

SPOTLIGHT: WOMEN OF THE FOOTHILLS

the

MAGNIFICENT

This issue of Foothills Spotlight focuses on women: The **ARTISTIC,**
AMBITIOUS, UNIQUE and **FASCINATING** women of the Foothills.

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WORDS/SHERRY JACKSON

Jane Bell: Helping redefine Main Street Rutherfordton

Main Street Coffee & Ice Cream
Rutherfordton, NC

DETAILS

To learn more about Jane's business, call 828-288-4950, email mainstreetcoffeandicecream@gmail.com or explore [facebook.com/pages/Main-Street-Coffee-Ice-Cream/101356469938167](https://www.facebook.com/pages/Main-Street-Coffee-Ice-Cream/101356469938167).

OPEN DAILY: 8-6 Mon.-Thur., 8-7 Fri.
9-7 on Sat. and 1-6 on Sun.

When Jane Bell left her hometown of High Point, N.C., she thought she would never live in a small town again after experiencing the big city life in Charleston and Charlotte. But 14 years ago, Jane and her husband Alex decided to give up the big city and return to Alex's hometown of Rutherfordton, N.C.

So they packed up and moved into Alex's great-grandfather's house, an old family homestead that was built in 1888 and is in Rutherfordton's downtown historical area. Today, Jane finds small town life comforting and says, "Rutherfordton is a very warm, friendly town."

In 2010, Jane and her friend, Leslie Dinga, were out running one day and talked about how they had some time on their hands and how great it would be to share a job and go into business together. They discussed possible options and the fact there was no coffee shop in downtown Rutherfordton. The idea percolated from there and six weeks later, Main Street Coffee and Ice Cream opened its doors.

From the beginning, Jane wanted a cozy and inviting atmosphere in the store and was adamant that quality matters. The store features Larry's Coffee Beans out of Raleigh, which are an all-natural, organic, shade-grown coffee bean. For the ice cream, they use Hershey's ice cream and feature 32 different flavors. Muffins, cookies and brownies are made from scratch by Jane.

When Jane heard the antique bookseller in an adjoining space was going out of business in 2011, she jumped at the chance to buy the bookshelves and add books to the business. Now, "It's my favorite part of the business," declares Jane. "People get so excited finding treasures."

Jane has since bought out her partner and enjoys running the downtown Main Street business on her own with four part-time employees to help out. She likes to talk to people and delights in seeing friends and customers every day. It's a seven-day-a-week business and it's hard at times but, "I've found my dream job," says Jane.

Jane continues to grow the business as opportunity arises. For example, she was putting some of the books she bought from the antique bookseller into a database one day and came upon a valuable antique book. So she decided to open up an online Etsy store as yet another outlet for used and antique books.

And, as if the business isn't enough, Jane has been a member of the Rutherfordton Women's League for the past six years and donates her time to the monthly meetings and the many fundraisers that the organization holds.

She also spends a lot of time shuttling her children around for their activities. Her son Zander is in seventh grade and plays on a travel soccer team, and her 14-year-old daughter Katie is on a gymnastics team that competes 10 times a year and has practice five days a week in Spartanburg, S.C.

Jane also loves to exercise and travel. This past year, she and Alex hiked the Grand Canyon from the South Rim, all the way down to Phantom Ranch, spent the night and hiked back up to the North Rim of the canyon. With a full-time business, she doesn't get to travel as much as she would like but for now, Jane is content in helping to redefine Main Street Rutherfordton, one coffee and ice cream at a time.