

Sometimes our Plan B in life is actually our dream—what we truly want out of life. It's just we're so busy in survival mode, we simply stick with what's working for the moment. So many of us put our dreams, our Plan B, on the back burner, always saying, "Someday I will." Just ask Babette Cauble, owner of the online store Made In The Carolinas.

"My husband, Greg, and I pondered the idea for more than 12 years," Babette said. "It was always our dream...our Plan B. When my 1031 Exchange business suffered a blow because of the real estate market decline and economy, we just looked at each other and said, 'What's our Plan B?' And Made In The Carolinas was born! We launched the website on December 1, 2007."

With her husband Greg being a fourth-generation Charlotte native, Babette knew this idea was right...as was the timing. "Life just fell into place," Babette said. "With the downturn of my business and the birth of our daughter, Alexis, we knew this was definitely our next step, and we went into action."

Before initiating her Plan B, Babette worked in administrative management for more than 10 years. She then returned to college to earn her bachelor of business administration degree from Montreat College. "At the same time I was earning my degree," Babette recalled, "I was advancing my professional career and becoming the president of an exchange accommodation firm. Basically, I helped clients with their real estate investments by maximizing available tax advantages. In 2003, I earned the first North Carolina designation as a Certified Exchange Specialist by the Federation of Exchange Accommodators."

With such an impressive professional background, Babette understands how success is achieved. "Whether in the nine-to-five business world, student, mother, or entrepreneur, time management and organization are key elements," Babette advised. "You have to have a balance, especially as a woman business owner," she continued. "If you don't have the balance, one segment of your life or the other will suffer. You also have to challenge yourself everyday...if you do that, you will always keep growing personally and professionally."

When asked about her goals for the next five years, Babette grinned, "Lord willing, to have another child. Words cannot describe what joy Alexis has brought to my life. A day does not go by when she doesn't teach me something new about life. We get so busy in our day-to-day routines that it is great to stop and see this world through the eyes of your child. Beyond that I want to continually strive to be a better person each day and focus on the needs of others before my own. And, professionally, I want to increase our brand recognition and product line and to open at least one retail location of Made In The Carolinas.

When Plan B Becomes Plan A

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"We're so proud of the online store and its success," Babette continued. "As the name denotes, all products are made in North and South Carolina...everything from art and pottery, to handmade jewelry, apparel, baby items, food, books, music, and more."

With so many women wanting to start their own business, Babette is often asked for her advice. "All I can say is conduct your research before you jump into a business head first. If you don't, you may hit the bottom of the pool on your first dive. Always follow your dreams and make a written plan on how to reach your dreams one day at a time...life is too short to look back wishing you had at least tried!" 🌊

