

[Print](#) | [Close Window](#)**THE ENQUIRER**

Last Updated: 7:54 am | Friday, November 10, 2006

# Women merchants throw Extreme Party

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

**FLORENCE** - On Saturday, Turfway Park will play host to an Extreme Home Party.

A home party? At the racetrack?

"A home party is for businesses that sell their products through independent consultants. Tupperware was the original one," said Melissa Pennington, one of the founders of the event and co-owner of Aunt Jenny's Candies. "Now you can buy just about anything at a home party - baskets, cookware, food, home decor, clothing and makeup."

What makes it extreme?

"We've brought 45 vendors with an extremely diverse product line together in one convenient location for a day of shopping and fun and relaxation for women," said Jennifer Linkugel, Pennington's business partner in Aunt Jenny's Candies.

This is the third year for the biannual event. After six extreme home parties, the group has expanded from 13 women showing in a church basement to a corporate-sponsored Turfway Park event with 45 women-owned small businesses.

The organizers see it as a prime example of bootstrap economics.

"We wanted to have a place where we could all get together and showcase our businesses much like what the craft shows offer to crafters," Linkugel said. "Large-scale events like those didn't exist for our types of small businesses, so we created it ourselves. We feel strongly about supporting local women in businesses any way we can. This event is definitely geared toward women, but we do have a lot of male shoppers."

This will be Shannon Daugherty's first year to participate. She is attending because "they're trading services and getting more women interested in different things. I like supporting people that work from home."

The Extreme Home Party fits in well with Daugherty's business plan.

"I'm doing a home photo studio, and I enjoy taking pictures of kids and families," she said. "I'm targeting the at-home moms."

Many of the businesswomen at the party are stay-at-home moms.

The organizers have their favorite vendors. "We could never even think about putting on one of these events without including a Tastefully Simple consultant," Linkugel said. "Their table always has the longest line because people can't get enough of their products. You can make something delicious for your holiday parties by just adding one or two ingredients."

Pennington is excited about a product called Sticky Sheets. "They are reusable sheets that can be used to remove pet hair from furniture," she said.

[Print](#) | [Close Window](#) | Copyright 2006, *Enquirer.com*