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# FamilyCircle®

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## Circle This

### All in the Family Biz

Two years ago, Cassie Needels, 14, wanted a bedroom makeover. The teen coveted bedding that reflected the spirit and surfer sassiness of her new hometown of San Clemente, California. "We couldn't find anything she liked," says mom, Marcia. That failure inspired a successful family business. After five years of full-time motherhood, Marcia was itching to put her marketing and sales skills to work. The result satisfied both mother and daughter and led to Uhula, which manufactures tropical-design bed linens for babies, kids and, come fall, for adults.



Cassie and sister, Christy, pitch design concepts to their parents. In only two years, sales are hovering around the \$1 million mark. Success aside, the family lives by a strict management rule: Keep business and family time separate.

Prices start at \$29.95 for pillows. From May 12 through June 14, Uhula is giving FC readers a 20 percent discount on phone orders only. Call 866-MY-UHULA. Visit [www.uhula.com](http://www.uhula.com) to view the line.