

ORDINARY PEOPLE DOING EXTRAORDINARY THINGS

[Spotlight]

Teresa Nelson

[A Gift Worth Giving]

Teresa Nelson, president and CEO of Teresa's Treasures, is no stranger to accidents and rightfully so—she stumbled into the gift basket business by chance.

Five years after a severely debilitating car accident left her learning how to walk, talk, and eat again, Nelson began making gift baskets for friends. Her life was put on hiatus once again after doctors discovered she had a brain tumor that had to be removed. Nelson was forced to learn how to walk, talk, and eat for a third time.

Despite major life setbacks, this Fort Worth native didn't just stop at surviving. In 2000, she turned a hobby into a gift basket business that caters to 35 states and five countries. Her emphasis on exceeding customer expectations and personal attention has helped Teresa's Treasures maintain a position as one of the top 25 gift businesses in the country.

Nelson said her business has become a "tight, close family," where the work environment is just as important as the product. "After a while, a product is just a product," she said.

Teresa's Treasures is the only business of its kind in Fort Worth that has permission to use the city's official logo. Nelson, the recipient of the 2006 National Gift Designer of the Year award, said the use of the city logo gives her "the official blessing to show the quality of the city."

