

SWEET SISTERS

Reese Lasher, 22, Theater ('06), Hayden Lasher, 19, Theater ('09)

The Lasher sisters' mother has been teaching them how to be in business since their first lemonade stand. "We had a whiteboard in our bedroom," Reese, the older sister, tells me. "She would give us little investment lessons." Every year for five years the Lasher siblings continued selling lemonade, while their mother pushed them to advertise, use their profit to purchase more materials, and learn how to run a business. Eventually when their mother went into business herself, the siblings were able to help her take control.

The Lashers sell Somebody's Mother's chocolate sauce and have been equal partners in the business for as long as it has been running. "We each went off in different directions," Hayden says, explaining that Reese focuses on sales, her brother crunches numbers, and she is more into the marketing and PR end of things.

"We still learn from each other," Hayden emphasizes, "We try to pick up what we can." In

the beginning their mother urged them to know every aspect of the business, taking them to the manufacturer to watch the chocolate sauce being made. "It was this huge vat of chocolate, just like in Willy Wonka," says Hayden.

The brand has been the siblings' responsibility from the beginning. "Our mom thought the best way to teach us was to throw us into," explains Hayden. Apparently, the strategy has worked.

Recently picked up by Neiman Marcus Direct, the girls are excited about the new campaign Somebody's Mother's is launching for Mother's Day. The partners are urging everyone to email their favorite mother-related quotes to the company, and the best will be printed on the jar lids of the sauce.

"Every lid has a mother related quote," says Hayden with Reese adding, "We feel like mothers should be honored more than they are. They're the reason we're here."

— Carly Dykes

WHERE TO BUY To order Somebody's Mother's chocolate sauce, or to participate in the Mother's Day quote campaign, you can visit the Lasher's at somebodysmothers.com.

