

She does the City

“Well behaved women never make history.” The Cupcake Girls

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Eight years ago, best friends Lori and Heather went against everyone's advice and started their own cupcake business. Today, they have stores all over the Vancouver area, more clients than you can ice a cake with, and their very own show on W network. Running a successful business staffed with friends and family, and struggling with personal challenges like infertility and maintaining sobriety, these women have their hands full. We asked the sassy pair about family, friendship, and, of course, baked goods.

Why cupcakes? Funny, everyone always asks us this...why not? is what we usually say back. Cupcakes was the vision that Heather had 8 1/2 years ago and it took almost 3 months for me to catch on. It really wasn't about the cupcakes, it was more about starting a business and fulfilling a life long dream.

Family and friends are at the heart of your business-that must make putting work away tricky. How do you de-stress and escape from it all? You can't really, you're surrounded by it 24/7. When you bring the personal into a business relationship, you can't make the mistake of taking the personal relationship for granted. It needs as much attention and effort as the business side, so it's really about making sure you always take the time out of the business schedule to have personal, family time.

Heather: your story of achieving sobriety while running a successful business is very inspiring. How does the business help support your sobriety?

It's not the business that helps me with my sobriety, its my change of focus. I focus my energy on my fitness regime and I love what it gives me back. I enjoy challenges and goals, so now it's about getting ready for my next triathlon and not when I'm going to have my next drink!

Lori, why did you decide to share the story of your infertility as part of the show? The very first time I walked into Genesis, the fertility clinic, and saw that it was standing room only, I realized that we definitely were not the only couple challenged with infertility. I also found that the information out there was either misleading or unavailable. So I figured if I went through the In Vitro process and shared my story on the show, that it would give other infertile couples the comfort and confidence that they could do it as well, and hopefully, bring more babies into the world and happiness back into their relationships!

Whose support has been invaluable over the last 8 years? Each others! Being in a business partnership...getting through the toughest times with your partner...means getting through them together.

Heather, after a day of botched deliveries, you had to tell your dad he could no longer be your driver. How awkward was the next family dinner after the demotion? When you have your parents as your employees, there can be many awkward moments. But we have overcome all of them, and at the end of the day we all know it's business and not personal.

What advice would you give to young women looking to be successful in an entrepreneurial business on their own terms?

Just do it! Really. Starting up a business isn't the hardest part, it's just the first hurdle. So, stop talking about it, and focus on bringing your idea and dream into a reality!

Lori, what has working with Heather taught you? Toughness. Be strong, never compromise and fight for what you believe in.

Heather, what has working with Lori taught you? Softness. Not that I like to admit it, but Lori



has definitely shown me that you can still get what you want in business by being patient and flexible.

What is your favourite flavour of cupcake? Lori: Koo Koo cupcake (coconut cake with cream cheese icing) and anything with a marble cake (vanilla-chocolate cake)! Heather: carrot cake and red velvet! But maybe that's because I love the cream cheese icing on top!

Who has been your most exciting client? Our loyal customers from day one. Getting to know them and being a part of their celebrations over the past 8 years!

Have you ever gotten in a fight over icing flavour? I guess you will have to stay tuned and watch for it in an upcoming episode!

What is your favorite way to spend a Saturday in Vancouver? Lori: depending on the time of year... as much as possible. I like to head up to Whistler and play outdoors, whether it's skiing, hiking or mountain biking! Nothing like getting out of the city for 2 days! Heather: Definitely take my dog for a long run in the trails, and host a dinner party! I love catching up with my friends and hosting a dinner party on the weekend!

The Cupcakes Girls is produced by ForceFour Entertainment. Watch The Cupcake Girls on W Network Sundays at 9 pm.