



SETTING THE TABLE FOR SUCCESS

How a businesswoman connected the dots in her career

story by LEIGH CORT



Amy Morales

When Amy Morales decided to create a chocolate sauce business in 2020 and leave her education/leadership career behind, she dove into a chocolate Willy-Wonka-like life headfirst.

It wasn't easy to create her artisan chocolate sauce Sweets for the Soul. It took months and eventually years to develop recipes, navigate bureaucracy, permitting, jars, endless tasting, professional foodie feedback, labeling, marketing, distribution and finally (occasionally) having the joy of watching people taste with abandon as they dug their little spoons into their fudgy jar with raves.

Sweets for the Soul was just the beginning of her first endeavor in the specialty food industry and, just like Steve Jobs, connecting the dots wasn't about the past; it was about her future.

As she began wrapping her gourmet chocolate sauce made with six clean ingredients of the highest quality, packaging in clear glass and sourcing the most exquisite wrapping would do. She hunted for months, and there was only one "dot" along the way that carried Amy into another world of passionate creativity and business

"You can't connect the dots looking forward. You can only connect them looking backwards. Keep looking until you find what you LOVE!"

— STEVE JOBS

fulfillment. It was when she discovered Dogwood Hill for her wrapping, labels, hangtags and a beautiful presentation that she imagined for her gourmet sauce.

Dogwood Hill's menu of the best papers and the best imaginative artists would work for Amy. They, too, appreciate beauty and being part of an incredible artistic community. Dogwood Hill believes in the power of a handwritten note on beautifully designed paper, as well as the presentation of gifts in gorgeous wrapping papers with matching gift tags (intentionally produced on thick paper with a drilled hole to accommodate satin or grosgrain ribbons). And for corporate clients, they offer custom designs from their cadre of in-house artists. Without doubt, Amy + Dogwood Hill were a perfect match; their paper products reflected the exact standards that she used to produce her chocolate sauce. She was also able to visualize other gifts for special events that could be curated for her discerning clientele.

As weeks passed, a new business idea came to Amy: The Curated Collection. Since she derived great satisfaction by sourcing the perfect gift, working with clients on their milestone events and guiding them through venue selection,

catering, table setting, floral and the entire creative process, Dogwood Hill became a source of ideas and solutions with multiple offerings for creating a beautiful event. She was invited to be the speaker for various regional events about "Setting the Scene: Finding Your Style in Setting the Table and Celebrating the Season."

Finally, today, Amy taps into her superpower in being able to live her dream as the new regional wholesale representative for Dogwood Hill in Northeast Florida and Southeast Georgia. Her objective is to always send a message — whether for a large gathering or intimate — that reflects "Welcome to our home. We've been expecting you!"

From the invitation to the place cards. From the florals to the tablescapes. From the gifts to the thank you's. She is now able to share this passion and message of warmth and Southern hospitality with business and personal clients.

At beautifully set tables that reflect a family's history and legacy, gathering to celebrate any meaningful occasion, Amy enjoys inspiring each generation to keep traditions alive through keepsakes, too.

Dogwood Hill, an e-commerce company, is aware that customers may need an extra layer of personal support, a bridge between browsing online and discussing special orders. Their customer, Amy Morales, became their regional voice and creative ambassador.

"Dogwood Hill makes event planning easy, where I can create an atmosphere of delight. I know my events aren't over until everyone stops talking about them," she said.

For further information, go to wholesale.dogwood-hill.com.