Free Spirit Coffee Time: Take the time to Smell the Coffee!" This wonderful fresh brewed scent is a great "pick me up" any time of the day or evening!
March 21st Is International Earth Day

**Date When Celebrated:** Always on Vernal Equinox

International Earth Day was initiated to make earth inhabitants aware of their responsibility to care for the planet. This care includes environmental and natural resources. International Earth Day was founded by John McConnell, of Davis City, Iowa. In September, 1969, he proposed the establishment of Earth Day to the San Francisco, California Board of Supervisors. After approval, he gained support from many others, including then UN General Secretary, U Thant.

In 1970, McConnell wrote an Earth Day Proclamation which was ultimately signed by UN Secretary General U Thant on March 21, 1971.

March 23rd is National Puppy Day

**Date When Celebrated:** Always March 23

National Puppy Day, also called International Puppy Day, celebrates puppies! It is a special day to recognize the unconditional love puppies give us, and the joy they bring into our lives. It should come as no surprise, that one of the goals of National Puppy Day, is to encourage us to adopt orphaned puppies.
National Mom and Pop Business Owners Day

**Date When Celebrated:** Always March 29

National Mom and Pop Business Owners Day celebrates small business owners. These individuals spend countless hours nurturing and growing their young enterprises. The workload demands, and lack of a hired staff, often translates into long and late hours, and many missed family and personal events. But, all in all, they love what they do. After all, they are their own boss.

New businesses have always been a vital, yet not fully appreciated, part of the U.S. economy. On the retail side, they bring different and unique products to the marketplace. They provide stellar and personal service support. When you call, you are more likely to get a real, live person. And unlike big national chains, they know their products. They are outstanding performers in niche markets. In manufacturing, they create many new concepts and ideas, making them creators of new products.

Easter Sunday Falls On April Fool’s Day

For the first time since 1956, Easter Sunday falls on April 1 - or April Fool's Day. Since 1900, Easter has fallen on April Fool’s Day only four times - 1923, 1934, 1945 and 1956. It won't happen again until 2029.

The time when Christians around the world celebrate the resurrection of Christ, Easter falls on the first Sunday after the first full moon occurring on or after the spring equinox. The spring equinox occurs on March 20 this year.
Easter generally falls between March 22 and April 25 each year.

In addition to religious services, Easter is also celebrated with egg hunts, family gatherings and visits from the Easter Bunny, who leaves treats in children's Easter baskets.

The Easter/April Fool's combo isn't the only joint commemoration this year. In February, Valentine's Day fell on Ash Wednesday.

"Back Into the Groove"

Number 1 vendor gig for the weekend.

With the hustle and bustle of the holidays, deaths in both our families, and dealing with the crazy weather we took a small break. This was our first vendor gig for the year. Quakertown cares spring vendor show and breakfast up at the crack of dawn getting in the groove was a task specially for Bert Booz.. But he was on time!! I was a tad behind.
Repeats from last year as well as new customers and of course our favorite customer Ashley she liked everything, she'll be getting a call Monday as a follow up!!
As always a fun time!!

Jennifer Dasconio Callahan

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Back Into the Groove: One More Time!

Second vendor gig for this weekend! Upper perkiominville womens group. Busy fun day with Heidi Burgert. Now I'm pooped. Its nice to only come home with 10 candles.

Jennifer Dasconio Callahan
**Questions and Answers**

**Question:**
I was asked by a customer today on how long the Mia Melts last for (burn time)?

**Answer:**
**Alison Boers:** “Never had anyone ask me that but what I would say say is how often you use them. They pop easily out of the warmer bowl once cooled too! No heating up and wiping out. What I do is switch scents all the time. Pop one scent out and use another. Put the used one back in the baggie to reuse another time. It’s so nice to be able to switch them around like that. I think some scents last longer then others.. I just use until the scent smells too light for my taste and just discard. I think the scents are all different as far as a time frame and how strong of a scent a person likes along with the room space it is melting in”.

**Donna Klatch Kresge:** “I usually tell them about 4-5 days i get from mine. Actually we had company and i put one in a plugin in the bedroom and it lasted almost 2 weeks .”

**Carolyn Quimby McLain:** “Mine last about 20 hours and that is what I say. I use one melt at a time. Some of my customers use 2 and it even late longer. My sister uses two different scents in one pot.”

**Jennifer Renee Getzendanner:** “I find it depends on the scent. We use a plug in for my son's bathroom. I turn it on in the morning then turn it off at bedtime. Our scents average 3 to 7 days in there.”

**Carolyn Quimby McLain:** “It does depend on the scent. The stronger ones do tend to last longer. I also have one that is on a timer. Mine is 4 hours a day and generally, it does last about a week. Again, I use only one melt at a time where some people use two.”

**Question:**
For a craft show or vender show is it better to have alot of product on hand or take orders.

**Answer:**
**Robert Scocozzo:** “What I have found that people don't like waiting ... They want it NOW... Have Mini Melts with your card for pass out... What you can do is on the last day have a discount for all the vendors and everyone stopping by your booth. I try and also gather names and emails or text to send specials to local people ... tell them you will send out a weekly special when your placing your weekly order.. Ask them if they would like to do a SOTG party for some great discounts.”

**Jennifer Dasconio Callahan:** “I take as much as i have...plus i love to set it up..there’s so many people in the world that want to smell and buy so many differRnt scents.”
Carolyn Quimby McLain: “When I started I thought orders would be best. But after experience having product is best. People love to smell all the different scents from the actual candles.”

Donna Klatch Kresge: “I always have product on hand!”

Belinda Nadeau: “I open the jar and let them smell....SOLD!”

It’s Not How Hard You Get Hit... It’s How Fast You Get Back Up!

“Our very first "event"..we sold one votive for $3.00. We’re still here!”

Brian And Greg

“My first votive sample I gave away didn’t burn it in a holder and it melted like mush all over the plate. Didn't make a great first impression.”

Cathy Mahady

“Bob and I did our first event in 1988 for a skin care company...we had 30,000 flyers made and rented an expensive booth for 3 days...it was super cold and rained all 3 days......we sold one bottle of hand lotion.....it was the worst 3 days of my business life.....but we had a dream....one year later I was living on a resort in Scottsdale AZ, Bob had sold his business and was working from his home and we were earning more money than we ever did in our lives!”

Charles Umphred

Life Leaves Clues!

A very good friend of mine is now into her 30th year in her MLM company and she has organizations all around the world. Guess what...she STILL does meetings. If you aren’t doing meetings in 2018 you aren’t doing network marketing!

Charlie Umphred
Talk To People!!!

“When we started marketing Mia Bella’s Candles in 2001 I had no idea if they were the “best” as I had never burned a scented candle in my life. I had no idea WHO bought scented candles either.

I took 2 cases of Mia Bella’s candles and placed them in my car. I took 2 Mia Bella’s Candles and placed them inside a red jean bag and everywhere I went I would call over people I knew and would say “Hey, Come on over here, I want you to smell my new business!”

My friends would walk over and as they go to me I would pull out one of the candles, pull off the top and put it under their noses. I would say “This is a new kind of candle made from natural waxes. It burns really clean and it doesn’t seem to bother allergies.”

This is how I started building a multi million dollar organization.”

Charlie Umphred

| **$400 Club** |
|------------------|------------------|------------------|
| Lisa Vaughn DBA Lava Day Spa | Jo Arney-Walters | Heidi Burgert |

| **$300 Club** |
|------------------|------------------|------------------|------------------|
| Sharon Trachsel | Debra Dasher | Amanda Crosby | Belinda Nadeau |
| Sandy Divine | Marygrace Gabriel | Joelle Levasseur | Bret And Sandy Malone |
| Luann Richards | Anita Quinn | Scents For The Soul | Tamela Meridian |
$200 Club

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<thead>
<tr>
<th>Brenda Schaeffer</th>
<th>Nicole Green</th>
<th>Veronica Walter</th>
<th>Patrina Thompson</th>
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<tr>
<td>Scott White</td>
<td>Karen Foley</td>
<td>Pamela Aikens</td>
<td>Galric Enterprises, Inc</td>
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<td>Twyla Orr</td>
<td>Melissa Dafoe</td>
<td>Judy Nelson</td>
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<td>Tracie Musniskey</td>
<td>Mildred Holland</td>
<td>Daystar Boutique, Inc.</td>
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The Gold Club

This exclusive club is for those distributors who have accumulated at least $5,000 in personal volume from January 1st until December 31st in 2017.

Bret & Sandy Malone
Sharon Trachsel
Shawnda Lowery
Jennifer Callahan
Dawn Daub
## February 2018: Top 10 Retailers

The Top 10 Retailers each month are featured based on their online website sales

1. Jennifer Getzendanner, IN
2. Kelly Flanagan, CT
3. Jennifer Mohrhard, MO
4. Shawanda Lowery, NV
5. Veronica Walter, PA
6. Joaquin Rodriguez, MA
7. Jessica Hoover, PA
8. Cindy Underwood, GA
9. Cathy Mahady, MN
10. Jean Morgan, DE

## February 2018: Top 10 Personal Volume

1. Lisa Vaughn DBA Lava Day Spa
2. Jo Arney-Walters
3. Heidi Burgert
4. Sharon Trachsel
5. Debra Dasher
6. Amanda Crosby
7. Belinda Nadeau
8. Sandy Divine
9. Marygrace Gabriel
10. Joelle Levasseur

## Top 15 Selling Candles in April 2017

1. Sweet Orange & Chili Pepper
2. Peace, Love, and Watermelon
3. Chili Vanilli
4. Odor No-More
5. Bugs No-More
6. Lilac
7. Sex on The Beach
8. Slate & Stone
9. Angel Wings
10. Rain
11. Coconut Mango
12. Fresh Laundry
13. Hyacinth
14. French Vanilla
15. Ocean Mist
## Next Month's Autoship

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<tr>
<td><strong>May</strong> – Mia Bella’s Citrus &amp; Sage</td>
<td><strong>June</strong> – Mia Bella’s Melon Margarita</td>
<td><strong>July</strong> – Free Spirit Peace, Love &amp; Watermelon</td>
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<td><strong>August</strong> – Mia Bella’s Life’s a Beach</td>
<td><strong>September</strong> – Free Spirit California Dreaming</td>
<td><strong>October</strong> – Mia Bella’s Moroccan Nights</td>
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<td><strong>November</strong> – Mia Bella’s Victorian Christmas</td>
<td><strong>December</strong> – Mia Bella’s Hot Apple Pie</td>
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**Mia Bella’s Lilac**