

Good deeds: What goes around can come around

Many times we hear of businesses that started, became successful, then implemented a program of contributing a portion of their profits to a charity. Here's a turnaround twist — a business that followed an opposite sequence of development.



Jim Woodard

Candra Coogan, a Moorpark resident and stay-at-home mom, read a newspaper article about the work of Lighthouse Women's

Shelter, a temporary residence for homeless mothers and their children — a function of Ventura County Rescue Mission. She became so interested in this group she decided to start a business that could generate funds to be contributed for its ongoing operations.

Her business, Tranquility Baking Co., in Newbury Park was launched in late February.

It's a single-person operation. Coogan bakes and sells cheesecakes in two sizes, 9-inch and 4.5-inch. She then places the orders in a colorfully decorated pack, embellished with fresh flowers — usually roses — she grows in her garden.

She personally delivers the pack to the customer, wearing vintage Victorian attire. In some cases, one or more of her three young daughters accompany her mom on deliveries. The children, too, are dressed in Victorian-styled clothes.



Karen Quincy Loberg / Star staff

Candra Coogan and her daughters, Danielle, 5, left, and Nicole, 9, dress in traditional Victorian attire when making deliveries of their Tranquility Baking Co.'s cheesecakes.

The daughters are 5, 9 and 13 years old. The youngest has just started kindergarten.

Coogan, 40, delivers orders to any location in the Conejo Valley and immediate surrounding area. Or, the customer can pick up an order.

"We believe that a truly delicious dessert transports a person away on a mini-vacation of delight," Coogan said on her Web site. "Our cheesecakes offer a unique homemade-taste experience."

The offered cheesecakes come in seven flavors. Prices are \$55 for a 9-inch cheesecake

(which serves 12 to 16 people), and \$25 for the 4.5-inch (serves 1 to 3). A portion of the proceeds is donated to the Lighthouse Women's Shelter.

The name of the business is biblical, she noted, inspired by a verse in the Book of Proverbs: "A tranquil heart is life to the body."

Coogan's husband, Kevin, is in the automotive business in Thousand Oaks. The Tranquility Baking operation is sub-leasing space from Serendipity Cheesecakes, at 2697 Lavery Court in Newbury Park.

For more information about

Tranquility Baking, phone 517-1195 or visit its Web site at: www.tranquilitybaking.com.

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When you get a cheesecake delivery from Tranquility Baking Co. of Newbury Park, you also get a touch of the Victorian era. **Page D2**