



## Pigtail Pals, LLC

**Name:** Melissa Wardy

**Phone:** 608-201-3311

**Title:** Owner

**Address:** 1303 W State St

**Janesville 53546**

**Describe your products/services:** Pigtail Pals is an online boutique offering tees for girls that Redefine Girly! Our tees of exceptional quality run 3-6M to Girls XL. The tees can be ordered online and in most cases ship the next day.

**Directions & Business Hours:** Pigtail Pals is an online boutique, accessible 24 hours a day. By phone, 9am-9pm any day of the week.

**Do you have a favorite saying that applies to your business?** "Well behaved women seldom make history" Laurel Thatcher Ulrich. Women should think outside of, and live outside of, the little pink box given to them at birth. Go boldly through life, even if some would label you "misbehaved".

**How did you get interested and/or started in this business?** My daughter has no interest in princesses or pink. I wanted something different for her that allowed her to express who she was. It was hard to find something that didn't send her very stereotyped messages about who a girl should be. I created Pigtail Pals so that my little girl and others like her can Redefine Girly.

**What are your future plans for your business?** I plan to grow our line of designs and tees. Two more designs will be revealed this summer, with more to come in the fall. There are long term plans for merchandise expansion.

**What do you do that differentiates you from your competitors?** Pigtail Pals offers shirts for girls that encourage them to be smart, bold, and adventurous. Our girls are astronauts, firefighters, race car drivers...and more! We use "boy colors" and a play on words that show girls they can Redefine Girly. We are also a Socially Responsible company.

**What do you find most rewarding about this type of work?** That my daughter, who is only three, knows this company was created for her. She is proud of Pigtail Pals, I believe she is proud of me, and she knows other little girls get excited about our shirts. She might not understand all of it yet, but she knows we're making a big difference to young girls.

**What have been some of the challenges you've faced and how did you work them out?** I had to fire my original artist because deadlines weren't being met and opportunities were missed. Coming into the launch, it seemed like every day little hurdles came up and I had to figure out solutions. I just kept telling myself that I knew the answers, I just had to quiet my brain and figure it out.

**What have you learned from this business?** I have learned that so many parents want different media choices for their children but don't know where to turn. Pigtail Pals offers those parents an excellent product to give to their girls.

**What kind of training or background do you have?** I have a Bachelors from University of Minnesota - Twin Cities. All of the skills needed to begin this company were obtained from previous jobs in various fields or learned on the spot. I gathered a knowledgeable team around me, asked questions, and listened, listened, listened.

**What or who has had the most influence in the way you do business?** My commitment to Social Responsibility is what influences the way I do business. Every decision I make takes into account what message our actions send to young girls, what impact our actions have on our customers, and what size footprint our actions will leave on our environment.

**What type of customers uses your products/services?** I have had moms, aunts, grandparents, uncles, teachers, big sisters...Everyone seems to see the importance of the message Pigtail Pals is sending. I've had customers as far away as Costa Rica and Jordan!

**When was the business started?** The idea came to me in 2006, I was finally able to launch the website and first 8 tshirt designs May 6, 2009. [www.pigtailpals.com](http://www.pigtailpals.com)