



Summer in MORRISTOWN

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The Changing of the Guard in Downtown Morristown

Downtown Morristown boasts a wide range of successful businesses, each with its own unique story to tell. The common denominator in the longest-running businesses is their first-rate leadership. So, it's no surprise that when the time comes for longstanding business owners to turn the page, usually to pursue a well-deserved retirement, new leadership often presents itself to take the reins. The following business' ownership transitions are some of the most recent and a true testament to the ongoing desire to be a part of Morristown's thriving business community.

Children's Dentistry of Morristown, 95 Madison Ave. childdentistmorristory.com, 973-898-6600

It would be difficult to find a Morristown parent who has not heard the names Dr. Suzy and Dr. Lisa. The owners of Children's Dentistry of Morristown (CDM), more formally known as Suzy Press (owner, 1993-2021) and Lisset Penton (owner, 2000-2021), chose Morristown to open their pediatric dental practice, attracted by the metropolitan atmosphere with a warm family feel. The location, conveniently across the street from Morristown Medical Center and directly off Route 287 has served them well. What made CDM special since its founding is the care and attention given to each of their patients, as well as their parents, and the welcoming family atmosphere. They provide comprehensive dental care to patients from infancy through college. Of particular note, they proudly provide a safe space to serve patients young and older with special health care needs.



Dr. Allie and Dr. Suzy, Courtesy of Children's Dentistry of Morristown

Allison Brand, current owner of CDM since Jan. 1, 2022, can trace her introduction to the practice back to a visit to Dr. Suzy when she was 6 years old. That very first visit prompted Brand to declare to her parents that she wanted to be a pediatric dentist.

"Dr. Suzy and the staff at CDM made going to the dentist fun!" Brand said. "As I got older it became clear that my dream of becoming a pediatric dentist was going to become a reality and it has been the culmination of that dream to work, and ultimately become owner of CDM," Brand concluded.

During college and then dental school, Brand spent two summers helping out at the office at CDM, learning from their skilled dentists, hygienists, assistants and the front desk staff. Upon completion of her pediatric dental residency at Children's Hospital of Philadelphia/University of Pennsylvania, she learned that Dr. Suzy and Dr. Lisa were looking for a new associate and she began working at CDM in August, 2019. Brand, or "Dr. Allie," as she is now known, "Dr. Lisa" and Dr. Elizabeth Oldendorp ("Dr. Liz"), along with their seasoned staff, carry on the practice with the same commitment, attention and compassion that set CDM apart from the very beginning.

The Dain Shoppe, 8 Community Place thedainshoppe.com, 973-539-7586

Cathleen Earnhardt opened The Dain Shoppe in September, 1981 and remained the sole proprietor for over 40 years. She poured her heart and soul into the business and it showed. A lingerie and corset shoppe, it's fair to say that The Dain Shoppe has truly been uplifting women since 1981. The businesses' success is due largely to the personalized one-on-one service it provides. It offers everyday bra fittings, foundational garment fittings for brides, mother of the bride, mother of the groom, bridesmaids and attendees. The shoppe also offers surgical fittings for woman going through breast cancer. Working closely with doctors, they strive to provide amazingly strong woman with what they need in the short term, as well as, long term. Other items of interest available at the shoppe includes an extensive collection of wedding night lingerie, the comfiest sleepwear, fun ready to wear, swimwear, and a sexy back closet.



Courtesy of Morristown Partnership

At just 18 years old, Nicole Lufft, had a chance meeting with Earnhardt. Lufft was friends with Earnhardt's children's babysitter and their conversation evolved into a job interview for Lufft. She worked at the shoppe for three consecutive summers while completing college, and then upon graduation was hired as a full-time buyer. Twenty-plus years later, as of June, 2022, Nicole Lufft is proudly the new owner of The Dain Shoppe.

"I'm not new to the business. I worked for 20-plus years under Cathy Earnhardt learning the art and technique of fitting," said Lufft, adding "fast forward 20 years, and I am now the owner."

Lufft likes to say it takes time to become, adding "I love being a business owner in Morristown. I think we have a beautiful town rich with history. I love to shop and support all the local businesses."

Moving forward, patrons can expect some cosmetic updates to the store, but mostly a 'staying-the-course' attitude. Providing top-quality products and service to their customers will remain the core of the shoppe and the knowledgeable staff strives to make their customers visit a happy and successful one.

Enjou Chocolat, 8 DeHart St. enjouchocolat.com, 973-993-9090

This go-to boutique for gourmet and custom-shaped chocolates, gift baskets, corporate gifts, wedding favors and party favors proudly makes everything homemade and on site. Wendy Taffett (owner 1983-present) is celebrating 40 years in Morristown. Taffett grew up in Morristown, as well as her father who attended Morristown High School.



Courtesy of Morristown Partnership

"Morristown is a great town to own a business in, especially now with all of the

expansion," Taffett said. "It has been especially exciting for me to see all the changes over the past 40 years," Taffett added.

As of this year, Mark and Rose Chinsky have now joined Taffett as proud partners of the sweetest shop in Morristown. With their strong computer background, the initial focus is to increase Enjou Chocolat's online presence, as well as promote the wholesale areas of the business. The new and improved website already has been launched and they are off and running. Together, the team at Enjou Chocolat strives to make everyone's lives a little sweeter — one chocolate at a time.

Glassworks Crafting Studio, 151 South St. umakeglass.com, 973-656-0800

Arguably one of the most unique businesses in downtown Morristown is Glassworks, a fused glass art studio fun for all ages and ideal for individuals, groups, celebrations, team building, field trips and so much more. Original owner, Stacey Schlosser opened Glassworks in 2002 and for over 20 years was passionate about providing a creative outlet, a space for quality time and ultimately sending her patrons home with a fun memory and a handmade piece of art.

The new owners of Glassworks, Sherri and Charlie Schachter, took over as of Jan. 1. The Schachters moved to Morristown in 2004 and have had a front-row seat to the significant growth and evolution of the downtown. They were drawn to Glassworks as a way to become more engaged with a community that they have grown to love. Sherri's background is in management with companies, such as Google and McKinsey but with Glassworks she plans to hone in on her degree in art, passion for handmade objects and using her team building skills.



Courtesy of Morristown Partnership

Visitors to Glassworks often come from far beyond Morristown. A typical visit to the studio lasts for at least two hours and often the trip includes a visit to other businesses in Morristown.

"After two hours of creativity, everyone gets a little hungry and thirsty," Schachter said. "It's not unusual for our customers to drive more than an hour to visit us and especially since Morristown has become a serious culinary and cultural destination, it only makes sense to have lunch or dinner in Morristown before or after a session at Glassworks," Schachter added.

Under its new ownership, Glassworks is in the midst of rebranding, starting with a new logo and on-site signage. A name change from Glassworks Fusing Studio to Glassworks Crafting Studio is intended to clearly convey the nature of the business. Visitors will soon enjoy a remodeled studio with a warmer and more natural space. Despite these changes, the core mission of Glassworks, to enable people to be creative by crafting beautiful fused-glass objects that will last a lifetime, remains. Reservations are encouraged especially for groups or events and can be made online or via telephone. Project prices range from \$25 for a coaster to \$220 for a large serving platter.