

Baker's Design

What began in 2008 as a way to help Laura Baker “get into the repair side of the business” and help mother-in-law Cyndi with bookkeeping, quickly snowballed into much more than a simple screen printing business by the time 2009 rolled around. Baker discovered that delivering on customers’ requests with the ultimate goal of “bringing them some joy” proved to be a winning combination, and Baker’s Design was born.

“We added fresh flowers in 2009 and giftware after that,” she said. “People were asking about balloons and fresh floral. We listened to our customers and it kept growing.”

With about half of Baker’s Design giftware centered on holiday, this is typically a busy time of year for the Main Street business. But like many other small businesses, the current health crisis has made this year anything but typical. Baker said they are adapting, going the extra mile and taking precautions to keep customers safe such as sanitizing surfaces three times a day and requiring that employees and shoppers wear masks.

“If someone doesn’t feel comfortable coming into the shop, I can set up evening appointments. I can also take and send pictures electronically to customers,” she added. “I am willing to do anything I can to get people in the shop to see the unique and totally customizable items we have.”

In addition to offering one-of-a-kind items, Baker’s Design recently began carrying South Dakota wines from three different wineries, adding to her repertoire of items aimed at brightening someone’s day.

“In a small town everybody knows everybody, which is one of the biggest reasons I love making deliveries,” Baker said with a big smile. “Being able to make people smile is the best part of my job. Whether they’re not feeling well, going through a rough patch or grieving the loss of a loved one, the opportunity to deliver someone joy is what drives me.

Baker said that to help folks find the perfect gift this holiday season, she is hosting an open house on Saturday, November 21 from 9-4 and will be offering specials on Small Business Saturday November 28 from 9-4.

“We will be open every Saturday now until Christmas from 9 to 2,” she said, hoping that area shoppers make a point to “think small” when Christmas shopping this year. “For many of us small businesses, it’s been a hard year. But despite that, we continue to offer a lot of unique options you won’t find anywhere else. We will bend over backwards to put that smile on your face. Give us a shot, come downtown and look at what we got.”

