is now a way to generate income.

"My husband got sick and tired of me cooking in the front yard," said Charlotte, who then let out a boisterous laugh. "I was cooking for fun. Then it became a passion. Then my husband says, 'It needs to become a business.'"

The Goodmans serve wings, greens, pork chops, macaroni and cheese and a host of other menu items.

"That's what I love cooking," Charlotte said. "I'm a soul food type of person. I love cooking things that make people good. It's comfort good."

The pop-up tent is phase one Charlotte's Kitchenette. The husband-and-wife cooking team are hoping to find a small-sized brick and mortar storefront to turn into a restaurant.

The Goodmans are no strangers to entrepreneurial endeavors. Before they opened Charlotte's

Kitchenette, she started a Charlotte Rays Commercial and Residential Cleaning, LLC. “We chose a cleaning service, because we both have skills in cleaning,” Ray said. “In addition, it was an inexpensive start-up. It was a start-up of less than \$1,000.00.”

The Goodmans are a testimonial of self-education. They researched all the information they needed to start their own business endeavors on their own.

“We used YouTube and Google,” Ray said.

“Every question we had along the way, we just go to YouTube and try to find multiple videos on it. Or we’ll go on Google and read several articles about it. If it’s a good book recommended on the topic, we’ll go buy the book and read it. That’s how we did it.”

**Website:** [charlotteskitchenette.square.site/#2](http://charlotteskitchenette.square.site/#2)

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## COUSHATTA'S CREATIONS

*Coushatta' & Otis Hawkins*

It's a taste of Texas just like mama used to make.

Otis Hawkins and Coushatta Hawkins moved from Houston, TX to Staunton to support their daughter, American Shakespeare Center actor Constance Swain. When the ASC actor suggested that the Hawkins family's baked goods deserve a bigger audience than the family holiday party, Coushatta's Creations was birthed.

The husband-and-wife sweet treat stand made its debut in 2024 at the Staunton Farmer's Market.

"It's a bakery where we make recipes that we've made for our family for years," Coushatta said. "Our daughter encouraged us to apply for the Staunton Farmer's Market, and share our baked goods with everyone else."

Otis grew up watching his mother make things. Although he was just an 8-year-old kid being the helper, he was soaking up all the information on how to make German chocolate cake.

"She wasn't really teaching me the recipes, but I was learning the recipes," Otis said. "I would always watch her. She would tell me, 'Crack these eggs,' or 'Taste this.' Even now when I cook, I think about the things she said as far as stirring this way, or 'It needs to look like this when you're cooking it.'"

In Coushatta's home, her mother loved making things that the kids loved to eat.

"She cooked to please us," Coushatta said. "If there was something we made – and we wouldn't eat it – she'd go back and re-do it, and do it until we'd eat it. On the holidays, I'd cook with my mom. Christmas and Thanksgiving were huge for us. We may cook for two days until 1 or 2 'O Clock in the morning."

That birthed something in Coushatta.

"This is always been something I've always wanted to do," she said. "I've not necessarily shared it with people, but baking for people is something that's been on my heart for a really, really long time. It's been like a God-dream. It's something I've wanted to do for an extremely long time. I just didn't have a place to do it."

Enter the Staunton Farmer's Market. The community's embrace of their products has been overwhelming.

"I started to feel this really deep sense of obligation to the people of Staunton," Coushatta said. "I feel like I really I have to step up and give everybody my best."

The items for sale at the Staunton Farmer's Market include multiple flavors of cake pops, lemon blueberry cookies and Texas Pralines.

Now, attendees of the Staunton Farmer's Market can get a taste of Texas in the Shenandoah Valley's Queen City.

"I think a lot of people like to try stuff that's not accessible to them," Otis said. "It's a real need here."

**Facebook:** [facebook.com/people/Coushattas-Creations/61557814186547/](https://facebook.com/people/Coushattas-Creations/61557814186547/)





## DJ L3D

*Tony Davenport*

Tony Davenport found a silver lining during the pandemic.

He also found a black turntable.

A huge music fan – who grew up with a particular passion for hip-hop – Davenport used the time in quarantine to perfect a new skill. *Dee-jaying*.

It wasn't long before he turned his new skill into a LLC.

"It was actually because of my friend needed help with dee-jaying," Davenport said. "At the gym that I go to, every Saturday they have a dee-jay that comes in. Unfortunately, this guy couldn't come in one day. She (my friend) was really upset. She said, 'I don't know what I'm going to do, because I have to have one.'"

Like a true entrepreneur, Davenport found a solution for the need that he saw.

"I said, 'Well, I'll do it for you,'" he said. "I enjoyed it so much that I kept going back. Then people started asking me to do it for money. I said 'You know what, if I can make money at this, I'm going to turn this into a business.'"

That's exactly what he did.

Now Davenport, known in the music world as DJ L3D, is open for business. He does weddings, parties, corporate events or any other type of scenario that may require the services of a dee-jay. His clients can select from a wide genre of music.

A huge fan of The Roots, Davenport is on the board at WQSV Radio, and he even hosts his own hip-hop show.

While he loves his full-time career as chief of probation and parole for the city of Staunton, being a dee-jay allows him to pursue a deep passion while turning a profit.

"I'm a huge fan of hip-hop. I always have been," Davenport said. "I always felt like I was a consumer of the culture. Eventually, I wanted to be a giver of the culture. I said, 'How do I give back and do this but also make money at the same time?' That's why I started."

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## HONEY SWEET FACE & BODY

*Nadia Ware*

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It started making a strawberry mask for her niece.

Now Nadia Ware, founder of Honey Sweet Face and Body LLC, is reaping the fruits of her labor.

“I don’t know how it really started,” Ware said. “I just know that my niece wanted to do skin care stuff with me one day. It needed to be clean and all natural. I googled strawberry masks, and in that (google search), scrubs came up. I said, ‘Let’s make a strawberry scrub, kid.’”

The initial strawberry scrubs came out so well that Ware decided to make cranberry ones later that year as Christmas presents.

“It started with the Christmas gift,” she said. “Everyone loved the gift. It went from that to, ‘OK, let’s do a few more different ones.’”

With that, Honey Sweet Face and Body LLC was formed.

“All my scrubs are natural,” Ware said, “and they all have honey in them.”

With the forming of her own LLC, the entrepreneurial spirit was awakened within Ware. She’s not looking into real estate investments and some entrepreneurial endeavors within the healthcare industry.

And, of course, she wants to continue to grow Honey Sweet Face and Body LLC.

“I needed a purpose,” said Ware, who wasn’t cut out for a job where she clocked in just to get a check. “I didn’t not feel like I was contributing to anybody. I was just a number. In my mind, giving someone a piece of me that I worked on – and that I was proud of – and seeing them hyped about it, that was enough for me.”

Ware is learning how to balance work in the healthcare field, work at a nonprofit and her own entrepreneurial endeavors. She’s also mindful of the entrepreneurial example she’s setting for her son.

“I’ve learned that just having one income in our society doesn’t work for any household,” Ware said. “I’m not rolling in dough by many means, but I am able to save money. When my son says, ‘Let’s go out to eat,’ I’m putting money to the side, and we can live comfortably. And that’s what I want to instill in my son.

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## ISLAND WHEELS

*Eric Vasson*

Eric Vasson just wants to be the second best cook in his family.

The number one position isn't up for debate.

The owner of the Island Wheels food truck knows that spot will always belong to his grandmother. "I was 7-years-old when I my grandmother got me into cooking," Vasson said. "This was in St. Lucia.

My grandmother was the best book. People like my food, but there's no competition. I don't come close to what my grandmother used to do. She definitely was the reason I do what I do now, and why I love cooking for so much."

Vasson went to culinary school and then later to Spain to get his master's degree, working to perfect the passion that his grandmother instilled in him for cooking. That passion led him to MetLife Stadium to cook for the New York Giants and New York Jets, and five-star restaurants throughout the Caribbean. It all changed during the pandemic.

"The reason I'm actually in Lexington – in Virginia – is because I got stuck here," Vasson said. "I actually came (home from the Caribbean) to visit family and friends in New Jersey, and a family that lived in Covington in the middle of nowhere. They met me when I was a chef in St. Lucia. I used to go back and forth. They closed the border to New Jersey, and I couldn't travel."

The inspiration for Island Wheels actually came from watching the movie *Chef* while in Covington.

“There was a food truck, and they were like, ‘It’s a great idea. We should do this one day.’ I’m like, ‘yeah, sure, whatever,’” Vasson said. “The next day, they have a printout online and say, ‘we’re doing this truck, right?’ I’m like, ‘Are we serious about this?’”

It turns out they were serious.

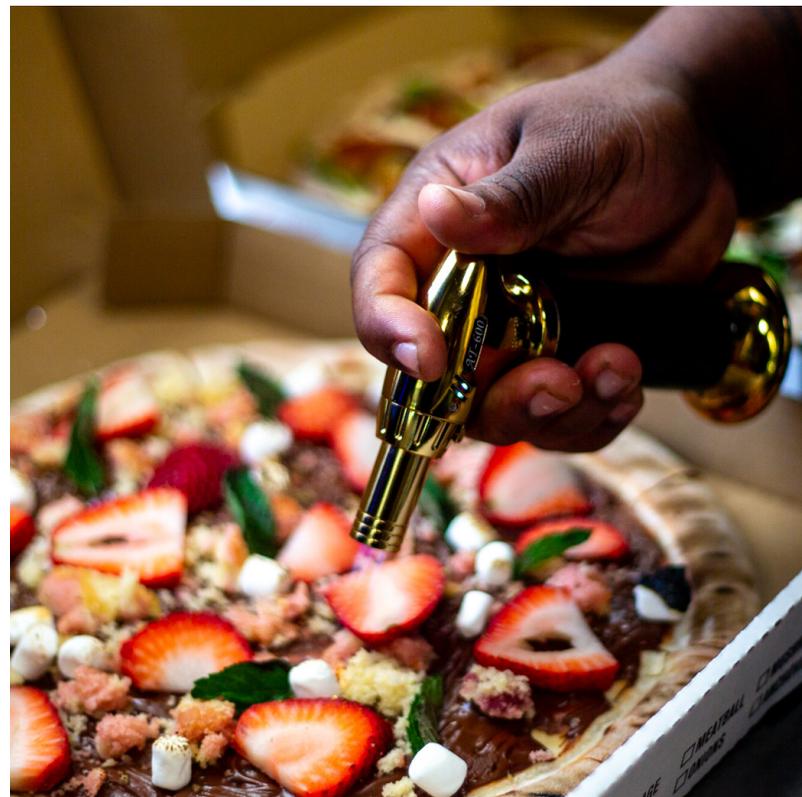
Now his unique take on oxtails, curried goat, jerk chicken and other Caribbean-inspired dishes can be experienced all through the Shenandoah Valley.

“This is my first business I’ve owned,” Vasson said. “I knew the culinary aspect of it. I’ve cooked my whole life. I’ve done management stuff, but to be a business owner, this is my first experience of it. The thing about it is that being authentic and true to the Caribbean is what gravitated people to me so much. That’s why I love it. It’s a blessing. It’s working out pretty well.”

**Website:** [islandwheels.weebly.com](http://islandwheels.weebly.com)

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## NOLIA'S LEMONADE

*Taylor Redmond*

They had a fresh idea to squeeze out more income.

Now the husband-and-wife tandem, co-owners of Nolia's Lemonade, are reaping the fruits of their labor.

Preparing to celebrate the one-year anniversary of the mobile lemonade stand, the juice has been worth the squeeze for the married entrepreneurs.

"Honestly, the response in Staunton has been great," said Taylor Redmond, co-founder of Nolia's Lemonade. "We have a bunch of people asking where we're going to be, and if we have a hard stand that's brick and mortar."

The response outside of Staunton has been great, too.

Thanks in part to a micro-loan from the Shenandoah Community Capital Fund, - which was used to purchase a trailer - Nolia's Lemonade has hit the road.

It's become a popular favorite at the Lexington's Farmer's Market, Augusta County Food Truck Days at the Government Center, and the Farmer's Market at Chesterfield County. The husband-and-wife tandem also hit up a bunch of festivals as well.

Redmond got the idea from fresh-squeezed lemonade stand on TikTok. His wife, Whitney Vaughn, needed some convincing. An analytical mind, Redmond completed a pitch deck complete with profit/loss projections to convince her.

“He’s a huge TikTok fan, and he saw some other people on there doing it,” said Vaughn, co-founder of Nolia’s. “I said, ‘No thank you!’ You have to come with a little bit more and talk me into it. He set up in the kitchen – fresh crushed lemons and limes – and I was sold after that.

We started last August.”

This is only the latest of the couple’s entrepreneurial endeavors.

“I’ve always been a hustler,” said Redmond, a licensed real estate agent and Division I lacrosse referee. “I think it’s more of a spirit of salesmanship and making sure people are taking care of. Now that I’ve become a young adult, I’m always trying to find the next thing and the next wave to jump on, or whether it’s a side hustle like this.”

Picking a business name for the lemonade stand was easy. The couple named it after their daughter.

Although a lemonade stand is simple concept, the couple didn’t take any shortcuts in the business plan. They brought in family members as angel investors. Redmond has a background in chemistry, and Vaughn used to teach high school mathematics.

They know exactly how much easy glass of lemonade costs to serve, and how much profit they stand to make off each sell.

Redmond’s advice to all aspiring entrepreneurs is to know the numbers.

“Delve into the numbers,” Redmond said. “You have to make sure that the margins and the numbers work for you. We’re floating a couple of things back and forth right now, and it’s just, ‘Do the numbers work?’ Make sure that it works for you, and the time you have to put into it.” Vaughn agrees.

“You have to think about the little costs,” she said. “It’s not just, ‘Oh, I can just make lemonade.’ It’s, ‘Do you have the money for the marketing, branding, paying the cost to get into events, paying someone to cover for you if you can’t work, and stickering cups and 10:00 p.m. on the weekends?’ Do you have the drive to do that? And do you want to do that? It doesn’t just happen on its own.”

**Facebook:** [facebook.com/noliaslemonade/](https://www.facebook.com/noliaslemonade/)  
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## SIMONE & TUESDAY

*Simone McKelvey*

Simone McKelvey went from gifting soaps to becoming a gifted soap maker.

The founder of Simone & Tuesday LLC, McKelvey has always had an entrepreneurial spirit. However, her natural soap business, now one decade strong, started almost by accident.

She had no idea that purchasing a bar of soap would change her life trajectory.

Rather than continuing to pay for the healthier natural soaps, she decided to try her hand at making one herself.

“I started my company 10 years ago to solve the skincare issue of a loved one,” McKelvey said. “It just started from there, and I just love what I do.”

What she does is make an incredible line of natural skincare products.

“Simone & Tuesdays is a personal skincare solutions company,” McKelvey said. “I make naturally scented soaps, scrubs, body butter, deodorant, shaving soaps; anything you can think of. They’re all scented with essential oils.”

Using her own money, McKelvey took her Simone & Tuesdays LLC from ideation to income generation.

The next step for her is scaling her business.

“I’m open for business, and I sell online,” McKelvey said. “I sell wherever I have an opportunity. I’m off the ground and open for business. Up to this point, I’ve self-funded. Recently, I applied for some grants. Money’s always a barrier.”

McKelvey’s also working hard to inspire loyalty. “Sometimes people will come to my event, and really enjoy my product, but getting them to return is a barrier,” she said. “I don’t want to be seen as an, ‘Oh that was nice’ one-off purchase, but that my products – and what they do for your skin – are worth coming back to.”

The natural soap maker is thankful for the community’s support.

“If you love Simone & Tuesday, please tell other people and also return,” McKelvey said. “One of the things I really enjoy doing is when someone tells me they have an issue with their skin, I want to do the research to see if there’s a remedy to it. I just love using natural products to try to solve issues.”

Naturally, McKelvey uses her own soap. “If you think my skin is in decent shape,” she said, “yours can be, too.”

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## TAKE ONE IMAGING

*Carlton Melton*

Once Carlton pictured a new vision for his business, he picked up a camera.

The founder of Take One Imaging – a company that caters to photography and videography needs – Melton switched lanes from audio production to visual storyteller.

“I had a recording studio (Studio C), but in 2013 I decided to shut the doors,” Melton said. “I noticed a lot of people getting home studios anyway. What they were needing was music videos. Bottom line is I kind of thought to myself, ‘I can go from audio to video, because the technology was similar and the timeline was similar in terms of editing.’”

Additionally, Melton loved visual storytelling.

“I always loved photography,” he said. “I just picked up a camera and started shooting anything and everything. I realized I was pretty good.”

With a history of post production and an eye for visual storytelling, Melton just needed a business model that worked for his new venture.

“What I realized shooting music videos is that I still had to eat,” Melton said. “I decided maybe I should do what I tell other people to do. ‘When you’re doing something, go corporate with it.’ Corporations have

dollars. I took it corporate. Take One is just an offset of Studio C. It's just on the visual side." Melton's only regret is not pursuing his visual storytelling passion sooner.

"I wish I would have started this in my 30s as opposed to my 40s," he said. "That's been the biggest barrier. You're the older guy at most sets. It's a battle of the mind. You have to remember, 'I have experience. They have youth. It's an even trade out.'"

Melton has been past ideation and to income generation status for years. He's ready for clients.

"I would love to shoot your commercial, your project, your flim idea," Melton said. "If you have business ideas, commercials - ideas for something creative – contact me and let's if we can make something happen."

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## TREEHOUSE JUICE BAR

*Kyle Alston & Sunquet Pepper*

Kyle Alston and Sunquet Pepper made good on their fresh idea.

Now they've got the juice.

The friends and business partners launched the TreeHouse Juice Bar at 1116 West Beverley Street. Directly across from Thornrose Cemetery, the former office space is now a spot that offers healthy, refreshing beverage options on Staunton's West End.

"There's no healthy alternatives on the west side," Alston said, "so we said, 'we're going to do it here.'"

The two friends grew up 1,275 miles apart, with Alston in New York City and Pepper in Miami.

However, there were some similarities in their upbringing.

They both discovered their entrepreneurial gifts early.

"I've always been an entrepreneur," said Pepper, who has owned multiple businesses. "I used to go to car lots and wash each car for two dollars a piece. It would be 100 cars. I'd do each car and make two hundred bucks."

Alston's expensive fashion tastes were often outside of the family clothing budget. "My grandfather owned a butcher shop in Englewood, NJ," Alston said. "I remember coming in, and I'd help him out in the store. I was young. I may have been 5-years-old when I was in that store. I've just always had the hustle in me. When it really got serious is when mom said she wasn't buying my sneakers no more. I went and got me a paper route that year. I started selling candy."

The two business partners didn't know each other prior to moving to Staunton, but quickly formed a bond after meeting each other. Alston even helped Pepper launch a Caribbean-inspired restaurant on North Central Avenue in 2018.

And, in the corner of the restaurant, Alston had a mini juice bar.

"We're both from cities," Pepper said. "Wherever we go, there'd be juice bars everywhere."

In addition to a plethora of fruit-based menu options, the two entrepreneurs wanted to give back to the community.

Medical workers, teachers, police officers, military members, firefighters and other civil servants receive a discount. Pepper said they are looking to do some give-aways as part of an education rewards program in the future.

"We just want to let the community know that we're here," Pepper said. "We're just here to support the community."

Alston agreed.

"We're not health nuts," he said. "We're just a healthy alternative. We make some good stuff."

**Facebook:** [facebook.com/p/Treehouse-Juice-Bar-61557977411962/](https://www.facebook.com/p/Treehouse-Juice-Bar-61557977411962/)

**Instagram:** [instagram.com/treehousejuicebar](https://www.instagram.com/treehousejuicebar)





## V BRAIDS

*Varlina Jackson*

Varlina Jackson went from helping mom to hairstylist.

The owner of V Braids in Terry Court, Jackson never envisioned braiding be more than a side hustle. And before it was a side hustle, it was a hobby.

Before it was a hobby, it was a chore.

“My mom started doing our hair when she was little,” Jackson said. “Then she got tired of it. She said, ‘It’s three of y’all girls. Y’all should be able to do each other’s hair. She kind of just showed us what to do, and from there me and my sisters we took it on. My sisters know how to braid, but they want to braid like I do. I was like, ‘Sure, I can do it.’”

Jackson grew up in Chicago until she was 7-years-old.

She started taking braiding more in Virginia.

“Coming from Illinois, it was a little rough for us,” Jackson said. “I noticed that I started doing hair around 12-years-old. That’s when I really got into it. I started doing my own hair. I started doing my friend’s hair, like ‘Can you put two braids in my hair? Can you do this to my hair?’ My mom had me doing her hair, my sisters and stuff like that. I just picked up on it.”

Even with the amount of hair she was braiding, Jackson never saw it as a career path.

She had another vocation in mind.

“Straight up side hustle,” Jackson said. “I didn’t know if it was something I wanted to do. I was invested, but just not as invested. I really like it, and I wanted to learn more. I was kind of up and down. I didn’t know really what I wanted to do with myself. It’s crazy, because yesterday I was like, ‘I can’t believe I braid hair. This is crazy!’

Because I didn’t think this is something I wanted to do. I wanted to become a dentist.”

Eventually, someone convince Jackson to invest in her braiding side hustle.

That led to her enrolling in Staunton School of Cosmetology.

“After going to school, I realized I wanted to cater more to my clients,” Jackson said. “They’re mostly just coming to me for braids, and I had already built up a clientele being here. Just my side hustle alone, I’m like, ‘Hey, people are consistent. They must like what I’m doing.’”

Word is getting out.

“I just kept showing up,” Jackson said. “I feel like the school did help, with people just coming through and asking questions. I got myself on Google. Facebook helped. Instagram helped.

Plus, I know some people around here. There was a time when I didn’t have business cards, and people would still contact me.”

**Facebook:** [facebook.com/varlinabraids/](https://www.facebook.com/varlinabraids/)

**Instagram:** [instagram.com/hairsty\\_v\\_braids/](https://www.instagram.com/hairsty_v_braids/)



# CONTACT & SUPPORT

There is a myriad of ways that interested community members can help support the Staunton Black Business Collective.

- Professionals can offer their technical expertise to the collective.
- Interested parties can attend SBBC meetings and share ideas and contribute to ongoing conversations.
- Spread the word about SBBC and its work in the region.
- Buy from and share the business owners in the organization.

The Staunton Black Business Collective is comprised of ethnically diverse group community members. Donations can be made to the Greater Augusta Regional Chamber of Commerce Foundation, a 501c3 support arm of the Chamber. Donations must specify Staunton Black Business Collective.



**Website:** <https://www.stauntonblackbusinesscollective.com/>



*"Success isn't about how much money you make; it's about the difference you make in people's lives." — Michelle Obama*



# Staunton Black Business Collective

