

Take 5

MEET CHAMBER MEMBER BUSINESSES THROUGH THESE 5-QUESTION INTERVIEWS WITH...

VALERIE LINENBERGER
OWNER OF TRUE BETTY BOUTIQUE

Can you please give us a three sentence summary of your personal background?

I graduated from Bethany College with a BA in Economics-Business with a concentration in Accounting and a Global Studies Minor. I became a CPA in 2000 and have worked in both public and private industry over my career. After learning of a health condition in 2016, I decided it's time to spend more time with family and people that matter most to me, so I started True Betty Boutique online and then opened the store front in June, 2017.

What is it about your business that is unique or special? What separates you from your competitors?

I always loved boutique shopping, but didn't really fit in the Small-Medium-Large model. I specialize in fun, trendy women's clothing in sizes XL – 3XL, but I carry some smaller and some larger and a few men's styles. Most larger women are concerned about some part of their body, whether it be arms, tummy, bottom or legs. I love helping women find clothing that feels great and makes them look even better!

In general, how is demand for your product or service?

According to Today.com, the average size of an American woman is a size 16. A size 16 among clothing manufacturers is considered plus size. Many larger women are forced to order online and hope it fits because most stores only carry up to large or x-large. My customers love being

able to try things on and feel the fabrics before they buy. It's fun to find things that fit and look great!

How long have you been in business and why are you operating in the Salina region?

I started online only in February, 2017 and then opened the storefront later that June. Salina is home to me! My husband, Jim, and I both graduated from Salina schools, our kids attend Ell-Saline, and we both have lots of family here. I love having childhood friends and new friends come in and see me at the store!

What are some of the plans you have for the future of your business?

I've always been a dreamer and I've always dreamed BIG! My short-term plans are to have more offerings for ladies in the 4XL-6XL range, to add specialty bra sizes, gorgeous shoes and fantastic name-brand handbags. My long-term goals are to add a separate specialty bra business and add more locations. Making others happy is in my DNA, and that's what fulfills my spirit and brings me true happiness!



**Check Them Out:
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