



United States Senate
WASHINGTON, D.C. 20510

RECOGNIZING: MOUNTAIN MADNESS SOAP

Mr. RISCH. Mr. President, the challenges of the COVID-19 pandemic have not been easy for small business owners and their employees to overcome. Throughout the pandemic, many were forced to temporarily close their doors. Those that reopened had to innovate their business models to comply with local guidelines and public health mandates. As we turn the corner on the COVID-19 pandemic, I am proud to relaunch Support Local Gems, a statewide initiative, on May 21st to encourage Idahoans to support local small businesses in their communities. This month, as a senior member and former chairman of the Senate Committee on Small Business and Entrepreneurship, I will honor six small businesses located throughout the State of Idaho. I am pleased to honor Mountain Madness Soap in Coeur d'Alene as one of the Idaho Small Businesses of the Month for May 2021.

Mountain Madness Soap is a specialty handmade soap and bath products company founded by Jennifer and Andy Morsell. The business began with Jennifer's hobby of making organic soaps in her kitchen and giving them as gifts to friends and family. The enthusiastic reception she received inspired Jennifer and her husband to start their own business selling the soaps at local farmers markets and craft fairs. The pair eventually moved to Coeur d'Alene, where they opened their first shop. The business quickly found success as demand soared for their locally-sourced soap and bath products. Finding themselves unable to keep pace with demand, the business expanded into a larger facility in 2016, enabling them to increase the size of their retail space and expand their production and fulfillment facilities.

To overcome the challenges and restrictions of the pandemic, Mountain Madness adapted its operations to continue serving the community safely. Jennifer and Andy kept the store open by implementing face mask requirements for employees, rigorous sanitation of facilities, and by adding curbside pickup and at-home deliveries. Jennifer and Andy made the safety of their customers and employees the top priority. They adapted quickly to new challenges and developed ways to bring their products to their customers. And through that quick and innovative response, they managed to grow their business despite the hardship. Mountain Madness continues to support its fellow Idaho small businesses by purchasing locally-sourced product materials from other small businesses.

Congratulations to Mountain Madness Soap on being selected as an Idaho Gem for the month of May. You serve as an example in your community and are an outstanding example of what it means to be one of Idaho's Local Gems.