BUSINESS LAUNCH PARTY SPEECH

FOR

SONIA MORRISON

Hi everyone!!! It’s so great to see all of you ANYTIME, and today we have a special reason to be even more happy, excited, and proud, and we’ve asked you to be here with us to celebrate this very important occasion. There are milestones in life that happen-some are planned and some are unplanned, but no matter the circumstances, life events are made sweeter and more special when shared with family and friends. -And by the way, fortunately this exciting occasion has been planned!! An actor named Jim Davis was once quoted as saying, “Vegetables are a must on a diet. I suggest **carrot cake**, zucchini bread, and pumpkin pie!!” (**Say that with enthusiasm and wait for the laugh**). Well folks, it just so happens you’ve all come to the right place!!! (**Name your husband and sister-in-law**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I are thrilled to announce the launch of our new business called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This exciting new venture is designed to showcase our talents and passions, and of course our **good taste**, and we are all honored to have each one of you share in the launch of this very special enterprise. With the start of (**name of company**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , there will be something for everyone, or everything for someone-we will be featuring our very specially made carrot cakes, which are **FANTASTIC**, and in a ironic twist, the other icing on the cake will be in the form of the spectacular paintings that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so lovingly creates. Because we believe in satisfying what we intend will be tremendous customer demand, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has also taken her very special artwork and has created a collection of tee shirts that represent some of her most sought after paintings.

We’ve all heard the saying, “Nothing ventured, nothing gained,” but how many of us know what follows that? It is, “…and venture belongs to the adventurous.” Well, the three of us are feeling quite adventurous!! For years we’ve been discussing and researching the possibility of starting a business together and that day has come! In this day and age of constant communication, social awareness, and the ability to connect and instantly share ideas and products with everyone on new and greater levels, we really believe that now is the time to bring our products to the marketplace and especially and primarily to you, our closest family and friends. Let’s face it, we have a built in cheering section, focus group and devoted fans and followers, all rolled into one group right here!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I have joined forces to blend our talents, taste and (hopefully!) business savvy to form this new venture. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Your husband**), brings his considerable skills as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**tell one or two sentences about the business experience of your husband and the contribution he will make to this venture**). As many of you know, he has spent the past \_\_\_\_\_ years as a \_\_\_\_\_\_\_\_\_. His particular skills in \_\_\_\_\_\_\_\_\_\_\_\_ will work to \_\_\_\_\_\_\_\_\_\_\_\_\_ as we set off on this new journey, and as the “glue” that brings this trio together, he knows both \_\_\_\_\_\_\_\_\_ and me better than just about anyone. He knows our strengths, he knows how to motivate us, and he knows our secrets!!! We better do well!! And let’s face it; he’s a great taster!! (**Wait for the laugh**) . For those of you who know \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**sister-in-law**), her talents as a lawyer are obvious. Her other means of self expression-her paintings, are inspiring and unforgettable, and as you choose the one you’ll want to “light up your life,” you’ll see just how her work continues to give back. And as for me? I have been \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the past \_\_\_\_\_\_\_\_\_\_\_years. After having been \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I realized that now, springtime, is the perfect time for fresh new beginnings. As our business buds and blooms, we look forward to sharing the process with all of you.

(**Name your sister-in-law**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has been pursuing her painting for \_\_\_\_\_\_\_\_\_\_ years. Those of you who know \_\_\_\_\_\_\_\_ well know what a great mind she has-as a savvy attorney, we now how sharp she is. As an outgoing and personable friend, we know how much fun it is to be around her. As an artist, we know how much her painting means to her. Take a look around the room and you can see her way with a brush!! Speak to \_\_\_\_\_\_\_\_\_\_\_\_\_ and she’ll let you know what inspires her. I did just that … many times…. and was moved by her explanations of what she loves to paint. (**Discuss your sister-in-law’s motivation to paint, what her favorite subjects are and some of her ideas about color and composition**. **Keep it simple but engage the crowd and make them want to “taste” those paintings!**) From \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_, images of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ motivate her to make her mark with her paintings. With her love of color and deep interest and commitment to her art, \_\_\_\_\_\_\_\_\_\_\_\_ is now offering her paintings for sale beginning right here, right now! You know her, you love her, and having her artwork in YOUR house is a wonderful way to have a piece of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with you every day! And in keeping with the new notions of “portability” to enhance our hectic overly scheduled lives, some of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’s most popular and meaningful works are now available in our line of tee shirts. Made of (**give the contents of the tee shirts**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and printed right here in the United States (**please verify**), these colorful tees are a special way for each one of you to own a piece of \_\_\_\_\_\_\_\_\_\_\_\_\_\_’s talent. Think of \_\_\_\_\_\_\_\_\_\_\_’s work, whether in actual painting format or on a tee shirt as your instant vacation…they’re a means of escape; a vehicle for you to remember to breathe and enjoy something supremely creative. Too busy at work? Look down at your specially designed and printed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tee and allow yourself to be transported, even for a moment, to a welcoming and more colorful place. Feeling overwhelmed by housework or seemingly insurmountable tasks? Look at that beautiful painting you just bought and go to that place in the picture…even if for only a short while. Please feel free to speak with either \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_, or me to find out all you need to know to own your own \_\_\_\_\_\_\_\_\_\_\_\_\_\_!!

Who was it that said, “Life is short. Eat dessert first!!??!!” We happen to agree!! Today we are proud to offer you one of “life’s perfect bites.” Really. When you think about it, carrot cake is truly a meal on a fork!! Imagine this-all the food groups are covered in one luscious and wonderfully balanced mouthful-healthy vegetables in the form of carrots, rich, delicious protein-that would be the cream cheese frosting and crunchy, tasty, nuts, and don’t forget those healthy grains…the cake, otherwise known as the crumbs that bind!! As our relationship and commitment to all things carrot cake has intensified over the past few months, I decided to learn a bit about the legend of carrot cake. Now that we are joining the pantheon of “carrot cake heritage,” here are some interesting facts I learned about this sweet and balanced treat. It is believed that carrot cake first came into existence in medieval times in Europe. History books take us to the creation of a carrot pudding in England, but we know now that “pudding” is a word used to describe a variety of desserts, including cake, in England, and was probably the case back then as well. We know that President George Washington dined on carrot cake back in November of 1783 at the legendary Fraunces Tavern in Lower Manhattan in New York, in celebration of British Evacuation Day, and we’ve also learned that the earliest records of the addition of cream cheese icing seems to be traced back only to the 1960’s. That’s quite an evolution!! And now we’re joining in its history and heritage. Thinking about this versatile and delicious dish really stirs **MY** taste buds, and we hope it does the same to yours as well! Are you getting hungry??? Well you’re all in luck!!! We want to invite all of you to partake in this treat for the ages, done OUR way and lovingly homemade!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I like to think of this venture as a collective; one that provides products to brighten our lives and indulge our cravings. The three of us make a great team and we want to bring our enthusiasm, synergy and products to you and the public. Our products are available for sale today, and we encourage you to take a look, have a treat, make your purchases, and come back for more!! We encourage your feedback and we are thrilled that you are here at the very beginning to encourage us, share with us, and spread the word to your family, friends and co-workers.

Success is nothing if not shared with the people we love, admire and respect, and we really appreciate your encouragement and enthusiasm in all areas of our lives, especially this one. We know every one of you has an entire list of things to do and places to be, and so your presence here today in support of our new enterprise means the world to us. We thank you for your loyalty and good taste, and we look forward to sharing our progress with you as well!! Now let’s enjoy these great products! Who’s first???