

about people



Kay Beebe and Jodi Bushman operate The Edge of Lace, a mobile company that sells lace.

Photo by Gwen Bogh

Local women finding lace has a place

by GWEN BOGH
Post Correspondent

It is not unusual for a new business owner to predict a bad first year. Kay Beebe and Jodi Bushman did, but for them, the reverse came true. Just one year ago Beebe and Bushman entered into a lace business. Naturally, they hoped it would succeed, but they feared the worst. But unlike other new businesses struggling through the first few months, the Edge of Lace made surprising profits.

The company is a mobile operation. Both Beebe and Bushman own their own vans which are used to transport their reels of lace from one store to another. Lace sales at particular stores are scheduled weeks, even months, in advance.

The two owners have conducted

sales in apartments, homes, salons, fabric stores, churches and in the back rooms of old buildings. Hostesses of each sale receive 10 percent of the gross sales in lace.

While Tupperware and crystal parties may use a similar sales technique, the Edge of Lace itself is unique. It is the only business of its kind serving people from Eugene to the Canadian border.

The women feel their business has become popular because of the variety and quality of the lace, and because there are no sales pitches or pressure to buy. The lace is there; if someone wants to buy it, they can take it right home.

When a sale is scheduled, the hostess is encouraged to advertise in local newspapers, through flyers or with signs. She is then reimbursed for the cost.

Return sales are scheduled at many stores throughout the year. The lace sales ordinarily bring in more customers to a particular store, so one business complements the other.

The sales have taken in as little as \$8 and as much as \$1,500. A large display of 250 to 300 spools is on sale each time.

One reason the women enjoy the business so well is that they are able to offer their customers good prices — usually about half of the normal retail price, 10 to 60 cents a yard.

"The consumer needs a break now and then," Bushman said.

The first hostess for Edge of Lace was Dorothy Donovan from Something Blue in Sandy. The Sandy, Boring and Damascus areas have been popular places for sales.

The company also does benefit sales, for PTAs, churches and other organizations, with the 10 percent of the gross sales going to the charity.

The Edge of Lace has grown to the point where Beebe and Bushman have split their coverage area in two. Beebe serves the east side, Bushman the west.

"We never thought it would go this well," Beebe said. She added that they may have to hire another person to cover the Vancouver area.

The broker who introduced Beebe and Bushman to the lace business has six outlets in California. The women remember his insistence that Oregon would be a good place to begin a business.

They recall their skepticism, but as Beebe said, "Everything he's said has come to pass."

Ten Eyck honored by association

Patricia Ten Eyck of Sandy has been named one of nine initial recipients of the American Simmental Association Merit Awards.

The awards are designed to provide recognition to junior members who have made significant contribu-

tions to their home, community, school, family and the Simmental breed.

Ten Eyck has been actively involved in starting the Oregon Junior Simmental Association and has served as a board member for the past three years. She is an

eight-year member of 4-H and has served as Future Farmers of America chapter vice president.

She has also been active in school athletics, drama, ski club, foreign language club and various church activities.

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