



**COMING UP**  
Next week means back to school for many area students. Look for previews Friday at [SouthIndyStar.com](http://SouthIndyStar.com)



GARY MOORE / The Star

# Getting ready for her future

Fun Day in the Park lets kids get to know emergency personnel better  
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Liberty Potter, 3, Beech Grove, carts around a play firefighter's hat at the 11th annual Fun Day in the Park. Perhaps she thought of it as the first part of the firefighter's uniform she hopes to wear one day. She was at Friday's 11th annual Fun Day in the Park, sponsored by the Beech Grove Fire Department. It ran in conjunction with Relay for Life this year.



**FIRM HAS SWEET SMELL OF SUCCESS**  
Perry Township couple run home candle business, which began in Greenwood **>> Page 4**



**OBAMA SEEKS AREA SUPPORT**  
Field office in Greenwood is one of only two suburban ones in metro area **>> Page 5**



**GREENWOOD TEEN IS A SOCCER ACE**  
Home-schooled Austin Oldham among best for his age in the country **>> Page 9**

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# Couple's candle firm expands

*Hands-on business grows by diversifying into lotions, soaps and bath products*

**By William J. Booher**  
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Rich and Jodi (Ebert) Scheve are artisans of candles with twisted wicks, lotions and other spa products — all homemade.

The couple founded their Twisted Wick Candle Co. in January 2007 in their home in Old Town Greenwood, where Jodi lived while growing up. She graduated in 1999 from Greenwood High School.

In their kitchen, they began creating scented candles of 100 percent soy with twisted wicks designed by Rich for an even burn. They later expanded into their Serenity Spa line of fragrances, lotions, soaps and other body, hair and bath products.

Last weekend, the Scheves moved to a home near Meridian Street and Southport Road in Perry Township, relocating their hands-on business to the garage there.

"I always wanted to own my own business," said Jodi, reflecting on what prompted her and her husband to found Twisted Wick.

Both now 27, Jodi and Rich, a 1999 graduate of LaPorte High School, met at Purdue University, where both graduated in 2003.

They started working as assistant managers at various Walgreens drug stores. Rich still continues working as an assistant manager at the Walgreens store at 10th Street and Post Road in Indianapolis.

When they began considering creating a business of their own, they thought about how they had purchased many candles over the years for themselves, Rich said.

"We wanted to create a perfect candle," he said. "My first idea was to just make a larger wick."



WILLIAM J. BOOHER / The Star

Jodi and Rich Scheve arranged a display case July 31 for their Twisted Wick soy candles, lotions and other spa items at Contagious, a hair and body salon at 7745 S. Meridian St.

he realized that if he twisted the wick a certain way, it would let the candle burn more evenly.

They began developing their business by taking their homemade candles to trade shows.

Now, the 20-month-old business has developed 370 different candle and spa product offerings, with more than 80 fragrance options, such as eucalyptus spearmint, hot cinnamon, ripened rasp-berry, cabernet and such combinations as bamboo and green tea, and orange and ginger.

"We're always developing new products," said Rich. "Diversifying has helped us more than anything."

So far, the growing company has sales spots in eight shops in Indiana and two out of state. It also sells online at [www.twistedwick.com](http://www.twistedwick.com)

south suburban area is the boutique salon of Contagious, a hair and body shop at 7745 S. Meridian St. in Perry Township.

The boutique is owned by Norma Phillips, Greenwood, who also is a coordinator of the salon, owned by Lou Fry of Indianapolis.

The Scheves met Fry, who is a hair stylist, at a trade show in April at the State Fairgrounds.

Fry said she was interested in getting some different lotions and soaps for her salon and was attracted to those offered by the Scheves.

Not only are the products now sold in the boutique area of the salon, but the salon uses Twisted Wick's Serenity Spa line of massage oils and lotions and burns Twisted Wick scented candles in its relaxation rooms, Fry said.

she said.

Twisted Wick's first sales outlet was in Circle City Basket Co., 882 Massachusetts Ave., Indianapolis.

Among the eight other Indiana locations is Twisted Wick's home store at 102 S. Van Buren St., Nashville.

Twisted Wick even has branched into a flower shop in Warner Robins, Ga., and an art and jewelry shop in Hawesville, Ky.

Jodi said the Kentucky location was arranged through a satisfied Twisted Wick customer from that state.

She said the Georgia shop was lined up by her mother, who now lives in that state, explaining, "She knows the lady who owns the flower shop."

★ Call Star reporter William Booher at 727-7100/6706.

## TWISTED WICK CANDLE CO.

» **FOUNDED:** January 2007 in home of owners Rich and Jodi Scheve in Greenwood. Relocated last weekend to their new residence near Southport and Meridian streets in Perry Township.

» **PRODUCTS:** All made by the Scheves at home, including 100 percent soy candles with Rich Scheve-designed twisted wicks for even burn, plus reed diffusers, handmade bars of soap, body lotions, shampoo, conditioner, massage oil.

» **ONLINE INFORMATION AND SALES:** [www.twistedwick.com](http://www.twistedwick.com)

» **COMPANY PHONE:** (317) 490-4789.

» **PRODUCT SALES SITES:** Among the 10 current sales locations, the only one in the south suburban area is at Contagious, a hair and body salon at 7745 S. Meridian St. in Perry Township. Twisted Wick's home store is at 102 S. Van Buren St., Nashville.