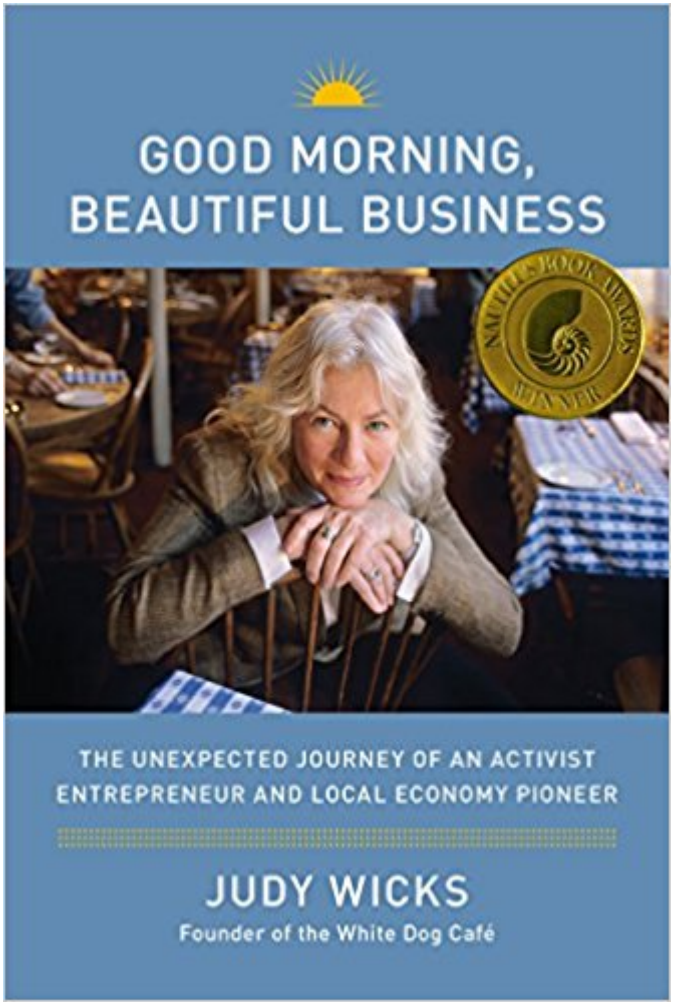
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Good Morning, Beautiful Business: The Unexpected Journey Of An Activist Entrepreneur And Local-Economy Pioneer



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Synopsis

It’s not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that’s what happened when, in 1983, Judy Wicks founded the White Dog CafÃƒÂ© on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant-one of the first to feature local, organic, and humane food. The restaurant blossomed into a regional hub for community, and a national powerhouse for modeling socially responsible business. Good Morning, Beautiful Business is a memoir about the evolution of an entrepreneur who would not only change her neighborhood, but would also change her world-helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but also resilient. Wicks recounts a girlhood coming of age in the sixties, a stint working in an Alaska Eskimo village in the seventies, her experience cofounding the first Free People store, her accidental entry into the world of restauranteering, the emergence of the celebrated White Dog CafÃƒÂ©, and her eventual role as an international leader and speaker in the local-living-economies movement. Her memoir traces the roots of her career - exploring what it takes to marry social change and commerce, and do business differently. Passionate, fun, and inspirational, Good Morning, Beautiful Business explores the way women, and men, can follow both mind and heart, do what’s right, and do well by doing good.

Book Information

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Customer Reviews

Publishers Weekly-Restaurateur and activist Wicks has been an inspiration and a model to her fellow Philadelphia businesses and to adherents to the sustainable-food movement for several decades. This charming memoir follows Wicks from her bucolic small-town childhood to her youthful disillusionment, short-lived marriage to her childhood sweetheart, and early adventures working with him for VISTA in Alaska, where she was struck by the community-focused value systems and vowed to replicate them in her own life. Back in Philadelphia, she and her first husband opened a store selling counterculture products, but, to WicksÃ¢â ¬â„¢s chagrin, her husband ultimately did not have faith in her abilities. After their divorce, and other restaurant experience, she remarried and had two children, whom she raised above the restaurant she foundedÃ¢â ¬â ¢the White Dog Cafe. The Cafe gained international acclaim for its socially responsible business, serving farm-fresh local food and building the local living economy movement. Though its audience is likely to be limited to those already sold on the local food movement, this book is a touching and passionate story of an activist who turned her values into a sustainable and financially solvent endeavor.ForeWord Reviews- "Wicks first opened her restaurant, White Dog Cafe, on Sansom Street in Philadelphia in 1983. The restaurant became a beacon in the struggling neighborhood and known internationally for its commitment to farm-fresh, fairly traded, organic foodÃ¢â ¬â ¢long before such eating habits were in fashion. Readers will be engaged and invigorated as they watch Wicks succeed with her innovative ideas; theyÃ¢â ¬â„¢ll also be inspired as her perspective on the world grows in scope from her restaurant to her city to the whole world. WicksÃ¢â ¬â„¢ memoir begins far before she opens White Dog Cafe, when she built a fort in the woods at age nine. Readers who are expecting strictly business advice and activism information will wonder why she begins hereÃ¢â ¬â ¢but the more literary reader will see that she is examining the power of a sense of place. As a child she felt a strong connection to the woods near her house; as an adult she feels a strong connection to Sansom Street, and eventually the world beyond. WicksÃ¢â ¬â„¢ memoir does a fantastic job of sharing how sheÃ¢â ¬â„¢s learned and grown through her experiences and travels around the world. Readers will be inspired and will learn about the world and business along the wayÃ¢â ¬â ¢but the readers who come away the most satisfied by Good Morning, Beautiful BusinessÃ Â will be those who never lose sight of the fact that Wicks is a sharing a memoir, a story; her goal is not to create a guidebook (though she has the skills and expertise to accomplish it). While itÃ¢â ¬â„¢s a compelling memoir, readers who want to follow in WicksÃ¢â ¬â„¢ footsteps wouldÃ Â benefit more from a how-to book on the subject that uses WicksÃ¢â ¬â„¢ success as a model, but emphasizes practical steps and advice for readers.Ã Â Wicks shares her business

knowledge and success with readers, but more than that, she shares her heart and her life.""Judy Wicks' brilliance redefines what a business can be. The White Dog CafÃƒÂ© models what commerce will become if we are to create a livable future. This is business as spiritual practice, business as kindness, business as community, business as justice, joy, transformation, leadership, and generosity. There is nothing here you will learn in business school because the White Dog CafÃƒÂ© is not in the business of selling life; it's in the business of creating life. How blessed is Philadelphia and the world for her presence and prescience."--Paul Hawken, author, Blessed Unrest"Judy Wicks followed her passion and trusted her heart; she uncovered and was guided by what makes healthy local businesses thrive; and then she led a movement to share her discoveries and help transform other local economies.Ã Â Now, thanks to her vision and leadership, there are hundreds of communities unlocking the power of local commerce for good.Ã Â What a gift from a true pioneer who shows us how to unite an avocation with a vocation!"--Will Raap, founder, GardenerÃ¢â ¬â„¢s Supply and Intervale Center"Guided by her own powerful activist sensibility, Judy Wicks beautifully conveys the important influences that a restaurant, or any business, can have within a communityÃ¢â ¬â ¢politically, economically, and socially."--Alice Waters, owner of Chez Panisse and author of The Art of Simple Food"Judy Wicks is something rare, invaluable, and essential in our time: a visionary artisan of cultural renaissance. Read this book. Learn what sheÃ¢â ¬â„¢s done and, even more important, how she became who she is. Let her story inspire you more fully into your own cultural artistry."--Bill Plotkin, author of Soulcraft, Wild Mind, and Nature and the Human Soul"Fun and funny, kind and savvy, Good Morning, Beautiful Business is a rollicking good tale about a rollicking good life. From working as a waitress at a restaurant she helps save from demolition at age 23, to becoming a world leader in the socially responsible business movement, activist-entrepreneur Judy Wicks shows how one woman can help build a compassionate, locally sourced economy--and have a blast doing so. These pages are as full of friendships, food, and dancing as they are of great ideas that could apply to businesses in any town. Judy Wicks is an inspiration. By the end of this wonderful book, she seems like an old friend whose example can change your life."--Sy Montgomery, author of The Good Good Pig"If there ever is a Nobel Prize in planet-saving, Judy Wicks deserves to be the first recipient.Ã Â Besides creating one of PhiladelphiaÃ¢â ¬â„¢s most popular restaurants (the White Dog CafÃƒÂ©), her legacy includes PennsylvaniaÃ¢â ¬â„¢s local food movement, AmericaÃ¢â ¬â„¢s fastest growing network of independent businesses, and entrepreneurs worldwide Ã¢â ¬â œespecially women Ã¢â ¬â œ whom she has inspired to make business the leading edge of social change.Ã Â In this riveting, funny, and moving autobiography, Judy also reveals herself as a superb storyteller and a sharp

policy critic.Ã Â Her life story, which unfolds from the Arctic to Chiapas, shows how one passionate person really can bend the arc of history toward justice."--Michael H. Shuman, author, Local Dollars, Local Sense:Ã Â How to Shift Your Money from Wall Street to Main Street and Achieve Real Prosperity"Judy Wicks's journey is potent medicine for a culture that falsely separates personal life and work,Ã Â self and community,Ã Â business and environment, and entrepreneurship and activism. Anyone who wants to engage their full entrepreneurial vision, and find their own unique path that may combine seemingly disparate goals, can take heart: this remarkable story is a visionary beacon and joyful read."--Nina Simons, co-founder, Bioneers"Beware. This is a business book like no other. It will change how you see the world, America, business, and the economy and should be required reading in every school of business and department of economics. Judy Wicks teaches us how to succeed at business while managing from the heart, having an outrageously good time, and measuring success as contribution to healthy communities and a world that works for all. Those who take Wicks and the White Dog as their model change the world one beautiful business at a time."--David Korten, cofounder of YES! Magazine and author of Agenda for a New Economy: From Phantom Wealth to Real Wealth, and The Great Turning: From Empire to Earth Community"Wow. What a woman, what a book. In it, you enter the life of someone who, even as a child, learned that she could createÃ¢â ¬â ¢that she could make things and make things happen. We need WicksÃ¢â ¬â„¢s confidence and courage now more than ever. So read it and youÃ¢â ¬â„¢ll get some. Her spunk is contagious."--Frances Moore LappÃƒÂ©, author of EcoMind: Changing the Way We Think, to Create the World We Want"Judy Wicks is one of the most amazing women I have ever met.Ã Â She ran the legendary White Dog CafÃƒÂ© with passion, heart, common sense, and financial success. And she continues to blaze new paths on the road to a truly sustainable people-centered economy. This is a must-read book."--Ben Cohen, cofounder, Ben & Jerry's"Judy Wicks is one of our great leaders and visionaries, and this books makes clear why. She thinks about traditional subjects ("business," "economics") in fresh, practical, real, and powerful ways. Read it and then live it yourself!"--Bill McKibben, author ofÃ Â Deep Economy: The Wealth of Communities and the Durable Future

An international leader and speaker in the local-living-economies movement, Judy Wicks is former owner of the White Dog CafÃƒÂ©, acclaimed for its socially and environmentally responsible business practices. She is also cofounder of the nationwide Business Alliance for Local Living Economies (BALLE), as well as founder of the Sustainable Business Network of Greater Philadelphia and Fair Food — both incubated at the White Dog CafÃƒÂ© Foundation and

supported by the restaurant's profits. In her retail career, Judy was founder and owner of Black Cat, which featured locally made and fair-trade gifts for twenty years. In 1970, Judy cofounded the original Free People's Store, now well known as Urban Outfitters. Her work has earned numerous awards, including the James Beard Foundation Humanitarian of the Year Award, the International Association of Culinary Professionals Humanitarian Award and the Women Chefs and Restaurateurs Lifetime Achievement Award. She lives in Philadelphia. Continuing her work to build a new economy, Judy mentors the next generation of entrepreneurs and consults for beautiful businesses.Ã Â She can be reached at www.judywicks.com.

This book is of great social and environmental import. For the local entrepreneur who cares about these it is a mandatory read. And for those more experienced in the local living economy movement, not only are there invaluable lessons here for getting stuff done, but there are precious lessons in just plain good ole business.Here are a few reasons that I couldn't put Judy's book down:Judy's sense of place. Many people have an acute sense of place, but few actually do things to enhance their personal connection much less do things to make their locality more appealing to others.Did CNN get that right? The majority of us don't know. Judy however, took people on study tours to find out what was actually happening in foreign places of concern. We find out that main stream media often misses the boat out there. This begs the question: why? Is it ineptness or do they have an other agenda?Figure things out. I am totally in awe of the way Judy comes up with stuff to solve problems. Lessons here act as a loss leader to those in pursuit of social reform, sustainability and the environment. Because once you're in the door, you're exposed to business lessons by way of business relationships - lessons not found in college or the corporate world.Business as a Mercedes Benz. Judy builds her business to so that it allows her to go out into the world and make a difference while at the same time it serves as the perfect vehicle to enhance her community and the lives of her coworkers.Judy's connection to the great urban activist Jane Jacobs and Jane's philosophy of local living and community building.Judy's love of business. It permeates each page and serves as a beacon of inspiration for any who read her book and who are out there trying to make a difference in the world through their business.Judy worked hard all her lifetime with much help from her friends, and really, that is the point.

You Must Read This Book. It is a book of practical philosophy, a case study to teach emerging entrepreneurs about sustainable business practices and a book written to make a change in our economy and our ways of living. Judy Wicks is an epicurean. For her, life's highest ends are

increasing our knowledge, expanding our consciousness, deepening our relationships, developing our creativity, building our community, and enhancing our natural environment. All this while also increasing our own happiness and well-being, and having more fun. As a case study, the book shows that business is not just about money, but about relationships which benefit all people. It's the power of love and compassion that can bring transformative change. She explains how her admiration for the natural and her loathing of cruelty against humans as well as against animals led her to change the way she managed her restaurant. Finally, and most importantly, Judy Wicks explains how to change our economy: if all people realized that life is interconnected, then there would indeed be an invisible hand of enlightened self-interest guiding our decisions toward building an economy based on sharing, caring, and cooperation that would, in fact, serve the interests of society. Our traditional capitalist economic system has perpetuated a worldview of separation by teaching individualism and competition, viewing nature as a resource to be exploited, measuring success and self-worth by material wealth, and giving us the false notion that only money brings security. We should know since Epicure, that craving for security leads to the research of wealth, fame, power. And we know after reading Judy Wick's book that men's natural needs are simple (and here, men embrace women) and that the exercise of reason can lead us to a life of common good and pleasure.

I'm almost finished with the book, but like it so much that I have to tell the world. I heard Judy speak on a local radio station and immediately ordered "Good Morning, Beautiful Business: The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer." Thank you, Judy Wicks, for writing this book. Wonderful insight into activism without emotionalism but not without love. It's also a great refresher. I wish everyone would read it. Haven't cringed from awkward writing/typos once, which is unusual no matter how terrific the writer is. This writer feels absolutely authentic and friendly. Highly recommended.

Capitalism is economic warfare. The object is to win and as such, someone (hopefully not you) must lose...this is old school, hardball capitalism...great for a few, disastrous for far too many people and a destructive force/trajectory for our planet.Along comes Judy Wicks, your tour guide to a different and better way to play the great game of business...one in which, everyone can win, hearts and heads are attached/aligned, integrity and compassion are part of the dance, conscience is good and essential and business is part of the solution and not the driving force behind the problem.Take the journey into the possible with Judy, it is fun, she inspires and yes...it can be done. Perhaps all you

really needed was a little proof and guidance along the way in order for your own best self to be reflected in the business you create and share with others - customers, suppliers, employees, community and even your own competitors!I have seen this transformation for myself, participated in my own way along the way, have shared the path with many others...and you are not alone. Kudos to Judy for having made the story of her own journey such a good, enjoyable and valuable read!

I was delighted by this inspiring story. I also learned a lot about taking responsibility for sustainable decisions and what that looks like in action. Her story is one that every young female entreprenuer should have read. There is lots of wisdon that is shared that could help one avoid some mistakes.

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