



NEWS RELEASE

WYOMING DISTRICT OFFICE

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Lisa and Jeff Rose, Madeline's Scents, Named Small Business Person of the Year 2008

Cheyenne – The Wyoming District Office of the U.S. Small Business Administration has named Lisa and Jeff Rose of Madeline's Scents, Small Business Person of the Year 2008. This award will be presented to Lisa and Jeff on May 2, 2008 at the Cheyenne Chamber's Small Business Award Luncheon to be held at the Holiday Inn in Cheyenne. Steven Despain, District Director of the Wyoming Small Business Administration, will be presenting this prestigious award. Lisa and Jeff were nominated by Ms Cindy Mabie, Vice President/Commercial Lender of Jonah Bank of Wyoming.

This award is given to an individual who owns and operates or bears principal responsibility for operating a small business that demonstrates a substantiated history as an established business. Other evaluation criteria includes, growth in number of employees, increase in sales, innovative product or service, response to adversity and the contributions by the nominee to aid community oriented projects.

The President of the United States recognizes contributions of the small business community to the American economy and society by proclamation each year.

Since it's beginning over 13 years ago, Madeline's Scents has always had a goal of providing the highest quality product at the most economical price. In September 1994, Lisa started designing floral arrangements to sell through a local craft store. Two years later, Victorian Rose Heirlooms was created, floral and potpourris were the primary products made in the home. In 1997, candles were added to the product line made by Jeff's father in North Carolina. In 1999, Jeff went home for a refresher in the candle making process and the secret family recipe was passed on to him. In June 1999, the business had a name change to Madeline's Scents and moved from the home to its first downtown location on Lincolnway. This facility allowed for a retail store and an expansion of the wholesale program. In 2002, a fundraising program was created to enhance sales by selling through schools, organization, churches, and others groups. This program offered a no hassle, simple to use program with no up front cost. Best of all, the program offered a generous 50% profit for the organization. Madeline's is dedicated to helping support community projects and non-profit groups' financial goals. Also in April 2002, the business was moved to its current downtown location. The new location provided better visibility, enhancing retail sales. In October 2004, Jeff retired from the Air Force after 22 years and joined Lisa in the business. During this time, their production area was also moved to a warehouse located behind their current retail store. This additional area enabled them to expand their production (doubling and tripling daily production capability) and provided spacious storage capabilities. This also created additional space for future expansions of the retail storefront. In the fall of 2005, two wholesale programs for buyers were

developed, the first was identified as a Home Distributor and the second was called a Home Party Consultant.

In January 2007, Lisa and Jeff established goals. One goal was to have a nationally know account buying their product. By October 1st, the local Director of Special Events for the National Multiple Sclerosis Society, secured permission for Madeline's Scents to have the Multiple Sclerosis Society logo silk-screened onto a jar and choose a scent that was exclusive to them. This jar is currently being sold nation wide through the Multiple Sclerosis Society fundraising activities. The other goal is still being pursued, which is to have a national retail store selling their product.

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For more information about SBA's programs for small businesses, call 307-261-6500 or TDY 307-261-6527 or visit the SBA's extensive Web site at www.sba.gov/wy.

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