

Using social media to her advantage



COURTESY
Citori Kramer, owner of The Twisted Cactus, has a thriving business she has created out of her home near Stapleton.

Megan Amos

Citori Kramer, 17-year-old daughter of Frank and Kayla Kramer of Stapleton, is the proud owner of The Twisted Cactus, a thriving business. Citori creates and designs beaded jewelry, T-shirts, shoes, and vinyl cups with western aesthetics. Along with her business, Citori raises pigmy goats and is active in FFA, basketball, and National Honor Society at Stapleton High School.

Citori created her business the summer of 2020. She was 15-years-old and

bored during the COVID-19 quarantine. She had seen many beaded necklaces online and wanted to try to make one herself. After purchasing the materials and designing a necklace, Citori loved it. She showed all of her friends, and soon they were requesting necklaces. At this point her jewelry spread by word of mouth. Citori decided to make an Instagram account two weeks later because she was getting so many requests for necklaces. She chose the name Twisted Cactus because she loves Cacti. Using Instagram her business

kept growing, so she created an Etsy to sell her products on. After her business outgrew her room and the garage, she moved into an old office within her father's shop. Her business continued to grow and in November of 2021, The Twisted Cactus became a state official business and she created a website.

Today Citori is still growing her business, with almost 8,000 followers on Instagram and 1,000 followers on Facebook. The Twisted Cactus is also featured in boutiques, Town and Country Western Wear in North Platte, and Country Envy in Stapleton. Her business is completely mobile as well. With an enclosed trailer Citori can travel to rodeos, shows, fairs, and other events to sell her merchandise. The Twisted Cactus was at the Logan-McPherson County High School Rodeo and she took in \$1,200. Additionally, The Twisted Cactus is very successful with online sales. Citori averages 5-10 orders a week, and has shipped to 47 of the 50 states. On top of this she has shipped to Canada and Australia.

It takes Citori 15 minutes to make one beaded necklace. All of her products are inspired and named for Country music artists and songs. Some of her necklace styles include a 13" and 24" choker, long necklaces, authentic turquoise, and Navajo pearls. She has over 100 different styles

to chose from. Her vast selection of products also includes, rings, anklets, bracelets, earrings, painted and beaded shoes, vinyl cups, and T-shirts. She also does custom orders for only a \$3 extra fee. She sends out a normal order within two days of the request, and customs take one to two weeks depending on the request.

Citori said that her favorite part of The Twisted Cactus is when she sees girls with her product that she has never met before. It makes her proud to know that strangers love her product. She believes that she has used social media to her advantage, and this has been one of the most significant factors in The Twisted Cactus' growth. Right now, Citori's favorite product is The Outlaw Choker, which is a hot pink, 15" choker. She also likes authentic turquoise and Navajo pearls.

Citori has been featured in the *Inspiring Teen Magazine* for her incredible business, and has many future plans to keep it growing. Citori plans on going to college to get her Veterinarian Technician degree next year, but plans to keep The Twisted Cactus going while she is in college. She also has a plan to get more involved in T-shirt making.

Citori would like to give a big thank you to the community for all the support they have given her. She would also like to thank her five Brand Am-



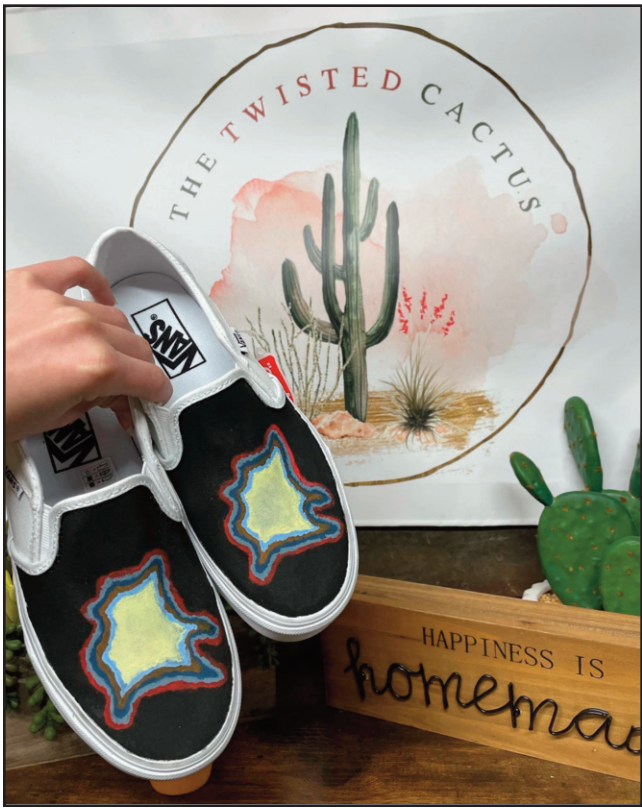
COURTESY
One of the display racks full of Citori's necklaces that she hand makes and sells around the world.

bassadors for promoting her product.

To purchase some jewelry and other western apparel for the rodeos and county fairs coming up you can go to www.shop-thetwistedcactus.com.

Follow The Twisted Cactus on social media too, so you never miss new styles!

Instagram: [the_twisted_cactus](https://www.instagram.com/the_twisted_cactus) Facebook: The Twisted Cactus - Citori Kramer



COURTESY
A pair of hand-painted shoes Citori made for a customer. She has many original designs she sells on several different platforms.

MARCIA HORA

The small animal shot clinic in Stapleton was a great success as area residents took advantage of the shots provided by Bierman Vet Services of Arnold. Villagers were able to license their dogs as Village of Stapleton Clerk Stacey Anderson, was available to complete paperwork and issue tags.

At the regular Village Board meeting on June 8 it was reported eight new trees had been purchased and planted in the Stapleton Park. Two were in memory of Cindy Vasquez, one in memory of Dan Harwager, and one in memory of Sara and Ora Barnum.

Ten new trees were also donated by Upper Loup Natural Resources District.

Old business included a

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MARCIA HORA - THE STAPLETON ENTERPRISE

It was a one stop shop in the Stapleton Park, Friday, June 10, as Village of Stapleton Clerk Stacey Anderson was on hand to license dogs and Bierman Vet Services of Arnold provided rabies, distemper and Parvo shots for pets. Dr. Bierman said there was a great turnout and early in the morning there had been 47 dog licenses issued. Steve and Cherie Kramer and their grandson, Keegan, were able to license their dogs, Lilo and Stitch.

Event Calendar

June 17 - Poker Night, 7:00 p.m., Vet's Club
June 20 - Poker Night, 7:00 p.m., Vet's Club
June 21 - Hello summer!
June 24 - Poker Night, 7:00 p.m., Vet's Club; Sr. Friendship Club, 1:30 p.m., Stapleton Community Center
June 25 - Stapleton's On Sale. Deadline to advertise is June 17. Please call 308-636-2444 with your listing.
June 27 - Poker Night, 7:00 p.m., Vet's Club

Village board filing deadlines

Logan County Clerk Debbie Myers reminds constituents the filing deadline for village board is approaching.

The filing deadline for incumbents is July 15 and for non-incumbents August 1.

Village of Stapleton board members up for election are Dan Beckius and Amber Tatman. Both have filed for re-election. Non-incumbent Steve Kramer has also filed.

The terms of Janice Buker and Carla Wardrobe are up for election for the Village of Gandy. No filings have been received.

Those wishing to file for a position may do so by contacting the Logan County Clerk.

Weather

DATE	HI	LOW	MT.
5	84	50	0
6	84	55	T
7	83	58	.34
8	74	49	.40
9	76	51	0
10	78	54	0

Fog was observed on June 5, 6 & 7; Thunder was heard on June 5, 6, & 7. Quarter size hail was reported in Stapleton on June 6. Hail size and damage can be reported to 636-2307 as proof to an insurance company. Hail sizes are referred to as pea, small marble, various coins, balls and grapefruit.
Remember - "when thunder roars, go indoors." If you can hear it, you're close enough to be struck by lightning.

McPherson Co. News



• *Over The Hills*
• *Graphic Files*
• *Senior Meals Menu*

Notices



• Notice Of Incorporation Plus W., Inc
• Estate Of Sara J. Barnum
• Village of Gandy Proceedings
• Notice Of Organization Coco Electric LLC
• McPherson Co. Comm. Proceedings

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