



Fact Sheet

- Julie Swatek founded ScrapYourTrip.com from her spare-bedroom in what she calls her bunny slippers in 2002. (Bunny slipper pictures available upon request)
- The concept for ScrapYourTrip.com came to Julie while vacationing in Utah. Armed with an ever-so-familiar yellow and black covered copy of "Starting an Online Business for Dummies," Swatek became self taught in e-commerce.
- Julie worked previously as the Financial Reporting/ Budgeting Manager for Crossroads Hospitality Company, a division of Interstate Hotels and Resorts.
- ScrapYourTrip.com has more than 20,000 customers in over thirty countries.
- ScrapYourTrip.com has gained recognition in media outlets such as The Orlando Business Journal, The Orlando Times, Diva Craft Lounge Radio, Scrapperstalkradio.com and Women in Business Entrepreneur Radio to name a few.
- In May 2006 ScrapYourTrip.com was awarded the Scrapbook Retailer Award from Scrapbook Retailer Magazine for their innovative approach in building the scrapbooking community.
- In April 2006, ScrapYourTrip.com was honored by the United States Postal Service for shipping the most packages out of the Orlando, Florida region.
- The United States Postal Service is extending this honor by creating a mailing box specific for ScrapYourTrip.com in Julie's name. The "Julie Box" would be the second box created by the USPS especially for an e-commerce business, with the first known being E-bay.
- ScrapYourTrip.com is based in Orlando, Florida and currently employees a wonderful and dedicated team of thirteen.

The Product

- ScrapYourTrip.com carries a wide selection of hard to find scrapbooking theme specific items for scrapping your trip through life. Their base is vacation and trip specific, however plans are underway to expand into other themed areas.
- ScrapYourTrip.com provides personalized customer service by handwriting personal notes on each order. In addition, they personally answer their phones and deal with customers one on one.
- Shipping turn around is approx 24 hours upon receipt of order.
- Also offers items for themed specific sports and active hobbies.

Their Customer

- Moms making books for their family activities
- Grandmas making books for their grandkids
- Military families making memory books for loved ones
- Newlyweds making honeymoon books
- Travel books that run from high school kids on study tours to retirees traveling the world

The major unifying theme of ScrapYourTrip.com customers is that these are women that have a lot on their plates. They work, have families, go to soccer, dance, travel and scrapbook. The majority of them view crops as a way to take some time to socialize with other busy women. They scrapbook as a way to preserve their family legacy.

For more information or to set up an interview, please contact Julie Swatek's Executive Assistant, Charis Brookshire: Charis@ScrapYourTrip.com, 407-351-1501 x 121



Julie E. Swatek, Founder and President

Julie Swatek is the president and founder of Scrap Your Memories, Inc. home of www.ScrapYourTrip.com the most popular e-commerce website specializing in theme specific scrapbooking stuff including vacation, sports and military supplies. She founded the company in 2002 out of a spare bedroom in her house. Under her guidance, the company has grown to \$1 million in revenue and employs 13 associates.

Prior to founding her company, Julie was the Financial Reporting/ Budgeting Manager for Crossroads Hospitality Company, a division of Interstate Hotels and Resorts. She credits her business background with giving her the financial know how to successfully grow her company.

Julie prides herself on running a company that puts people ahead of profits. She is governed by the philosophy that when you take care of your customers, the profits will take care of themselves.

In addition, www.ScrapYourTrip.com has allowed Julie to provide a flexible employment environment for other working women. Being a working mom herself, Julie understands the difficulties of balancing the demands of both work and home. Several of the ScrapYourTrip.com employees are working moms who complete their shifts during school hours. She has also provided first jobs for high school students as well as creating opportunities for designers and accountants just out of school.

Julie believes in giving back to her community supporting Breast Cancer awareness campaigns such as Relay for Life and Crop for the Cure, the Red Cross, Jerry's Kids and the Freedom Alliance Scholarship Fund who provide scholarships for children who have lost a parent in active military duty. In addition, www.ScrapYourTrip.com offers free shipping to military APO/FPO addresses and routinely donates merchandise to charity crops large and small.

Julie firmly believes that you can run a successful business with your heart and hopes that her example will inspire and empower her employees to dream big in the future. She resides in the Metrowest area of Orlando along with her husband, 6-year old daughter and 3-year old son.

For more information or to set up an interview, please contact Julie Swatek's Executive Assistant, Charis Brookshire: Charis@ScrapYourTrip.com, 407-351-1501 x 121



Customer Testimonials

For busy moms like myself, this is the best thing that ever happened to me. I love the variety of stickers, papers, embellishments, etc. I can shop, shop, shop with just a click and in a matter of days my stuff gets delivered to my doorstep. Scrap your trip is simply Awesome!!! Every time we take a trip, I can't wait to get my pictures and go into the scrap your trip website to match whatever destination we headed to. They have it all and great pricing too!! This is by far my most favorite website!!

- Geisa Gonzalez- Albacete Miami, FL

I wish to thank you again for your excellent sales and delivery service, fancy having to go to the USA to get great Aussie papers. Thanks again for a terrific service - here in Australia we would say it is "bloody fantastic". - Lorraine McDougall, Australia

Everyday I am more and more amazed with you guys and the personalization and attention to detail. The gifts of new paper from the show were very thoughtful and I LOVE them...but the handwritten card....a generation lost...how wonderful to receive....we take so little time to do that for our loved ones. You guys are a class act all around. Thank you again, I look forward to many years of business with you.

- Sherri Jensen Apple Valley, MN

I just wanted you guys to know how happy I am to have found your site! I will be a loyal customer forever! I just placed my second order, as I am thrilled with the service I received on my first order and with your selection of cruise/tropical stuff. My local scrapbooking store does not have such a great selection of tropical-themed/travel/cruise items, so I am so happy to find you! Please keep the new items coming and keep up the great work! - Jennifer Sheridan Denham Springs, LA

Just so you know, I work for a scrapbook store and whenever our customers are looking for something I know we don't carry, I send them to you. I know that they appreciate my referring them to someone who has the same level of customer service that we do and a FABULOUS selection of product that my store can never hope to duplicate. I am so glad that you are successful at what you are doing and that you'll be around for a long time to come. - Sue Stoughton Chicago, IL

I have ordered from this site two or three times lately, in preparation for a big project that I have coming up. I have been VERY impressed with their products and their service. I have been SDU trained and have a part time job in scrapbooking although I am a teacher by day. I have to say that the thing that surprised me the most were personal notes from the staff with and following my orders. They have a wide selection. Travel is their specialty, but they certainly aren't limited to that. I have given their website to multiple people since finding them on the internet. - Jill Hanna- Angola, IN

While I was in Orlando last week, we took a day and hunted some Scrapbooking stores. I had a name called "ScrapYourTrip" and we hunted and found it. Little did I know that it was a warehouse, not a store. I knocked on the door, not knowing, and someone came to the door. I explained that I was from Tennessee and we were out looking for scrapbooking supplies. I asked if I could get an online address since it was a warehouse. Well, you would not believe what happened next. They asked me to come in, sit down and I could look online and order while I was there and they would pull it. You would not believe how nice and gracious these ladies were. The owner came out of her office and introduced herself to me. I was so tickled with the way they treated me. They didn't have to do that for me. Anyway, I ordered from their computer and they pulled the items while I waited. To shorten this story, I hope all my scrapbooking buddies will go to their site and order from them. They are the nicest people and I want to tell everybody about how they treated me and hope that you'all will order from them. Here is their site:

www.ScrapYourTrip.com- Caroline Mantooth