

# 2007 Existing Business of the Year



**“Linda Sutton at the CCCC KSBDC has been an asset assisting in the planning, developing, and implementation stages for The Feathered Nest. Having a consultant to provide experience and knowledge during this major change has been invaluable. All small businesses need to utilize their SBDC.”**

**Lynette Beam,  
Manager**



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Name of Business	Tibbetts Brothers, Inc. d.b.a. The Feathered Nest
Manager	Lynette Beam
Nature of Business	Home Furnishings, Décor and Coffee Lounge
City	Belleville
County	Republic
Phone	785-527-7200
E-mail	<a href="mailto:TheFeatheredNest@nckcn.com">TheFeatheredNest@nckcn.com</a>
Business Structure	Employee-owned Corporation
Business Began	1947
Employees at Start Up	3
Employees in 2007	16
SBDC Counselor	Linda Sutton, M.B.A.

Change is always hard, especially when a business has endured for almost sixty years. The need to change hatched many new ideas for The Feathered Nest, formerly Tibbetts-Fischer Furniture in Belleville. Lynette Beam, manager, approached the CCCC KSBDC in May 2006 about how the furniture store could take on a new direction. It was apparent to Lynette and the owners that without change the furniture store would cease to exist in the rural community. Using the existing historic building, Lynette worked to redesign the new business and name.

The Feathered Nest offers the opportunity to beautifully feather one's own nest by means of a destination shopping experience. The project was inspired by earth elements while keeping in mind the historic elements of the building — inside and outside. The employees and many local businesses were utilized from renovation to new product inventory.

In addition to a new name and signage, the awning and exterior lighting were updated. A welcome table featuring a product of the day was fabricated out of the metal-wrapped fire door from the basement. A water fountain and relaxing music help set the stage when shoppers enter. Room settings have been created in the furniture showroom, featuring local Munden native Allan Palecek's designs. Mirrors and chandeliers give a lightness to the check-out area. However, furniture, flooring, and window coverings still continue to be offered.

**“To provide customers a unique shopping experience, we realized that customer service had to be our priority.”**

**“Customers need to feel they are The Feathered Nest's number one priority.”**

The versatility of The Feathered Nest is reflected in the personal accessories located next to the coffee lounge. Not only can you enjoy a cup of coffee of the day and fresh baked goods but also purchase specialty kitchen wares and foods. Cooking demonstrations and classes are offered. In the baby and bath area, gift baskets can be customized for any occasion. These diverse offerings truly make The Feathered Nest a destination shopping experience.

With the expanded offerings came an increase in staff. Two full-time and one part-time employee were joined by thirteen part-time employees. Lynette gives much credit for the success to the hard work of her employees and the owners of the company. Great things continue to pop up at The Feathered Nest.