



# *News Release*

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## **SBA Announces Annual Award Winners**

### **Isamax Snacks Founder Named SBA's Women in Business Champion of the Year**

Augusta, Maine – Amy Bouchard of Isamax Snacks has been selected to receive the U.S. Small Business Administration's 2014 Women in Business Champion Award for Maine. This award is presented to a woman who serves as majority owner for a small business with at least a 3-year track record.

"Amy's success shows that with a great idea, and a passion for quality products, there are no limits to how far a small business may go," said Marilyn Geroux, SBA District Director for Maine. "Her success is also a testament to the progress made by women as business leaders in the 60 years since SBA's creation." added Geroux.

Isamax Snacks is located in Gardiner, with retail locations in Farmingdale and Freeport. The company was started in 1994 by Ms. Bouchard as a home-based business. In the 20 years since then, the company has expanded to 30 employees, with over 20 distinct varieties of whoopie pies under the name of Wicked Whoopies. The desserts created by Wicked Whoopies have been featured on nationally televised programs such as Oprah and Good Morning America, as well as local media outlets such as 207.

Ms. Bouchard was nominated for this award by Lorraine Boston of The Bank of Maine, and will be honored at an SBA celebration luncheon on June 17, 2014 at the Hilton Garden Inn in Freeport.

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