



# Stick Boy Bread Co

## Stick Boy Update from Carson and Mindy

**Twenty-two years ago, Mindy and I started Stick Boy Bread Co, with no idea what we were doing,** in a 1,000 sq foot hole in the wall, with two employees and around 100 customers a day. Stick Boy has now grown into three locations in Boone and over 100 employees. We have worked hard to develop a wide menu including artisan baked goods, delicious sandwiches, and creative coffee drinks that can compete with the best bakeries and cafes in the country. But beyond the numbers and products, we are most grateful for the way we have been supported by and integrated into our community. **Our goal is to consistently send people out our doors happier than when they arrived** by providing friendly and attentive customer service, a welcoming atmosphere, and a place where people come and expect to run into their friends. Because of the support of our community and the hard work of our employees, we are able to give back to our community and local organizations with food, gift certificates, finances, and time. Our team at Stick Boy comes alongside others and works hard to make Boone a better place to live.

I am truly blown away by what we have been able to accomplish together as a team. I am grateful for every employee who seeks us out, buys into our vision, finds value in serving and creating, and makes us who we are today. **With that said, there are four employees who have committed to Stick Boy in a unique way, having spent most of their careers growing the business and our team into what we are today: Abby Willis, Brandon Kop, Lisa Pearce, and Michelle Bollman.** Abby and Brandon were our first two employees, the heart and soul of Stick Boy, and 22 years later are still leading us forward. Lisa joined us just a few years later, and ten years ago was the founding GM of Stick Boy Kitchen. Her ability and drive are the only reason Stick Boy Kitchen exists, and we are all glad it does! Michelle joined the Stick Boy team unexpectedly 13 years ago and became a manager at the bakery when Lisa left to open Stick Boy Kitchen. She has since grown in her role to become the GM of the Bakery and Bakehouse and is an incredible team builder. **I'm happy to announce today that they have now all been brought into Stick Boy Bread Company as part of the ownership team.**

This decision is a recognition of their commitment and efforts in building Stick Boy, and **Mindy and I could not be happier to welcome them in as co-owners.** They have become the face of Stick Boy through the years as they each have their role in the business and in the community. They represent Stick Boy well and build community in everything they do inside and outside the business. We are grateful for them and amazed that we get to be part of such an amazing team. As always, we are grateful to be part of an amazing community and are so thankful for your continued support of our businesses.

Sincerely,

Carson & Mindy