

SLUMBER PARTIES

As Seen On



Ranked in  
**Inc. 5000**

# MEDIA KIT

Ranked one the Fastest Growing American Companies by Inc.com

<sup>66</sup> WHY IT'S GROWING: The women-only party atmosphere solidifies bonds of sisterhood while granting a private atmosphere for ordering sex-related products, including vibrators, lotions, and lingerie.

WHAT'S NOTEWORTHY: After Hurricane Katrina, in which a number of her distributors lost their homes, CEO Kim Brechein launched a nonprofit to assist women, especially single mothers.<sup>67</sup>

Inc. 5000

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## FACT SHEET

### COMPANY OVERVIEW

Slumber Parties, Inc. is a fast-growing, adult in-home party company. Through our network of independent Distributors, we sell products designed to help women 18 and over enhance romance and sensual pleasure.

### OWNER

Slumber Parties was founded in 1993 by Kim Brecheen of Baton Rouge, La. Kim has over 17 years of experience in the adult party business. Her dedication and passion for seeing women become self-sufficient have made Slumber Parties one of the leading in-home party companies in the world.

### MISSION

Slumber Parties seeks to empower women in every stage of life through our products, demonstrations and business opportunities. By clearly *communicating* with women, Distributors help them build the *confidence* they need to reach personal and professional *fulfillment*.

### PRODUCTS

Slumber Parties offers a wide variety of top-quality products to help couples and individuals increase their sensual pleasure. Our collection includes lotions, oils, massagers, lingerie, books, games, novelties and bedroom toys.

### DISTRIBUTORS

Each Distributor for Slumber Parties is an independent business owner. The Corporate Office provides them with training, resources and support so they may build successful businesses. Today, there are over 14,000 Distributors nationwide.

### DISTRIBUTION CHANNELS

During in-home parties, after a tasteful and professional presentation highlighting many best selling products to the party guests, individual Distributors take confidential orders and deliver products to the customer in discreet packages. Customers may also contact their Distributor directly for any future needs. Products are shipped to Distributors and online retail customers from the Slumber Parties Warehouse in Baton Rouge, La.

### WEBSITE

Retail customers may use the website, [www.slumberparties.com](http://www.slumberparties.com), to view the entire product line and place confidential orders. The Slumber Parties website also includes a vast array of resources to help Distributors with bookkeeping, ordering, advertising and personal support.

PUBLIC RELATIONS	CORPORATE OFFICE
Claudia Arnold - Presidential Executive Phone: 800.240.2546 <a href="mailto:Claudia@slumberparties.com">Claudia@slumberparties.com</a>	4224 Evan Brooks Dr.   Baton Rouge, La 70814  Phone: 800.240.2546   Fax: 225.262.0071

## About Slumber Parties

Slumber Parties, Inc. was established in 1993 by Kim Brecheen of Baton Rouge, La. Since then, we have become one of the fastest growing companies in the adult home party industry. Slumber Parties has earned a reputation for strong sales, service and satisfaction.

Slumber Parties offers in-home parties for adult women to help them learn and explore their sensuality in a comfortable setting. Our independent, professional Distributors demonstrate bedroom toys and accessories to strengthen intimacy in relationships. Quality, value and sensual appeal are all important elements of a Slumber Party.

Live the fantasy through Slumber Parties.

### WHAT IS A SLUMBER PARTY?



A Distributor demonstrates products during a party.

Slumber Parties are the home parties of the new millennium. Our parties are for adult women only and are conducted in private residences.

Slumber Parties Distributors travel to individual homes to deliver an entertaining and enlightening presentation of our product line. They provide the guests with essential information about sexuality and romance in a professional manner. Customers have the opportunity to touch and taste our lotions, try on our lingerie and see how our bedroom

products work. Additionally, women can use this party atmosphere to laugh and bond with their friends. After the presentation, each guest is able to purchase her selections in a private, confidential shopping room and take the products home with her.

Slumber Parties' goal is to help women strengthen relationships and enhance their sensual experiences through products and education.

## Philosophy

Slumber Parties in-home presentations help women of all ages and lifestyles to become sexually aware and to bring romance, fun, fantasy and creativity back into their relationships. Whether hosting a party, purchasing products or developing a career, thousands of women have become successful in reaching personal and professional fulfillment through Slumber Parties.

Our parties are for adult women only. We strive to make every guest comfortable by presenting products in a professional and discreet manner. Because all product ordering is done privately, women can confidentially seek solutions to their personal situations.



Empowering women at every stage of life.

Women are becoming more conscious of their sexuality and desire as much information on the subject as possible. Slumber Parties Distributors are fully trained to properly educate hostesses and party guests about their bodies and about products to help them enhance sensual experiences. By clearly *communicating* with women, Distributors help them build the *confidence* they need to reach *fulfillment* from the bedroom to the boardroom.

Slumber Parties, Inc. seeks to empower women at every stage of life through our products, demonstrations and careers. To achieve this goal, we offer women the opportunity to become more confident and satisfied in all aspects of their lives.

## DISTRIBUTORS

Slumber Parties is committed to the principal that the success of the business is greatly dependent on attracting and retaining the best possible Distributors. These ladies are the backbone of the company. They are promoting parties, selling products and inspiring new recruits every day. Distributors have the ability to earn an above average income while being in control of their success. As part of this growing team of bright, enthusiastic professionals, Distributors have unlimited opportunity.



Our independent, personal Distributors are in business for themselves but never by themselves. We offer training and endless resources to help them succeed. We are always improving the quality of our sales, training and recruiting materials. From our website and custom software applications to training videos and professional catalogs, everything the Distributor needs is provided to her.

## ADVISORY BOARD

The Slumber Parties Advisory Board is a group of women who have shown their true commitment to the company. These ladies are in charge of making decisions about marketing, product line, incentives, training programs and online communications. They are an invaluable source of information for every Distributor and are always sharing their knowledge and experience with the company.



## REGIONAL ADMINISTRATORS

In addition to the vast sisterhood, each Distributor becomes part of in her local area, state/province and Slumber Parties online communities. Slumber Parties also provides continuous support to every Distributor at the corporate level. Each state is assigned to a specific Regional Administrator, trained to answer any questions and to find solutions when needed. Distributors can contact their administrators for assistance or encouragement at any time.

## COMMITMENT TO TRAINING

While some companies see Training as a profit center, Slumber Parties actively promotes Training as an investment. Each year the Company dedicates millions of dollars to provide no cost training events and top quality resources to Distributors.

All Slumber Parties Distributors are offered the ability to attend a FREE National Training event held in a different major city each year. Attendees experience several days packed full of exciting classes on everything from booking parties, sales and recruiting, all taught by the Company's top Distributors from around the world, along with Slumber Parties Company President, Kim Brecheen. Special events such as a New Distributor PJ Party help welcome and engage new Distributors. Several nights are also reserved for established Distributors such as the Emerald Distributor Party or the very elite Diamond Dinner. These social gatherings are held to foster sisterhood and share experiences between up and coming Company team leaders.

In addition to the free National Training Event held each year for all Slumber Parties Distributors, Regional Training Events are offered by Slumber Parties in a variety of cities throughout the year. Through these events the company's most experienced top achievers, frequently accompanied by Company President, Kim Brecheen, are personally involved in motivating and training Distributors in every city of the Nation.

As one of the most technologically advanced companies in home party industry, Slumber Parties is able to offer Distributors around the world unlimited access to training and support through a variety of online resources available day and night.

Distributors who have established themselves as team leaders are encouraged to use Slumber Parties' model for training and support within their own teams to help each Distributor they recruit to build a strong foundation for her business.



## Corporate Structure

### REWARDS AND RECOGNITION



With the industry's longest list of Distributor incentives and a Company President who delights in recognizing those who have worked to achieve their goals, the ultimate culmination is the Annual Slumber Parties Convention & Awards Banquet. Held in New Orleans, La each spring, Convention is a time for Distributors from around the world to convene together and celebrate their success. Distributors attend not only to learn even more from the company's best, but to

take part in the one-of-a-kind Slumber Parties Annual Awards Banquet attended by over 1,500 Distributors and their guests from around the world.

The high energy, full of surprises Annual Awards Banquet is complete with Red Carpet attire, entertainment, sit down meal and sparkling awards that would be the envy of any movie star. In essence, Distributors and their guests are treated like Royalty, and find themselves enjoying a night of exuberance and surprises like nothing they have ever experienced. By the end of the night, Company President Kim Brecheen can be seen personally giving away dozens of luxury vacations, thousands of dollars in cash and prizes, as well as fully loaded vehicles such as Hummer H2's, Hummer H3's, a red Mustang and even jet skis and boats – all with her distinctive style and endless creativity to keep the crowd on their feet. However, probably what makes this awards banquet so special is that in this room the possibility of being recognized personally is frequently outweighed by the excitement of cheering on one of their sisterhood to receive top honors. Slumber Parties Distributors who have been to as many as 10 or more Annual Awards Banquets continue to come back for the promise of even more excitement each and every year!

In this room the possibility of being recognized personally is frequently outweighed by the excitement of cheering on one of their sisterhood to receive top honors.



## Products

Slumber Parties offers a wide variety of products to help couples and individuals increase their sensual pleasure. Our collection includes lotions, oils, massagers, lingerie, books, games, novelties and bedroom toys. These items are designed to provide adults with tools to enhance romance.



Slumber Parties is an active member of the Certified Adult In Home Party Association (CAHPA), an organization comprised of industry leaders committed to quality products and top quality customer service.



Our products are made in approved laboratories with pharmaceutical grade materials. Quality is our main goal. We review our products annually and assess customer satisfaction. Periodically, new products are added and others are discontinued to keep the selection fresh and exciting for both new and established customers.



Distributors help customers choose the right products and accessories for their specific needs.

Many of our products can be ordered and received confidentially the night of a party. Distributors help customers choose the right products and accessories to meet their needs. The Distributor will place any necessary orders with Slumber Parties and deliver the items personally when they arrive.

Additionally, the entire line is available on our website. Customers may place orders through slumberparties.com or through their Distributor's personal website at any time. The confidential orders will be delivered directly to their homes in discreet packaging.

Slumber Parties products are distributed through our warehouses in Baton Rouge, La. When a Distributor or online customer places an order, it is quickly processed, invoiced and shipped. The warehouses are fully stocked with our entire product line.

Every product that leaves our warehouses is backed by a Slumber Parties 30-day warranty against defects. Our Distributors can return defective products to the Corporate Office for replacement if necessary. Our higher-end bedroom accessories are covered by a Limited Lifetime Warranty that is held by the customer.

## History

In June of 1987, Kim Brecheen was working as a Legal Assistant at a busy law firm. She was accustomed to the typical days of non-stop phone calls and piles of priority files to handle. Maybe it wasn't a dream job, but despite her hectic schedule, she loved her work. Kim was raised to believe that happiness could come from working hard and earning a good living. Therefore, her great salary, wonderful boss and two darling sons were all she needed to keep her content. Little did Kim know then that her life was about to change forever.

This particular June evening, Kim was attending a unique kind of party with a friend. When they arrived, Kim was completely fascinated by the event. At the party, a woman presented adult lotions, oils and bedroom toys in a very professional manner. Kim was so impressed by the demonstration that she decided to host a party herself.

Although she was excited about the party, Kim was concerned that her friends and co-workers would not be open to such an invitation. Fortunately, they were all ecstatic and even wanted to bring some of their own friends. When Kim saw the overwhelming interest in these products, she recognized a real business opportunity. She cancelled her party and signed up as a Distributor.

Surprisingly, success came quickly for Kim. She was constantly throwing parties and selling an abundance of products. Over time, she personally gained over 50 new Distributors for the company who had recruited her and became a top-ranking Distributor.

Because of her success and love for her career, it came as a total shock when the company that had recruited her as a Distributor failed in 1993. As a group leader for over 50 active Distributors, the end of her business was extremely difficult to accept.

With the dedication, loyalty and commitment from everyone involved, this business started off in the right direction.

In response to this seeming tragedy, Kim started Slumber Parties, Inc. Her work ethic and honesty encouraged many of her former recruits and several employees from the failed company to join her new venture.

After 15 years, most of these original ladies are still with the Slumber Parties family. With the dedication, loyalty and commitment from everyone involved, this business started off in the right direction. As Slumber Parties grows, Kim and every member of the company remain true to the original core value of loyalty to Distributors, customers and each other.

## About the Owner

Prior to starting Slumber Parties, Inc., **Kim Brecheen** was a Legal Assistant in Baton Rouge, La. She got into the adult home party business the same way her Distributors do today: by being recruited and recruiting others. After five years, the company that had recruited her originally failed, but Kim decided that she loved the freedom and excitement too much to give up. So, in 1993, Slumber Parties was born.



Owner Kim Brecheen

Kim's business model is simple: be honest, loyal and respectful. With this in mind, Kim has worked to recruit and build her business. Thousands of women worldwide have signed up to be Slumber Parties Distributors. Since its inception, the business has more than quadrupled in sales, revenues, recruiting and party requests every year.

It seems that many of Slumber Parties' devoted Distributors draw their strength and inspiration from Kim's personal story and rise to success. Kim was raised with a strong work ethic and would never give in to failure or disappointment. Her determination to remain

self-sufficient kept her from asking for help, even in life's toughest times. Kim's challenges have defined her and inspired so many others.

**Kim's business model is simple:  
be honest, loyal and respectful.**

A very active and hands on Company President, Kim is well known for her personal encouragement and recognition of others. It is not unusual for Slumber Parties Distributors to proudly display cherished handwritten notes directly from Kim Brecheen. Whether in her hometown or abroad, Kim's ability to unite, challenge and delight women from all walks of life is a key side effect of her charismatic personality and spirited outlook.

Kim is driven to help others, and her generous nature is displayed within her business and outward in the community. As a once single parent herself, she has become especially compassionate and generous toward single mothers. Perhaps this is why she chose to design a company that empowers women to reach for their dreams. Every day, new and experienced Slumber Parties Distributors post messages on the website bulletin board thanking Kim for her kindness, for the life changing nature of her company and for the opportunity to live their fantasies.

Slumber Parties strives to empower women to reach their goals, whatever they may be. We want women to be successful and find happiness in their lives every day. Over the years, hundreds of women have accomplished the dreams of their hearts through Slumber Parties. We are proud to be such an influence on so many lives.

Here are just a few inspiring stories of how the Slumber Parties philosophy and opportunity have helped and encouraged women worldwide:

### FAMILY ADVANTAGES

My husband and I have faced our share of challenges throughout our lives. With each obstacle, we grew stronger. In 2002, our daughter was born prematurely. She overcame those difficult first months and has grown into a healthy child. However, her medical bills became too much for us to handle. I was forced to go back to work full-time, rather than stay at home with my kids. Then I met with a Slumber Parties Distributor. I had taught sexuality classes in college, so I knew that I would fit well with the company. With Slumber Parties I was able to start a new career and get my finances in order. The best part of all is that I can work and still be a full-time mom!

— *Cindi Culkin, Colorado  
Distributor Since 2003*

The best part of all is that I can work  
and still be a full-time mom!

### PROFESSIONAL FULFILLMENT

I have always been interested in women's issues including health, sexuality, psychology emotions and even politics. Therefore, I wanted to earn a degree in human services so that I could help women. I was working for a non-profit organization that rehabilitated women with substance abuse problems. The job was rewarding and humbling but emotionally draining.

I threw a Slumber Party for a friend's bachelorette party. I had a great time and instantly fell in love with the philosophy of the company. I signed on and soon realized that there are no limits with this business. Now, with Slumber Parties as my full-time job, I feel I am able to help women on all levels! Although I could never have anticipated where I would end up, I am more fulfilled than ever.

— *Natasha Girolamo, Maryland  
Distributor Since 2003*

## FINANCIAL SECURITY

I started Slumber Parties with nothing. My car had been repossessed, I was being evicted from my apartment and I could not afford enough clothes or food for my two children. I was depressed and cried daily because I could not provide for my family. Often I wondered where our next meal would come from.

When I started Slumber Parties, I was terrified. However, in less than four months, I was able to quit my full-time job. I could finally see a light in the darkness! Nine months later, I bought my first house. Now, my kids want for nothing, and I am free from financial stress. When your life has hit rock bottom, I guess the only way to go is up!

— Carrie Gagne, Maryland  
Distributor Since 2002

Slumber Parties changed my life in ways  
I could have never fathomed.

## PERSONAL IMPROVEMENT

After some difficult life events, I was struggling with depression. I was a shy introvert from a very religious background, and I had never sold anything or spoken in front of a group of people. Yet, after seeing my first Slumber Party, I knew I could succeed and just had to get started. Quickly, I became happier and interested in life again. I also lost my insecurities and gained confidence. Slumber Parties changed my life in ways I could have never fathomed. My personal business has helped me find financial freedom, flexibility to work when I want, confidence to reach my goals, friendships with amazing women and fulfillment and happiness every day!

— Monica Quinley, Utah  
Distributor Since 2001

## In the News

### Inc. 5000

#### Slumber Parties Ranks No. 3 In Louisiana According To The 2007 Inc. 5000 Survey of the Fastest Growing Private Companies in the U.S.

BATON ROUGE. – September 17, 2007 – Inc. 5000 lists Slumber Parties as the third fastest growing private company in Louisiana. Slumber Parties also ranks No. 1,142 in the country overall and No. 38 in the U.S. for companies specializing in consumer products. Between the years 2003 and 2006, Slumber Parties revenue has increased from \$13.1 million to \$54.2 million, resulting in a 313.3% increase in growth.

Slumber Parties is in very good company, according to Inc. 5000's Jim Melloan. "These companies are the elite – a mere sliver of the seven million or so companies in the U.S. that have employees," Melloan wrote. "The 5,000 fastest-growing private companies in the U.S. produced \$194 billion in 2006 revenue, about 1.5 percent of the national gross domestic product, and employed more than 900,000 people, about 0.6 percent of the jobs in the U.S."

Inc. 5000 chose the top companies according to their percentage of revenue growth beginning in the first week of 2003. "Additionally, they had to be U.S.-based, privately held, and independent – not subsidiaries or divisions of other companies – as of December 31, 2006," wrote Melloan.

Slumber Parties Company President, Kim Brecheen, attributes its phenomenal growth to the supportive, women-only environment. Founded by Brecheen in 1993, Slumber Parties is an adult in-home party company. The company provides a fun comfortable venue for women to buy products such as, romantic games, adult toys, lotions and lingerie, all in the privacy of their own homes.

One aspect of Slumber Parties that sets it apart from other adult, in-home party organizations is its not-for-profit outreach program. Because she has gained so much through the success of Slumber Parties, Brecheen decided to give back to women in need. After Hurricane Katrina, when she realized that many of her Distributors had lost their homes in the storm, Brecheen implemented the Hurricane Assistance Project. Because of its overwhelming success, she then decided to found the not-for-profit organization Slumber Parties Actively Restoring Character and Spirit (SPARCAS) which assists underprivileged women, particularly single mothers.

## In the News



### Local Businesswoman and Philanthropist to be Featured on Montel Williams

BATON ROUGE, LOUISIANA – 02/06/07 - Local resident Kim Brecheen, the founder, owner, and president of the Baton Rouge-based business Slumber Parties, will be featured on an upcoming episode of the Montel Williams Show entitled "Successful Business Women and Their Companies." Ms. Brecheen was selected for this episode after one of her company's active Distributors, Caroline Pain of Plantation, Florida, sent the show a letter detailing Ms. Brecheen's personal and professional achievements. Slumber Parties and Kim Brecheen were promptly contacted by the Montel Williams Show and asked to participate. The Slumber Parties Corporate Office and warehouse were filmed by an on-location production crew on Jan. 26<sup>th</sup>, while Ms. Brecheen was flown to New York to tape the episode on Feb 1<sup>st</sup>.

The interview first focused on Kim Brecheen's success in building a lucrative, woman-based company from the ground up, as well as the company's focus on empowering and educating women through their products and services. The Montel Williams Show then shifted focus to the charitable work done by Kim Brecheen and Slumber Parties through their non-profit organization, SPARCAS (Slumber Parties Actively Restoring Character and Spirit). At the end of the segment, Montel Williams surprised Ms. Brecheen by introducing her to Tanya Elkerton—the first applicant to the newly formed SPARCAS to be approved and receive aid and personal attention. Tanya Elkerton spoke of the dramatic difference that Kim Brecheen's efforts made in the life of her family and thanked Ms. Brecheen for her help and support.

The episode featuring Ms. Brecheen will air on Thursday, Feb. 8<sup>th</sup>. Viewers should check local listings for show times.

For additional information on Kim Brecheen's appearance on the Montel Williams Show, Slumber Parties, or SPARCAS, please contact Claudia Arnold-Dufrene at 1-800-240-2546, ext. 256. More information is also available on the Slumber Parties website at [www.slumberparties.com](http://www.slumberparties.com), and the SPARCAS website at [www.sparcas.com](http://www.sparcas.com).

**ABOUT** Slumber Parties - Founded in 1993, Slumber Parties is a company specializing in women-only adult toy home parties. It is also one of the fastest growing woman-owned businesses in America. Slumber Parties focuses on empowering women in their lives and relationships through fun and informative product demonstrations conducted within their homes. These parties are led by trained Slumber Parties Distributors, who focus on providing a safe and educational environment.



## In the News

# A MOB OF MOMS

## Mothers, business owners find balance

Colorado Hometown Newspapers, [www.coloradohometownnews.com](http://www.coloradohometownnews.com)

By Leslie Wilber

Thursday, May 10, 2007

Businesses are like children: they beg for time, care and dedication.

As babies and business ventures demand many of the same things, moms who are entrepreneurs might be overworked and overwhelmed.

Julie Smith wants to help.

"They have to juggle taking the kids to soccer practice, making dinner, meeting a deadline," said Smith, a Superior resident who runs Masterminding on Business: Mom Owned Businesses – MOB! MOB.

The group – which meets monthly in Louisville – brings business-owning moms together to share advice and victories.

Each month, the women discuss a business success and a personal success, Smith said: "You really have to blend the two."

Blend, but keep boundaries.

That's what MOB has helped mother of two Kelly Paull do.

Before having her first child, about eight years ago, Paull worked a licensed social worker. At her last assignment, she helped survivors of the Columbine High School shootings. She was pregnant.

"I didn't want to be having children and not taking care of them myself," she said.

So she became a stay-at-home mom.

The work was rewarding, she said, but after a while, she felt barely able to hold an adult conversation.

"I wanted to go out and feel like I was doing something," Paull said.

She started Slumber Parties by Kelly, a business that certainly allows her to have adult conversations – hosting in-home parties to sell what she calls "romantic enhancements."

Working at home can be a challenge because kids don't always understand that when mom is working, she can't be bothered – even if she's just through the door, Paull said.

"Working doesn't mean come and ask for a cookie," Paull said.

MOB helped Paull learn to set up boundaries, she said.

It also helped her with basic business skills.

"I'll be honest," Paull said. "In the beginning, networking made me want to throw up. It made me nervous. (In MOB), you have in common that you're mothers, you have in common that you're women."

The first hour of each MOB meeting focuses on networking, Smith said. In the second hour, the women meet in small groups to discuss the day's topic, like Internet marketing.

Being a mother of three and business owner gives Smith credibility, she said.

After having a child, she met many moms who wanted to start businesses.

"I was going through the same thing," she said.

Smith's job title is enrichment coach – something she said she didn't just fall into.

Before having children, Smith had many jobs. In one, she worked on programs that bring older adults and children together.

"I've been a lifelong student of growth," Smith said.

Writer Laura Faeth said she's not a typical business owner. She's an author.

Still, MOB has helped her as she works to make writing profitable.

"I'm learning about maximizing time, networking," the Superior resident said.

Those skills should come in handy when she's marketing her yet unpublished book, about her spiritual journey with the band Cheap Trick, Faeth said.

Faeth anticipates fans and spiritual seekers will want to read the book. She just needs to reach out to them.

"There's a big group of people I want to reach," Faeth said.

While being a mom and a businesswoman offers challenges, Faeth said the two actually compliment each other.

When she was writing the book, her youngest child was an infant. The baby's needs kept her from being totally engrossed with the book, Faeth said.

Writing the book, too, let her do something for herself. That's the same reason many moms start businesses, Smith said.

"If you're happy with yourself you're going to be a better parent," Faeth said.

## In the News

# SPICING UP THE NIGHT

## Increasing popularity of adult product parties empowers women

Steamboat Pilot & Today, [www.steamboatpilot.com](http://www.steamboatpilot.com)

By Allison Plean

Monday, March 12, 2007

It's typically the quiet guests who buy the most at Gerri Kassel's slumber parties, where she sells an array of adult-themed products.

"People who are super shy and don't say anything are usually the ladies who buy everything," said Kassel, who is based in Denver but travels around the state for Slumber Parties Inc.

She has facilitated "Ladies' Night Out" parties for almost six years. The parties entail a Distributor, such as Kassel, coming to someone's home with products that include lingerie, lotions, potions, games, adult toys and novelty items. The items are demonstrated and passed around.

"A lot of the products that are edible, you get to try before you buy," Kassel said. "And it's private, so you don't have to worry about the local teacher at school seeing you go into the XXX store."

Kassel said the parties are more common than people realize and that they help empower women, educate them about their bodies and provide a safe environment to explore their sexuality. At least one Steamboat Springs resident hosts and advertises such parties.

"Slumber Parties has been around since 1993. When I signed up 5 1/2 years ago, there were 1,169 Distributors," Kassel said. "Today there are over 12,000 Distributors."

There are many national companies that manage these events.

"They are a lot like the drugstore, because they're everywhere," Kassel said. "They are very professional and very classy. People who have never been to a party before are so glad it is what it is, and not some woman in leather up there swinging a whip."

Kassel said she began working with Slumber Parties so she could stay home with her two children during the day.

"I get to pick them up from school and cook them dinner," she said. "And my husband watches them at night. It works out for our lifestyle."



Mary Dean Mayhugh of Craig is a Distributor for Slumber Parties. She also has two children. She throws the parties as a second job to help support her family and pay for tuition as she works toward her nursing degree. She realizes it is not your average job.

"It's something fun and different for women to do. You get to hang out with the girls, and it's not the same mundane sort of thing," Mayhugh said. "Everyone can have a laugh or learn something they didn't know before."

One of the main objectives of the parties is education, and Distributors often play a supportive role for the guests.

"Everybody promotes safe sex," Mayhugh said. "I've also had women who have had hysterectomies. I like to give them information that will help them after hysterectomy problems, and will help to bring the fun back."

Kassel's parties have included women ages 19 to 80.

"Women are realizing if they don't take things into their own hands, no one else will," she said. "I think it just shows that we are more willing to talk about our sexuality and what we need to have a better relationship."

Steamboat Springs resident Veronica Malachowski found the party she attended just another fun way to get together with her friends.

"It makes women come out of their shells a little and become more open," she said. "Especially around a group of friends where they are not so nervous."

Malachowski said the party she attended was relaxed.

"We got to play with the different settings and check it all out," she said. "It's easier to get together with your friends and talk about it than go out on your own. And it's more fun."

## In the News

## UTAH'S SECRET PARTIES

KUTV.COM, kutv.com

By KUTV 2 News Salt Lake City CBS Station

Saturday, September 09, 2006



You know the Tupperware parties of old. You get together at a friend's house money in hand ready to make a few purchases. Now imagine that same group of friends gathering for a very different reason. This is not your mother's Tupperware party this is the new ladies night out. Allie Mac Kay has more.

"Tupperware with a twist!"

Meet Monica Quinley, an LDS woman that has a career throwing slumber parties. Well sort of.

"These parties are for women only so it kind of recreates those slumber parties when you were a kid, and you can stay up all night telling secrets," Quinley said.

And those secrets are now out in the open...

"We've got a whole range of products, everything from meek and mild to a little bit wild," said Quinley.

"This is the sensuous love mitten!"

"These parties are to help women enhance they're romance. Everything from massage and play to lingerie. Things to be able to open up they're lines of communication, for couples to be able to talk and play and have fun," Quinley said.

"They are so much fun, I laugh all night and it's a nice break from my 2 year old!" said repeat customer Jennifer.

"I have people asking me, does this really do well in Utah with the Mormon crowd? And my answer is yes of course!" Quinley said.

From the comfort of your own home, you are able to try out the products....

"Were gonna be tasting stuff and smelling things!"

As well as get answers to questions that you may have been too embarrassed to ask.

"Some of the things they had, I didn't even know they existed," said Heather who is at her first party.

Who is coming to these parties? According to Monica, the age range is 18 to 80.

"I've been at parties when it's been daughter, mom, and grandma," she said.

"I had told my mother about it and she told me she had other plans. I was alright with that," Heather said.

It's not about changing your sex life. It's about enhancing it.

"I think that's where the Mormon community has really picked up on this. We're not unsatisfied, that's not the issue. We finally have a safe, fun, and educational place to get these products and add some more fun," said Quinley.

"Your average wife and mom is changing. We want more in different aspects, and why not in all of them?" Heather said.

"It can create a more of an emotional, loving relationship with your spouse...I think that's very important in a relationship," Quinley said.

With the lines of communication between partners open, the parties are becoming more and more mainstream.

"I think that's the most fun for me. To see the LDS community get that sigh of relief, to get that breath of fresh air and really accept with open arms something like this," Quinley said.

## In the News

# LOCAL WOMEN HOST 'GIRLS' NIGHT OUT'

[www.folsomtelegraph.com](http://www.folsomtelegraph.com)

By Jamie Trump

Saturday, March 31, 2007

Carrie Bradshaw and Mary Beth Hacker-Shipp might not have much in common. However, the HBO star and this Folsom mother of four could don the same name on their biographies, "Sex and the City."

You see, Hacker-Shipp worked for the city of Folsom for nine years, working in the planning, finance and utilities departments. Two years ago, she gave up her government job for a sexier career as a romance-enhancing consultant and launched Slumber Parties By Mary Beth.

At first one of only a few, Hacker-Shipp is now one of about 20 distributors in the Sacramento area to work with Slumber Parties Inc., a direct sales company that operates similarly to Tupperware and Avon in that distributors sell products at get-togethers.

But, of course, Hacker-Shipp's products are much sexier than plastic bowls and lipstick.

At her ladies-only parties, the 44-year-old sells products that will "spice up any relationship," she said, things like lotions and bubble bath, lingerie and bedroom accessories.

"At first I thought it would be hard to sell and talk about, but it isn't a bad thing," she said. "It's not sleazy or gross. I'm a romance enhancer and I help keep relationships healthy and spicy. When you get to your 40s and you've been married for 25 years, sometimes you need some help. I'm actually saving marriages."

"We're trying to get women empowered," she added about the company. "We basically educate women on enhancing and spicing up their love lives. We encourage women to be more open about their sexuality."

Hacker-Shipp works a lot with brides-to-be. "I go in and help younger girls who may need a jumpstart," she said. "Even though they might think they know everything, I get them to say, 'Oh, they like that?' It's very educational."

But bachelorettes aren't her only clientele. Hacker-Shipp said she's hosted parties for all kinds of people, from teachers to politicians. Guests do have to be women and at least 18 years of age.

"My mom's even been to one. She bought a candle," Hacker-Shipp said and laughed. While it might seem like an innocent purchase, even the candles have a special surprise. Scented with

human pheromones, "it's a great mood enhancer," Hacker-Shipp explained.

These three-hour parties are discrete, educational and a lot of fun, she said.

"It's just a blast," she said. "The girls just have a great time."

Brook Demarte can attest to that.

A client of Hacker-Shipp's, Demarte has attended two parties and is preparing to host her second.

"They're not nasty at all," she said. "They're a lot of fun. They're very clean, very informative. I had the most fun at this party than any of those home parties that I've ever been to."

She's obviously not the only person who thinks so. Hacker-Shipp, who's lived in Folsom for 15 years, had four parties scheduled this week and made \$45,000 last year.

"My goal this year is \$60,000," she said.

Slumber Parties, Inc. was featured on "The Montel Williams Show" last week and was featured on "The Today Show" with Katie Couric last year.

That episode was how El Dorado Hills resident Shawn Harper learned about the company. The 40-year-old mother of three has now been hosting her own parties for just over a year. "I totally love it," said Harper, who has a degree in psychology and used to teach sexual education classes in Seal Beach. "It's the best part-time job."

Harper considers herself an intimacy adviser and said she stays busy.

"I usually do four to six parties a month. And I'm booked every single month," she said.

She's lived in El Dorado Hills for going on three years and said these slumber parties create a safe environment for women to talk about sex.

"It's just an uncomfortable topic," she said. "It's not taboo anymore like it used to be, but it's hard to talk about. (These parties) makes it more acceptable. I've had guests tell me, you're just so comfortable about talking about it that it makes me feel comfortable with it. It gives them permission and acceptance to talk about it."

Harper said she does all orders privately in a separate room and items are always available the night of the party.

"No one has to order anything," she said.

For more information on the company, visit [www.slumberparties.com](http://www.slumberparties.com). To book an event with Hacker-Shipp, visit [www.slumberpartiesbymarybeth.com](http://www.slumberpartiesbymarybeth.com). For Harper, visit [www.slumberpartiesbyshawn.com](http://www.slumberpartiesbyshawn.com).

## In the News

# ADULT SLUMBER PARTY ROMANCE CONSULTING

<http://www.kpvi.com/>

By Suzanne Hobbs

Tuesday, January 16, 2007

Forget about Tupperware or scrapbooking parties. These days, it seems the buzz for women in east Idaho is getting together with friends and talking about improving their love life. These parties are being talked about for good and bad.

Here's Suzanne Hobbs with a look at what really goes on at these slumber parties.

At these slumber parties, a product distributor comes your home and presents for "ladies only" age 18 and over products like lotions and toys to help add some spice into the relationship.

Candice Pruitt, Slumber Parties Consultant: "There's a lot of talk going around about these parties and how great they are."

Candice Pruitt is a personal consultant for the slumber parties company, although she's also been called a "romance specialist."

She likes to think of these parties as a fun girl's night out.

"I think they experience that other people are relating to them in the same similar situations um, with enhancing their romance."

She sells everything you can imagine—and many things we can't show you—from massage aids to bedroom toys, arousal creams and everything in between.

"I don't really go into a lot of detail, I just try to describe it briefly then move onto the next item so that I don't make anybody uncomfortable."

Sex and intimacy is a subject not easily discussed. When a woman is invited to a slumber party she may think it will be uncomfortable.

"They are a little scared to come. Once they get here they're great, um, we're not going to embarrass them and they realize that right off the bat—that it's just a really tasteful presentation and that they're going to have a great time."

Tosha Willis was nervous to attend her first party last fall, but by the end of the night the nerves were gone. She had a great time.

Tosha Willis: "I learned so much. Being married 7 years now it's amazing the things that you can learn that spice up your relationship again."

A letter to the editor in the Idaho Falls Post Register in March warned readers to avoid these parties, because of the embarrassment and discomfort she experienced over the subject matter.

But Teresa Danielson, who went to her first slumber party last fall, says two products in particular saved her relationship with her husband.

Teresa Danielson: "It has changed my whole marriage."

Teresa encourages any woman to give it a try, saying that you shouldn't be uncomfortable about your own body and being intimate.

"It's something that we need to do for each other, to show our love for each other—and it's natural, you're supposed to enjoy it. I think that was the biggest thing for me with these products is knowing that it was okay to have fun and it was okay to enjoy it."

Tosha encourages women to go with an open mind and be willing to learn.

Tosha Willis: "We have a lot of conservative people around here, but that doesn't mean that we're not people; that we're not human; we all have feelings and we all need to be able to know ourselves and know our partners."

Another great part about the parties is how discreet they are when you purchase your products. You go into a private ordering room and leave with the items in a black bag, so no one knows what you bought unless you decide to tell them.

## In the News

**SLUMBER PARTIES**[www.kidk.com](http://www.kidk.com)

By Danielle Leigh

Thursday, January 11, 2007

It's an unconventional ladies' night that's growing in popularity across the country and right here in Eastern Idaho. They're calling them slumber parties, but it's not the average sleep over you had as a kid.

There's actually no sleeping over at these parties. What they are is a ladies' only night where women get the chance to kick back and sneak a peak at some interesting ways to increase the spice in their relationships.

Jeanie Jones is Slumber Parties' leading distributor of intimate apparel in the country.

But if you'd talked to her seven years ago, she'd say this is something she never imagined doing.

"I had never seen or heard anything like it before in my whole life. So I was reading the invitation thinking oh my goodness we're doing what? And my husband was standing over my shoulder and he was like you are so going to that party," says Jones.

Jeanie had spent her whole life thinking she'd never amount to much.

"I was always told there's no way for a woman to make more than fifty thousand dollars a year, without going to college. Well I don't have a college degree," says Jones.

But then she attended one of these parties.

"I was still a little leary, I didn't know what to expect so I called up my best friend and I was like Pam there's some sort of party going on and it has something to do with sex, and I don't know what they're going to do to me," says Jones.

And had so much fun she decided to be a distributor herself.

"I was thinking shut up, there's seriously a job on this planet that you can go out with the girls, talk about sex and get paid. I was so in. Then I realized people do like me for me because when you're really heavy, over 250 pounds, you feel like people see past you. They don't see you. I started to realize I meant something to the world

and especially to my world. So Slumber Parties has changed every aspect of who I am," says Jones.

Since then Jeanie's lost over one hundred pounds and makes enough money that her husband quit his job to become her assistant.



He helps me to run my ordering, inventory and back office stuff," says Jones.

And while the success is wonderful, Jeanie says the best part is the way this opportunity has improved her relationship with her family, and her husband specifically.

"We've been able to learn a lot more about each other and grow a lot closer along with spending more time with our kids so our whole family unit is stronger as well," says Brian Jones, Jeanie's husband.

Now Jeanie drives all over Utah, and Idaho hosting the same parties that turned her life around, hoping she can do the same for some else.

"We always want to feel attractive. We always want to have that, 'I do have a little something going on,'" says Jones.

Her first victim was an Idaho Falls resident named Candice. Like Jeanie Candice was originally uncomfortable with the nature of these parties.

"I got invited to my first Slumber Party by my sister, did not know what kind of party we were going to. She just said I got invited to one. So about one block from the house she proceeds to tell me that we're going to one of those "sex parties" scared me to death and I told her to turn the car around and take me home," says Candice Pruitt.

But that feeling didn't last long.

"We stayed through the whole show and decided to book a show with Jeanie at our house with our friends and family. And that's when I started thinking about becoming a distributor. I always felt like I had no control in my life so the confidence it's brought me, my husband really admires and our relationship has gotten better," says Pruitt.

Now the two ladies team up every weekend in Eastern Idaho giving unsuspecting ladies a thrill.

## In the News

## MOMS SLIP INTO SOMETHING SEXIER

[www.dallasnews.com](http://www.dallasnews.com)

By Karen Thomas

Sunday, February 05, 2006

On a cold winter night, a half-dozen of Traci LePage's friends arrive at her Plano home. They make small talk, fill their glasses and then gather on the living room's sofas and chairs.

Alisa Jarrett displays lingerie at a recent for-women-only party. Ms. Jarrett is a representative of Slumber Party, which markets sexual aids to women, in private homes. But the conversation sputters as they nervously eye the converted coat rack in the room's center. Lingerie hangs from either end of the rack. The center of the metal rod is draped with a black backdrop. A plastic pocket holder hangs from the backdrop, its sleeves jammed with creams, potions and some other mysterious high-tech stuff. Alisa Jarrett does a final check of her headset microphone, ready to explain it all.

"Welcome to the Wednesday edition of Desperate Housewives," Ms. Jarrett, 36, a Frisco stay-at-home mom of two, booms.

Forget the burping Tupperware or that dicing doohickey of Pampered Chef. This is Slumber Parties, one of the newest entries of the at-home party industry aimed at women. Blame it on television or just chalk it up as a sign of the times, sex is selling in America's living rooms. The Baton Rouge, La., company and others like it specialize in what they call "romance enhancers," an array of items aimed at firing up passion.

Ms. Jarrett says she got into the business in 2003 because she wanted a job that let her stay home with her kids. "I had explored other home parties, but sex sells," says Ms. Jarrett, who says she averages about \$2,000 each month in commissions from party sales.

Such parties, though, haven't been without controversy. A Burleson woman who hosted similar events was charged with obscenity in 2003. The charges were later dropped. The parties, meanwhile, have continued to spread. Ms. Jarrett says there are more than 150 distributors just with Slumber Parties in Texas.

This party was Traci's idea. She went to a similar party and thought her circle of girlfriends would have fun. She ordered her husband and two kids out, set up the bean dip in the dining room and uncorked a few bottles of wine.

"It's a nice change from the old Tupperware and Pampered Chef parties," she says. "I thought, 'Let's go to a different room in the house. Let's move from the kitchen to the bedroom.' "

Most of Traci's friends are fortysomething moms, the majority married. Only one woman is willing to be identified. The rest say they cannot. They have teenage daughters. Or a classroom of

school kids they teach each day. Or even a Sunday school class.

"This isn't something you just talk about," explains one guest.

But Ms. Jarrett's job is talking about it. She wants to educate women and empower them. She wants to put spice back in relationships. She wants women who may not feel comfortable wandering in an adult-only shop to feel free to explore in a friend's living room.

She has arranged her products according to the characters on the popular television show and is blasting her way through the contents of the pocket sleeves.

She shows instructional manuals and sprays fragrances to enhance the mood. She dabs soothing creams on outstretched hands and slippery potions on fingers. She holds up a mask and furry handcuffs. There's buzzing, whirling, twirling things that light up and cannot be described in a family newspaper. There's even a remote-control panty. (Don't ask.)

One woman worries that her children will find her stash. Ms. Jarrett suggests that she place her unmentionables in a box and slide it under the bed. She suggests a fake smoke-detector cover for the ceiling hook. (You'll have to imagine what hangs from there, but think Tarzan and Jane.)

The women giggle. They sniff, taste and rub.

"Where's the 'not tonight' cream?" one asks.

"Does that come in gallon size?" another inquires.

"Our mothers did not teach us this," one says.

And they giggle some more.

A late guest in a bright pink sweater rushes in and plops on the couch. She gingerly fingers a lavender gossamer nightie, calling it "Tinkerbellish," before passing it along.

"I had no idea what this was really about," she says later, still looking somewhat surprised. "I left my bunco party to come here."

At the end of the party, some women return to the bean dip. A few linger over catalogs. Others resume talk about husbands, work and kids. One by one, though, the women who want to order slip up the stairs to Ms. Jarrett. She waits in a private room.

An average party generates about \$800, Ms. Jarrett says.

This evening, she sells about half that in bath and massage products. Ms. Jarrett seems a little disappointed. But Traci deems her party a success. And apparently so does her husband.

"What's funny about a party like this is when I go to others, my husband always says, 'Don't spend too much,'" says Traci.

"When I said it was this kind of party he was like, 'Here's the credit card.' "