

# Borough Businesswoman Honored by Peers

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RED BANK — When Marcia Blackwell joined the National Association of Women Business Owners Central Jersey Chapter; she was unaware of the awards the association gave out each year.

She joined the organization to meet other business women, to "bounce off ideas" with other professionals and to learn ways she could enhance her business, Blackwell's Organic in Red Bank. She has been a member for about a year.

On Sept. 12, she received the Emerging Business Woman of the Year award. The National Association of Women Business Owners bestowed the award at Branches in West Long Branch.

"This is the first year we are giving out this award," said Donna Domenicali of Long Branch, chapter president. "Marcia is our first recipient."

Domenicali has been a member of the association for seven years. She owns Blue Heron Designs in Long Branch.

The criteria for this award is for the recipient to be a member, to be in business for less than three years, and have a business with strong growth potential.

Blackwell, 43, has a diverse background and never thought she would be making and scooping gelato and fruit sorbetto. She has a degree in anthropology and archaeology from Juniata College in Huntingdon, Pa. She has worked in museums in Maryland and has worked for Recording for the Blind and Dyslexic in Princeton.

For four years, she worked locally as an office manager for a telecommunications company.

"I really liked that job," she said. "I enjoyed going to work."

However, the company is no longer in business. She was laid off last year, she said.

After discussing options with her husband, she said, they decided to go into business making his gelato.

"My husband, Tom Blackwell, always made homemade gelato," she said.

All the products are hand-crafted in small batches, with certified organic ingredients and Fair Trade Certified cocoa and coffee, she said. The products do not have any preservatives, additives or extracts.

Blackwell sells her products to about 50 retailers, she said. Locally, the gelato and sorbetto can be purchased by the pint at Delicious Orchards in Colts Neck, at Dearborn Farms in Holmdel, HealthFair and Sickles Market, both in Little Silver, and Harmony Natural Foods in Middletown. The restaurants that carry Blackwell's Organic are Danny's in Red Bank, Sister Sue's in Asbury Park and Jesse's Cafe in Long Branch.

Blackwell also sells her desserts in eight other states along the East Coast, and to Pennsylvania and Ohio.

"It is a real honor to be receiving this award," Blackwell said. "It's an honor to be chosen by this group of accomplished women."



(STAFF PHOTO: MARY FRANK)  
Marcia Blackwell, owner of Blackwell's Organic In Red Bank, received the Emerging Business Woman of the Year award from the Central Jersey branch of the National Association of Women Business Owners.



(STAFF PHOTO: MARY FRANK)  
Mango sorbetto, above, is one of the innovative organic desserts that won Marcia Blackwell, shown on the cover, the Emerging Business Woman of the Year award.