

# The Chamber Scene

HUNTINGTON COUNTY CHAMBER OF COMMERCE

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## Nail “dipping” products created in Huntington

Ritzy Dips, LLC is Huntington’s newest family owned business. Solids, Shimmers, Glitters, liquids, gels and tools are all a part of the company’s product line designed for fingernail enthusiasts and nail salons who enjoy beautiful acrylic powder dipped nails.

Taylor Reeder (daughter) and Tina and Rod Feller (mom and dad) enjoy having a good time and helping people. During the COVID shutdown when nail salons were closed, they saw a need for people to do their own nails in the comfort of their home. Taylor, a cosmetology school graduate, always enjoyed the art and science of beautifying the nails. She said she began “dipping” nails in 2016.

Taylor said, “It all started when I could not find the glitter I wanted so I decided to create my own.”

After much discussion, the family decided to start Ritzy Dips, and offer the unique blends to consumers. Beginning in the family kitchen, according to Tina, “Ritzy Dips was born with five pounds of acrylic and little deli tubs.” She continued, “We experimented with different mica colors and techniques and our first release was on Thanksgiving 2020.”

Today they are located at 14 W. Market Street in Huntington and produce around 280 different colors of Solids, Shimmers and Glitters. Separate rooms are used to produce the Solids and the Shimmers and Glitters ensuring that no “sparkle” shows up in the Solid dip product. There is currently not a retail store at the location and customers order product online. Tours of the business are offered by appointment.

From Lemon Ice, Love You More, Sultry and Duchess, to Poppy, Mardi Gras, Sea Sparkle and many, many more, each dip powder comes in its own individual jar, and has its own unique name created by the owners. Every color and design is developed in house. Tina does the Solids, customer emails, staff management and coordination and social media. She is known as “Mama Ritzy.”

Taylor develops Glitters, does customer



emails, social media, product photography, website maintenance and updating. Rod is known as “Papa Ritzy” and takes care of the shipping, orders, management, finances, employee paperwork and ordering supplies.

Jamie Feller helps out wherever needed, jarring the product, controlling inventory and packing and shipping orders. Eight Brand Ambassadors throughout the United States help support and promote the Ritzy Dips brand online. The product is shipped to many countries all over the world.

To achieve perfectly dipped nails, it all

begins with a starter kit which is offered for \$50. The kit contains everything needed including Step 1 Bond, 15 ml-.5 oz.; Step 2 Base Coat, 15 ml-.5oz.; Step 3 Activator, 15 ml-.5 oz.; Step 4 Top Coat, 15 ml-.5 oz.; one .25 oz. mini jar of dip powder in the purchaser’s choice of Color; Glass (clear), .25 oz.; an orange stick for cuticle cleanup; a nail file, 100/180 grit; a stiff brush and mini buffer block. Other tools are also available to achieve a perfect manicure.

The Ritzy Dips liquid application process begins with Step 1 Bond or a peel base on the nails. Next a thin coat of Step 2 Base Coat is applied and nails are quickly dipped into the dip powder color/texture of choice, tapping off any excess. Step 2 base coat is repeated with another quick dip into the dip-

(Story Continued on Page 2)



Shown in the top photo are some of the Shimmers and Glitters, while the bottom row shows some of the many Solids sold by Ritzy Dips, Huntington.

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### **Steve Kimmel**

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## Nail "dipping" products continued

(Story Continued From Page 1)

ping powder. A tool is then run around the cuticle to remove any product that may touch. Excess is then tapped off and brushed with the fluffy brush. Once complete and nails are dry, nails are scrubbed with a stiff bristled brush to fully remove excess powder. The company suggests an unused toothbrush.

Step 3 Activator is then applied to all nails and let dry for one to two minutes. Nails are then filed, buffed and shaped until completely smooth. Hands are washed once again and Step 3 Activator is reapplied. Each nail is then wiped with a lint free wipe or paper towel. Step 4 Top Coat is applied in two to three strokes per nail. To complete the manicure, apply Step 4 Top coat once again with good coverage. Nails will be completely dry in 30 seconds and cuticle oil can be applied.

When it's time for a new manicure, new dipping Colors/Shimmers/Glitters and additional products can be ordered from Ritzy Dips using the original starter kit items with the new item ordered.

A subscription plan is available for those who want to have a regular delivery of products. The dips in the subscription box are exclusive and will not be sold again, and special surprises are tucked in for fun! Subscriptions are charged to the customer on the 15th of each month and the boxes began shipment on the first of the month. Ritzy Dips currently has 300 subscriptions on

auto renewal.

There is also a Member Rewards Program where Ritzy points can be earned toward additional purchases. The company also offers new duos on the first of each month. The February duo was Geode/-Rhodonite. The Solid/Glitter combination is on special for the month it is offered and then placed in the product line to purchase individually.

Ritzy Dips has grown extensively since its inception and is receiving around 200 orders per day on average. To meet the demand of its customers, the owners, three full time employees and 14 part time employees are involved in the daily operations. The company also offers specials on various days. Online orders surged to 600 on Presidents' Day and previously, 600 on Black Friday. Instagram shows Ritzy Dips has 8,728 followers and a Facebook Community Group has 5,300 members. A live Facebook presentation takes place on select evenings to reveal new colors and products.

Ritzy Dips can be ordered online at [www.ritzydips.com](http://www.ritzydips.com), and the Ritzy Dips Community Group can be found on Facebook. According to the company, "here customers will find thousands of supportive home and professional dippers and a lot of experience to tap into." For questions, email [ritzydips.help@gmail.com](mailto:ritzydips.help@gmail.com). Ritzy Dips can also be found on Instagram and Pinterest with videos on TikTok. Ritzy Dip gift cards are also available online.

## Social Media seminar, March 2

The Huntington County Chamber of Commerce will hold a Social Media Lunch 'n Learn seminar on Wednesday, March 2. The seminar will be held at Faith Community Church, 3615 N. Norwood Road. Lunch begins at 11:30 a.m. with the social media seminar beginning around 11:45 a.m.

Andrew Lamping, founder and CEO of Cyclone Social, will be the speaker. Lamping says he is passionate about entrepreneurship, marketing and business development.

\* Topics that will be discussed during the seminar include:

\* How small businesses can better utilize social media platforms to improve their brand awareness and improve the way they market their goods and services. What are the platforms businesses use besides Facebook and Twitter? Instagram vs. Tik Tok. How to read and deal with customer reviews. Boosting Facebook postings/ads. How to use hashtags and links so everyone understands and benefits and more.

If you would like to attend the seminar and learn more about the different ways to promote your business through social media, RSVP to [skimmel@huntington-chamber.com](mailto:skimmel@huntington-chamber.com) before noon on Monday, February 28.

The cost of the workshop is \$10 per person and that will include lunch.





## Chynna Presley will be Coffee Connections speaker March 2

Chynna Presley will join the Huntington County Chamber of Commerce's Coffee Connections as its guest speaker on Wednesday, March 2. The event will be held at the Habecker Dining Commons at Huntington University beginning at 8 a.m.

Presley is a social worker and public speaker with 15 years' experience working with families and youth dealing with an array of issues. Chynna has a bachelor of social work degree from Huntington University and a Master's in Organizational Leadership from Colorado State University.

Over the years she has had the opportunity to work as a foster care case manager, a community educator, a program director, curriculum developer, a stay-at-home mom and a nonprofit manager. Today, she serves as the Director of Intercultural Enrichment at Huntington University where she supports and advocates for students, staff and faculty of color by directing a scholarship program for minority youth, creating trainings, leading discussions and influencing policies to help create a more culturally intelligent institution.

In 2021, Chynna also made a dream a reality and started her consulting business called Mezzo Management Solutions. Through this business, Chynna offers leadership development coaching and training, specifically for middle-management social workers. Chynna's favorite things to do are keeping houseplants alive and laughing with her daughter.



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## Jennifer Harris new director at United Way of Huntington

Jennifer Harris has been named executive director of The United Way of Huntington County. She assumed her duties on February 14, 2022.

Harris recently moved to the north side of Huntington from Green Bay, Wisconsin.

She said, "I have lots of family in the Fort Wayne area and it just seemed like time to move to be closer."

Harris continued, "I spent 13 years with Associated Bank working in operations and servicing. The last five years, I have been working for a large Green Bay Catholic Parish of 1,500+ registered families as their Business and Development Manager. The parish has a strong culture of hospitality, stewardship and community outreach."

Harris has a Bachelor's in Business Management and Marketing and a Master's in Business Administration from Lake College (now University) of Sheboygan, Wisconsin.

"I am really excited about the impacts the United Way has in the community. I'm so excited to meet with people and learn what they are most passionate about in the community, and to share how the United Way impacts those areas," stated Harris.

She went on to say, "I haven't been here very long, but I can already see what a caring community this is. Everyone I have met is so welcoming and ready to share input on anything I might need. It's already starting to feel like home!"

Harris has a 15-year-old son, Brady, who loves football, video games and Corgis.

You can reach Harris at the United Way by calling (260) 356-6160 or by email at [jharris@huntingtonunitedway.com](mailto:jharris@huntingtonunitedway.com).



## Wendy Speakman

Director of Graduate and Professional Programs

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## HARTA annual dinner scheduled for April 12

Huntington Area Recreational Trails Association (HARTA) will hold their annual dinner on Tuesday, April 12 in Habecker Dining Commons at Huntington University. The event will be held from 5:30 to 7:30 p.m. Dress is casual.

The evening program will feature presentations from HARTA board members Eric Bruce, Dr. Janelle Maxwell Pflieger and Jeff Webb, who will speak of HARTA's path to 2030, recent and future trail events and association membership.

The cost to attend is \$25 per person or \$185 for a table of eight. Tickets can be purchased by mailing the completed registration form available at [www.harta-gotrails.org](http://www.harta-gotrails.org) along with a check payable to HARTA at P.O. Box 5005, Huntington, IN 46750, or by clicking the 'Buy Tickets' button on the website.

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**Cheryl McCoy**  
Branch Manager



## Huntington Trails Beer & Wine Festival, June 11

The Huntington Beer & Wine Festival is back this year and scheduled for Saturday, June 11. The festival will take place at the Huntington County Fairgrounds and First Merchants Heritage Hall, Hier's Park.

Tickets for the Huntington Trails Beer & Wine Festival can be purchased at <https://harta-gotrails.org/>.

The annual Huntington Trails Beer & Wine Festival is put on each year by Huntington Area Recreational Trails Association (HARTA). This is a wine, distilled spirits and beer tasting event featuring the products of many Indiana wineries, Artisan Distilleries and U.S. breweries. Music and food will be a part of the festival with local food trucks on hand offering plenty of food.

The board of HARTA invites you to sip your favorite wine, distilled beverage or brew and enjoy live music in a festive atmosphere. Mark it on your calendar, you will not want to miss this tasty summertime event!

Proceeds from the event will go toward development, maintenance and awareness of trails in Huntington County.

Sponsors are needed to help HARTA reach their goal of raising \$20,000 for the event. The group is also seeking donations for the raffle. If interested contact Kelly Frank at (260) 355-5103.

Sampling Ticket includes: A souvenir wine glass, tasting program, sample selections at each winery, brewery table, opportunity to purchase bottles and glasses from your favorites, appetizers, live music, prize raffles and access to lots of great food vendors.

Designated Driver Ticket includes: Live music, prize raffles, non-alcoholic beverages and access to great food vendors.

Group Rate available for 25 or more!

Tickets: \$25, Early Bird, on sale now, online only; \$30 in advance, April 1 to June 10; \$10 for designated driver; \$35 at the gate the day of the festival.

Tickets may be purchased at: First Federal Savings Bank, Huntington locations; Bippus State Bank, Hauenstein Road and Roanoke branch and online via <https://event.ontaptickets.com/>.

Follow the event on Facebook via <https://www.facebook.com/harta.gotrails>. For complete details visit HARTA's website at [www.harta-gotrails.org](http://www.harta-gotrails.org).



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## Chamber to hold financial wellness seminar, March 30

The Huntington County Chamber of Commerce will hold a financial wellness seminar on Wednesday, March 30. The seminar will be held at the Habecker Dining Commons on the campus of Huntington University beginning at 11:30 a.m. and commencing by 1 p.m.

The seminar will be presented by Justin Taylor of Lake City Bank, Indianapolis, and the seminar will be free to those who attend, compliments of Lake City Bank, Huntington.

As an employer, you know that a robust benefits package helps attract and keep the best people, but benefits are expensive and can be complicated to administer.

Data shows that financial wellness is a hot topic for employees, who often report feeling under-equipped to manage their financial lives. The consensus is that employees want to learn more. Even if you are prepared to pull together a program and recruit instructors, creating a financial wellness program from scratch could be difficult and costly.

This seminar will cover basic credit to include credit reports and scores. The seminar will also cover Health Savings Accounts (HSA) and how to contribute and the expenses an HSA can cover. Finally, the seminar will discuss ways to protect you and your employees from identity theft. Identity theft is becoming much more prevalent in today's world.

If you would like to attend this seminar email [skimmel@huntington-chamber.com](mailto:skimmel@huntington-chamber.com). The seminar is free as lunch will be provided by Lake City Bank.



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## Mark Your Calendars

### **HC Coffee Connections**

Wednesday, March 2, 2022

Habecker Dining Commons, Huntington University, 8 a.m.

### **Social Media Seminar**

Wednesday, March 2, 2022

Faith Community Church, 3615 N. Norwood Road, 11:30 a.m.

### **Financial Wellness Seminar**

Wednesday, March 30, 2022

Habecker Dining Commons, Huntington University, 11:30 a.m.

### **HARTA Annual Dinner**

Tuesday, April 12, 2022

Habecker Dining Commons, Huntington University, 5:30 p.m.

### **Huntington Trails, Beer & Wine**

Saturday, June 11, 2022

First Merchants Heritage Hall, Hier's Park

### **Heritage Days**

Wednesday, June 15 to Sunday, June 19

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