



Bill's Restaurant

Owner - Martha Wallace

could do it.

SM: How did you get through the tough times?

MW: It wasn't easy. There were some really rough times...especially in the beginning. But I knew with God I could not fail. I knew that if I worked hard enough, God would not let me down and I would succeed.

SM: How did you deal with adversity?

MW: I was always taught that honesty in the little things is not a little thing. In the beginning it was very tough to find decent help. Although this is fun work for me, it is hard work for some. We had our share of people who worked for us, but once we developed our core crew we knew we would be successful.

SM: How did you find the right people?

MW: We looked for the right personalities. When I was hard-pressed, I would hire someone just for the sake of filling a spot in the schedule— whether it was a waitress or a cook. When you're not patient, you make mistakes. I was told in the beginning that I would not be successful; that I would have trouble with my help. People said I was not tough enough and even a dear friend of mine said that I would fail.

SM: How did you succeed?

MW: Through my faith and perseverance.

When we didn't have the right people, we made up for it by working long, hard hours. We prayed about it. We worked diligently, and then we were blessed with good people. At first it was tough because we didn't have enough money and we could not get a loan from the bank. We had no capital. We mortgaged everything to buy this place and make it happen. But we came from nothing, my husband (who is my dear partner) and I. We took everything we owned and made it work. The people that I have surrounded myself with are the keys to my success. And, with God's help, we are finally making money and able to enjoy the fruits of being business owners. We never let any bills slide, we save daily for our taxes, and we tithe... not because we have to, but because we want to. We have been blessed.

SM: Where did you get your entrepreneurial spirit from?

MW: People didn't think I'd succeed. It was a real challenge, but we found that our creativity spurred us on. I created a cookbook for maple syrup recipes and a coloring book that is called The Sugarhouse Activity Book because my husband, Jim, also farms maple syrup which we sell. My daughter is going to be taking over in the future and it's nice knowing I have a business to pass on to her because we have succeeded. My other daughter owns the NAPA auto parts store right down the block, and my mother sells mittens she knits at our largest garage sale...so, I guess it's in our blood to create and provide with God's help.

Success Magazine: Martha, how did you come to own Bill's Restaurant?

Martha Wallace: I was working here seasonally, when my husband and I proposed the idea of buying the restaurant to the owner. It didn't work out immediately, but when she did decide to move on with her life, she thought of us. She took us up on our offer on November 1, 1986.

SM: Why do you have such a steady flow of customers?

MW: We're a small restaurant with excellent food and great customer service. We are friendly to our patrons, and our prices are very reasonable.

SM: Why did you want to own a restaurant?

MW: My husband and I were looking for something that was year-round. I needed responsibility that was all mine. I knew I

