

Shakes

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owner) offered me a job," Morrison said. "I was just going to work here while I did college. Then he talked me into doing the nutritional coaching part, and I fell in love with the passion of helping people."

Which is why she was going to school to be a nurse or radiology technician. But Morrison found she liked the idea of being a nutritional coach. She has since stopped going to school at Mercy. In return she still gets to help people, but it in a completely different environment.

"I love the support from my customers and the constant support from the community, too," she said. "I just want to grow the business and expand it to more people. There are probably people who don't know who we are. My goal is to get out in the community and spread the word and just grow it from there."

TEAS AND SHAKES GALORE!

Compared to other food options in Newton, 1st Ave provides a unique offering of meal replacement shakes and healthy energizing teas. Customers sign in and fill out an order sheet that tells the cashier what kind of shake and/or tea they want. Of course, these teas are different than the Earl Grey you steep at home.

Ultimate Bombs and Tea Bombs clearly state on the

menu they do not taste like tea. In fact many taste as sweet and as sour as candy. Some provide added boosts to hydration while others offer fat reducers, heart health and more focus. Basic teas — which, yes, do taste like tea — are also available.

Shakes provide between 24 to 29 grams of protein and 200 to 250 calories and are advertised as full meal replacements. There are more than 40 flavors of shakes to choose from. Some are distinguished by their fruity or chocolatey flavors, while others are considered more fat reduction or post workout.

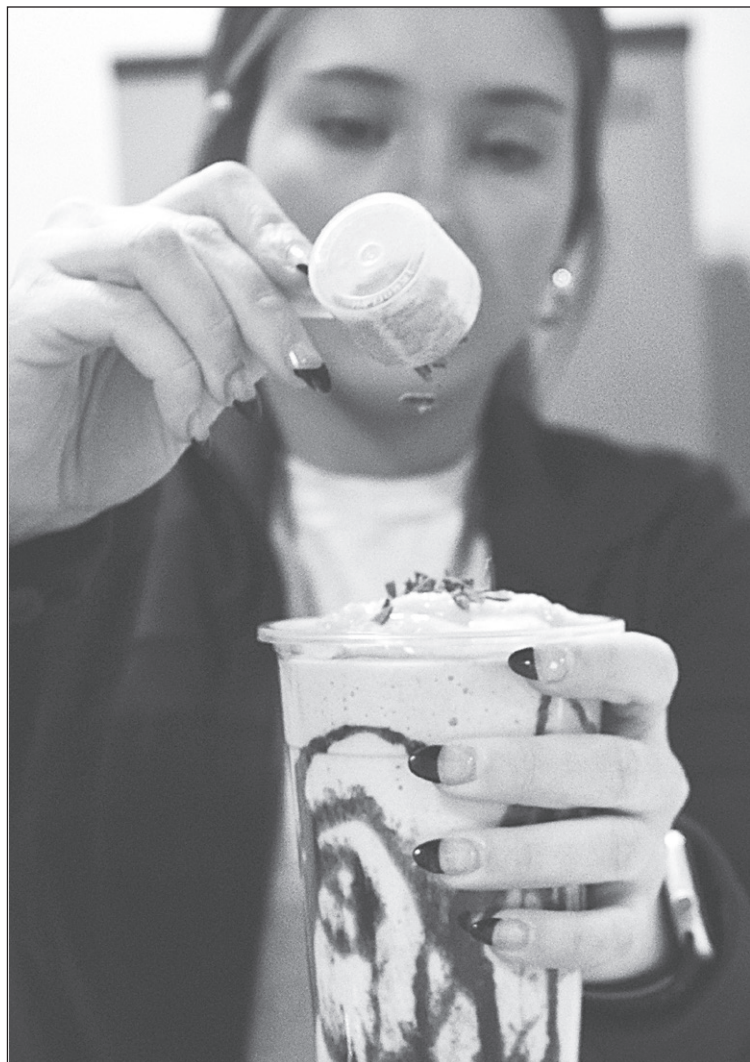
Morrison likes to think of it as a different kind of "fast food."

"There's not many fast food places that are healthy around here, and this is new to Newton," Morrison said. "Newton has never had something like this. So I just loved getting the opportunity to introduce a new business to every single person because we've never had anything like it."

GROWING TREND OF NUTRITION CLUBS REACHES JASPER COUNTY

Nutrition clubs are sprouting up all across America with their vibrantly colored, health and wellness beverages. In addition to their caffeine boosts, drinks at 1st Ave can be tailored to quench the thirst of customers and meet wellness needs. It is a different way to consume nutrition, Morrison said.

Which may be why nutrition clubs are becoming so



Christopher Braunschweig/Newton News

Darian Morrison adds the finishing touches to a meal replacement shake from 1st Ave Nutrition.

popular. Featured flavors that rotate through the club every month also intrigue customers and keep them lining up for more. The set menu still offers plenty of options, but the monthly flavors keep visitors eager to try the next new flavor.

As a nutrition coach, Morrison provides customers with one-on-one coaching and accountability for both wellness

and weight loss.

"If they come to us directly or we come to them — if we feel like they would need help or just want to learn more about nutrition — that's what we're here for," Morrison said. "This replaces both of your meals but you still have to maintain a health diet, too. So we help them with meal ideas, snack ideas, better nutrition."

IS MORRISON THE YOUNGEST BUSINESS OWNER IN NEWTON?

Entrepreneurship was not on Morrison's mind when she finished her senior year of high school almost two years ago.

Tanya Michener, associate director of Newton Development Corporation, said Morrison is the youngest brick-and-mortar business owner in Newton. The Newton High School Class of 2021 graduate could even be an inspiration to other young entrepreneurs and small business owners, Michener added.

"We are excited for Darian in her new adventure as a business owner of 1st Ave Nutrition," Michener said. "We appreciate the mentorship she received! She does business marketing very well! Entrepreneurship and innovation go hand in hand, the more we have the stronger our entrepreneurial ecosystem is."

With the business now solely in Morrison's hands, she is not taking it for granted. She sees it as a way for her to grow as an individual. By helping herself, Morrison said she can better help others.

"I never knew this is where I'd be at 19," she said. "I thought I'd still be in college. It changed my whole mindset on life, too. It's like a dream come true. When I was little I told my mom, 'I want to help people when I'm older.' I always said that. I wanted to find a career where I could help people."

1st Ave Nutrition is open 6:30 a.m. to 1 p.m. Monday through Friday and 8 a.m. to 1 p.m. Saturday. The club will occasionally hold pop-ups, too.

Payment

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Rogers, community marketing manager for the City of Newton, said the online portal gives residents another payment option.

"If you don't want to setup ongoing, automatic payments to be paid from your checking account though the AutoPay service we offer, the online payment portal is an opportunity to pay your utility bills with a credit or debit card, or as a one-time payment directly from your checking or savings account."

Prior to the successful special election that put the management

of the Newton WaterWorks in the hands of council members as opposed to the utility's board of trustees, WaterWorks officials had been working to identify an online payment option that would work best for customers.

Service charges are associated with the online payment portal. The city told Newton News it did its best to minimize the fees to the fullest extent possible.

It costs \$1 to have a one-time payment taken from a checking or savings account. Customers are charged \$0.50 plus 3 percent of the payment amount for debit and credit card payments. AutoPay, which allows payments to be debited from a bank account each month, is still the cheapest way to pay a water bill.

Registration ePAY	ePAY	ePAY
Retiree Insurance ePAY	Sign Permit ePAY	City Utilities/ Waterworks Payment Portal

File Photo

An online payment option is now available for Newton water bills on the City of Newton website. The link will give citizens the option to pay with their utility bill with a credit or debit card or as a one-time payment directly from a checking or savings account.

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