

IN THE TRENCHES

Sales manager gets behind chocolate

Name: Christin Collins

Age: 41

Company: Norman Love Confections, Fort Myers.

Norman Love Confections was founded in 2001 by Norman and Mary Love with the clear mission to manufacture ultra-premium, handmade chocolates. The company has been named one of the top three chocolatiers in the country five times by a leading national magazine and lauded by the likes of USA Today, La Vie Claire and Entrepreneur magazines. We take pride in creating chocolates from the highest quality ingredients. The Chocolate Salon is located in Fort Myers off Daniels (east of Treeline), and (products) are now available in Naples at Sea Salt restaurant (Old Naples on Third Street South).

Job/Position: Corporate Sales Manager

Why you selected this position:

Norman and Mary created the position for me to serve as a liaison between the local business community and Norman Love Confections with the goal to anticipate our customers' needs and to provide a superior overall experience full of personal service, quality merchandise, smiles and no hassles.

Near-term goals:

My immediate professional goals are to create and strengthen relationships with local companies and business leaders, and add value to their development and growth through NLC. My personal short-term goals are to assist my stepson with his dream of playing college baseball, and to spend as much time with my chil-



TERRY ALLEN WILLIAMS/THE NEWS-PRESS

Christin Collins is the corporate sales manager for Norman Love Chocolates.

dren as they go through their high school experience at Fort Myers High School. My husband and I will be empty nesters very soon!

Long-term goals:

I have just begun reaching out to the local business community and hope to spend the next three years strengthening and cultivating relationships in Collier, Lee and Charlotte counties. My long-term personal goal is to successfully transition from my parental role into a more active role in the community. I hope to get involved in a few meaningful organizations to give back to others, as my family and I have been so incredibly blessed.

Favorite moment at work:

When Norman insists I eat a new confection he has created. I love being a taste tester!

Most challenging moment at work:

Christmas!!!

Hobbies, interests and activities:

I love to spend time with my family, both immediate and extended, which means I do travel (and as a former flight attendant, I

still love to travel), go boating with my husband, Norman and Mary, and attend the kids' endless activities and games!

Family:

Husband, David Collins; and stepchildren Brendan (16) and Meghan (14).

Last book read:

"Twilight" by Stephanie Meyer

Favorite movie of all time:

"How to Lose a Guy in 10 Days"

Favorite song of all time:

Any song by the Dave Matthews Band, and I mean any.

Role model and why:

Not to be cliché, but my stepchildren are my role models. They teach me so much about myself and about what is important in life each and every day, they make me want to be the best person I can be and to cherish every moment I have with them. They are so caring and considerate; it is such an honor being a part of their lives.

Words of advice/to live by:

Cherish the moment, and eat lots of chocolate!