

HEADLINERS

A LOOK AT PEOPLE WHO MADE THE NEWS



Purchase this photo at www.sj-r.com/reprints

File/The State Journal-Register

Dana Ferry owned Dana's Bread in downtown Springfield.

DANA FERRY

Former bakery owner focuses on raising family

By **CHRIS DETTRO**
STAFF WRITER

chris.dettro@sj-r.com

Dana Ferry was among a group of independent small-business owners who were catalysts in a resurgence of downtown Springfield in the 1990s.

And although her Dana's Bread was last sold commercially in 2002, Ferry still misses her downtown customers, who she says were part of a unique community.

Today, Ferry has her hands full of more than just baking dough.

In 2004, she became engaged to and married "a very favorite customer," Dr. Reuben Bueno, a plastic surgeon. She's currently a full-time, stay-at-home mom to daughter Audra, 10, and sons Jude, 2, and Roc, 6 months.

Ferry started baking at her home and delivering to customers' homes in 1992. She made crusty old-world breads and sandwich breads as well as muffins, scones, granolas and other specialties with organic and other natural ingredients. There were no refined sugars, flours, preservatives or pre-mixes.

"I might have been a little early with that," she said of the



T.J. Salsman/The State Journal-Register

Ferry with her husband, Dr. Reuben Bueno, and children, from left, Jude, Audra and Roc. In Audra's arms is the family dog, Bella.

■ **NAME AND AGE:** Dana Ferry

■ **THEN:** Owner of Dana's Bread, a bakery featuring organic, whole-grain baked goods.

■ **NOW:** Married to Dr. Reuben Bueno and a stay-at-home mother to three children.

■ **QUOTE:** "Downtown has a lot of memories. My customers were very loyal, and I enjoyed serving them."

See **FERRY** on page 17

FERRY

■ From page 15

healthy approach she took with her foods.

The next year, she operated Dana's Bread from Food Fantasies on Wabash Avenue, hiring three employees to bake while she continued her full-time job at her parents' business, Ferry Construction. She worked nights and weekends at the bakery until leaving the construction company to concentrate on baking.

By 1996, she had opened a sec-

ond location at 213 S. Sixth St., where she began serving soups and sandwiches as well as baked goods.

When that building was sold to Del's Popcorn Shop, she moved across the street to 204 S. Sixth St. in a joint venture with Cafe Andiamo. She also met her future husband, who lived downtown, in 2000.

"He told me his strategy was to order the most expensive coffee drink so I'd pay attention to him," Dana said. "It worked."

She left the joint venture in 2001 and in 2002 bought a building on Monroe Street with the intent of

putting in a restaurant/bakery and living with Audra in the upstairs apartment. "I did a little catering after that, but never opened another restaurant," she said.

Instead, she went to work for the Illinois Senate and began commuting to New York City to see Bueno, who was doing a fellowship there.

"I went 18 times," she said.

In 2004, the couple married, and Ferry began commuting to Toronto, where Bueno was doing another fellowship.

The Buenos lived in Kansas City for about nine months, but moved back to Springfield in 2006 when

Bueno was asked to join the Plastic Surgery Institute at Southern Illinois University School of Medicine.

"I loved seeing my customers every day," Ferry said. "I'd always know what they wanted. Downtown is really a community."

Ferry says she still bakes at home and would like to do more. "People ask my husband a lot, 'Is Dana going to do something?'" she said. "I do wonder and think about it, but right now it seems pretty far away."

"I love being home with my kids."

Chris Dettro can be reached at 788-1510.