



## **Local Business Fridays**

“We're a quaint little family owned and staffed shop in Russellville, Arkansas. We started this business in 2003 because we love scented candles and think most of them are too costly. So we put on our aprons, did our research, and began making candles in the garage. We chose all natural soy wax because it's made with soybeans and grown by farmers right here in the USA!”

-Tena & James Brooks

### **How did you come up with the name “Rock Creek Candles”?**

“Many years ago we used to own land that had the Rock Creek flowing through it.”

### **How long have you been in open?**

“I started this business back in 2003, so about 16 years now.”

### **What products do you sell?**

“We sell over 100 different scents for regular candles, candle melts, massage candles, and gift baskets. Our main goal was to produce quality candles at a fair price. Our regular candles are \$12 and candle melts are only \$4. We only use soy wax for our candles and all natural ingredients”

### **How did you learn how to make candles?**

“Lots of research with lots more experimentation! I've always loved candles and wanted to learn to make them myself. There are so many things to consider such as jar size/style, type of wax, wick size and type, scent options and blends, wax temperature, room temperature, etc. We chose all natural soy NatureWax and Eco wicks for cleaner and longer burn time. “

**What made you decide to start your own business?**

“My youngest daughter at the time was 3 years old and I wanted to be able to work and have her with me.”

**Do you have any past experiences with owning your own business?**

“No, I actually do accounting during the week and have a Bachelor's degree in Business Management so I have the background for the business aspect of it. I also have many years of customer service experience and I have a crafty side.”

**Was it hard to get started?**

“It was a learning experience. Since we are a craft and are in a certain market, things are constantly changing. We adapt by listening to people and learning from our past experiences.”

**What is your favorite thing about owning your own business?**

“I love the independence of owning my own business. I take pride in the products I create and enjoy making a product people love.”

**Where do you see yourself and your business in 5 years?**

“Right now we are just open on the weekends. I would love to have this business open six days a week and hire people to work the store front. The dream is for sales to be enough to quit my day job.”

**Do you have a favorite scent?**

“I don't have a favorite scent. It's like picking your favorite child! I make scents that I love.”

**Where do you sell your products?**

“We sell our products in store on the weekends or you can order them online at our website. We are actually located in some state park gift stores like Petit Jean, Mount Nebo, Lake Dardanelle, and Woolly Hollow. A complete list can be found on our website. We also do booths at craft shows all over the state.”

**Do you have a social media for people to follow you at?**

“We are on Facebook at Rock Creek Candles, Instagram @rockcreekcandles, and you can order online at [www.rockcreekcandles.com](http://www.rockcreekcandles.com).”

**Anything else you would like your customers to know?**

“We are members of the Arkansas Craft Guild. We also offer jar recycling—just bring our jar back to the store or a craft show for a credit towards your next purchase. Also, we love to help kids and organizations raise funds so we offer great fundraising!”

