# Audio file

[Angie's BOOMCHICKAPOP Angie & Dan Bastian (2019).mp3](https://1drv.ms/u/s!AMhVeraEIITCz10)

# [Transcript](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hey everyone so some great news because starting April first we're going to be releasing not one, but two episodes of how I built this every single week. But in order to prepare for that, we've got a lot of work to do to get those episodes out to you. So in the meantime, we're gonna run a few repeats, including this one that was recorded in the summer of 2019. The team and I travel to St. Paul, MN.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[To do a live show with the founders of Angies Boom Chicka pop, we all had a ton of popcorn that night. They were actually bags of their snacks everywhere and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[As you're here.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We also had an incredible time with them on stage. It's a really fun and amazing story, so enjoy.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You went to a bunch of banks and what did they say were they were they eager to lend you the money? No.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You went to bank after bank and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:55](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:55 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They just said what?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:56 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Somewhere more.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:00:57 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Open to discussing than others and you know, we eventually found a partner that worked with us and lent us the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:06 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Money. And what did you have to? What kind of collateral did you have to but you said?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You had no collateral, So what?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:10 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, probably receivables and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:13 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Personal guarantees, which was our home future earnings.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:14 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Personal guarantees.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:19 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Everything but the minivan.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:29 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I'm Guy Raz, and on the show today, how Angie and Dan Bastian went from popping kettle corn in their freezing Minnesota driveway to building an international snack brand worth hundreds of millions of dollars.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:01:58 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So there's a piece of career advice that I've always struggled with because it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:02:02 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Feels a little hollow and the advice is to follow your passion. For starters, not everyone has an obvious passion and then not all passions are easily translated into sustainable careers.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:02:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But if you've heard most of the founders on this show, you might conclude that all of them pursued their passions like James Dyson trying to build better vacuum cleaner. Right? Well, in fact, they are all passionate about what they created. But for the most part, the passion came after the product came into being. And in the case of.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:02:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Angie and Dan Bastian. Neither Dan nor Angie ever had a particular love for popcorn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:02:42 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[1.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:02:43 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, they liked it, but it wasn't their passion, at least initially. The idea behind buying a kettle corn kit was pretty simple. They needed a way to earn extra money to save for their kids, college funds and popping and selling kettle corn seemed like a reasonable way to do it. So in 2001.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[After Dan literally saw an Internet ad for kettle corn equipment, he convinced Angie that they should go for it. They could launch it out of their garage in Mankato, MN, and then, you know, sell the popcorn at Little League games or in parking lots.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And that was how Angie's Kettle Corn was born. It would be the beginning of a grueling grind, the long hours, the freezing cold days, the crushing debt, and the stress on their marriage and finances.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:34 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But 16 years after that Kettle Kit arrived, Angie.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

['S boom chicka.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:38 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Pop sold to a huge food conglomerate for 1/4 of a billion.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Dollars. It is like many of the stories on the show, seemingly improbable to people.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:49 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[With no business.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Experience no connections, no real passion for popcorn still managed to build an incredible company.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:03:57 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And a few weeks ago, Dan and Angie told me how they did it in front of a live audience at the old White Concert hall in St. Paul, MN.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:15 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:16 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Those are our.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:17 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Rowdy friends. Proud, huh?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[These are your people.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So, welcome. Thank you for being here and we want to start with you and then we'll obviously get to when, when the two of you met. You grew up in Indiana. You grew up.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think mainly on a farm in a in a Mennonite community. Can you tell us a little bit about your childhood and and your?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:35 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:41 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Upbringing. Sure. Well, my parents were very young. They were 18 and 19 when they were married, and 19 and 20 when I came along and they lived in a trailer.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:53 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[In the back of my grandparents yard and on the farm.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:04:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And my parents met at Mennonite High School.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:01 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And and so growing up, you went to the Mennonite Church and you were really part of the Mennonite community.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:06 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I was culturally, religiously, socially, all men and I.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:10 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And and just for people who aren't familiar with, you know, with.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Men like culture.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What? What does that mean? I mean, obviously, modesty. Right. And so like?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:18 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Did you? I don't know. Watch TV and go to movies and do all the do.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All those things as a kid.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:22 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I got to go to a movie when I my first movie was the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:25 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Sound of Music, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:27](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right, little risky.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:28 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And I married a Catholic. No, it was. It was very sequestered. It was very protected. I was very loved and cared for and very simple. And I didn't know I was an oddball until I, you know, until I was 28.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A little different upbringing.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:36 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Sure.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And. And so you grew up in Goshen, IN Dan, you grew up in in Mankato, right? I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:57 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's where, that's where.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:58 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[From.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I grew.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:05:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Up in Mankato, third of four boys.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was kind of chaotic at times in our household, I'd say fun in a good way. Heading loving parents had an incredible experience growing up, very competitive. All of us boys played sports, so few heads were throwing through the wall.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, and and and were you were, I mean, tell me.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A little bit about.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:26 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[About your school like, were you good student in?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[School.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:31 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Are you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, I did. I loved school and but I grew up in an environment that didn't necessarily encourage me to go to college. And, you know, wasn't until my my Aunt Christine in Colorado Springs said to me when I was 19. Like, why aren't you in college and?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:06:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I I was the first time anybody in my family said that they thought I had some potential or I believed them to think that I had some potential.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:01 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because you did not have an any intention of do.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:04 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:05 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I didn't know what I didn't know. What? You know, I I just said, Oh my gosh. You know, you think I could go to college? And she said, of course, you should go to college. And I enrolled. Well, I I took a chemistry course that summer just to prove to myself that I could do it. And I got AB. So I was like, OK, I think I can do this. So I'm going to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:07](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Huh.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:23 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[College.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:24 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And then how about you I?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Mean. I mean were.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:26 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You would the school come easy to you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:29 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, I mean it was hard. I I I probably would have been diagnosed as ADHD back in the day. I you know, it was just hard, harder for me. Fortunately I had, you know, my mom was really great about keeping me, keeping her finger on me to kind of get me through.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:48 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[School and I had two really smart older brothers that allowed me to get into a really great school, St. John's University, so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:07:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you when you went, I think you said history in college and yeah. And was your. And then you you finished when you finished college was your idea to become a teacher.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:08 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Toward the end of my senior year, I think I did a like a month long little internship in a classroom, and so I just love the kids. I kind of realized it was my passion and I was really good at it and I could kind of manage the classroom how I wanted to rather than being told, you know, this is how you need to teach and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:27 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I I think I really connected with the kids.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:29 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Or in a in an entirely separate universe. Angie, you went off to study nursing and you end up.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:36 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[In in Santa Fe, right or or in Gallup in Gallup, NM. How and and was that to begin your work as a as a you are a psychiatric nurse?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:41 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Gallup new.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I was just. I was working in Atlanta at Georgia Mental Health Institute, and I was interested in transcultural healthcare. And so I got a traveling nursing position.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:08:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Which was in Gallup, NM, and they had the contract for Indian health and with the Navajo tribe and the Zuni tribe for their inpatient psychiatric care. And I was like, I'm going there. I wanted, I want to. I want to see what this is like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:11 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, and you also, Dan, end up in Gallup, NM.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Teaching high school, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:17](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:19 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I had a family. A relative that was working at the hospital in Gallup, NM, and I I ended up moving down to Gallup to teach at the high school. And just so happened that and she was working at the same hospital where my uncle was. So that's how.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We met. You met your uncle like, oh, he introduced you or you just.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Met at the hospital.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:37 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Adam Rogers kitchen.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Uncle Rogers kiss you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:41 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, OK this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Is my jaw was broken? I had broken my jaw so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:45](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wait, what?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How did you do that?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:48 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, there's a lot to this story here.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:51 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I don't know. I don't. I was not eating well, that's I fainted in the elevator and fell on my face and broke my jaw. I felt I was wired shut and my friend Raymond, who was the social worker at the hospital, was a good friend of his uncles. And he said let's go over and hang out at Roger's house. So we went over to Roger's house. We hung out and my.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:09:58 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Oh. Oh my God.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:11 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's always wired, Chuck and Dan said immediately. Ohh, you broke your jaw. I broke my jaw in college.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:16 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Broke your jaw too.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:20 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So when I was in college, I was playing baseball. I got hit by a line drive. And so Angie, I could relate to her, like when she walked. When I walked into the kitchen, her jaw was wired shut. And it's like, I know what she's going through. She's blending food. She's like, doing all that. So that was kind of our connecting.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, awful. It's just awful. So you bond over this right away, right away.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Job broken job. Job discussion.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:43 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, it's awful, right? So we there was a group of people that lived in Gallup that just would hang out together. You know, if scallop is a.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:10:51 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Very difficult place and a lot of people come in and work in the schools and the hospitals and there was a group of us that were there doing that and we would just go hang out and do happy hour every Friday night and we kind of got got to know each.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Other that way.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So start hanging out. Eventually you guys become a couple and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:11 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think within like 2 years of meeting, you got married, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:12 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, become.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:14 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. We had a destination wedding in Taos, NM, where we just kind of had all a small wedding but had friends and family.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:21 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Women watch us get married. Shoot.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think a year later your daughter is born 95. You guys moved to Santa Fe for a brief period and then you eventually moved to Florida. Your young couple and you've got a child and wife, two kids at that point or your son was born. Your son is in Santa Fe. Why did you move to?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:27 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:38 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Two kids. Two kids. Yeah, Sam's born in San Jose. Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:44 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Florida.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:45 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We just kind of said, hey, you know, maybe it's time to get a little closer to grandmas and grandpas. My family was in Sarasota, FL.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Your families in in Sarah?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:53 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:54 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So you move there, you start working for a clinic in Sarasota.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:11:57 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A clinic. Yeah. Coastal Recovery Center, which is a mental health.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Clinic and Dan, what did you do in Florida?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:03 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I stayed home with the kids, got to spend incredible time with them, and I also at the same time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:13 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Started the entrepreneurial process and we I started a.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. What do you mean?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[By that I mean because you're, you're the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:20 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Lead parent, right you are at home and and Angie and just working.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:24 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Outside the home.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:24 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. So one.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:25 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Day a week I'd go work at this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:27 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Of course, and and just Mom would take care of Annika and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:30 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Trip.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:30 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What would you do?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:31 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[At the golf course.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:31 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I just slept bags and carts and I was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:35 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Just a cart, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:37 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I wish I was good at, I guess, and and I got free golf, but I started this golf business where I'd set up tournaments for corporations. I didn't get real far with it, but I only had one or two tournaments.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:39 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And he got free call.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:49 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think, but it was it was just kind of a good experience of.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:12:53 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because Ange and I had started thinking about, you know, can we do something together? Is there an opportunity to do something together? And so we had some other ideas flowing through our heads.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:01 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:01 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But you would basically kind of start to think about, hey, you know what, what could a business be like? What could it look like this, like, idea started to kind of enter your mind?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:12 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I got a lot going through my mind, guy.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:15 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I I I.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:16 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I don't. I don't know if I was really, like, focused on anything specifically other than.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:20 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you know and and I wanted to do something together. We didn't really know what it was. We were thinking food at the time, not popcorn, but like food, restaurant Co-op, cafe type thing where we could do it together and we could.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:24 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:26 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:36 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Have this sort of restlessness about ourselves, like we and and like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:38](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[When one adventure doesn't work, we're on to the next adventure like let's go back to Minnesota. Let's go to Minnesota. I I loved Minnesota.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Where you're from? Yeah. And you guys decide. Let's go to Mankato. You want it to be near your family?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:13:54 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. And so we decided to to move back to Mankato. I got back into teaching because when we moved back, we were thinking of, like I said, opening up a like a cafe or some type of food place. And we just realized it was going to be too expensive. We weren't prepared for it. So we got back into our careers. I got back into teaching and she got a job with the state.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:14 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hospital.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right, so you're back in Mankato and what? What is this idea for kettle corn?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Not even how did that even happen? Like you're going to your job. You are a nurse. You're working at the clinic, right? And you're teaching.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:30 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Can I just tell you that what we were doing all of that right, like successfully employed everything and yet we said, oh, you know, we don't have any savings. Like we got to figure out a way.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[To put some money away for our kids as college fund, we have to figure out how to create something here so that we have.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:48 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Have money because we both just absolutely valued education, right? Like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you had a six year old and a four year old or three-year old. Yeah. OK great.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:14:55 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[3:00 and 5:00 at the time, 3:00 and 5:00. Right. So we like. We haven't started yet. Everybody's already got a college fund and a 401, whatever that is. 409. We don't have anything. We don't have anything. We let's do something together. And so Dan was like, OK, we'll figure something out.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you don't.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Have the cash right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:06 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:08 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Frank.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:12 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. So I'd go. I'd be teaching you in the day, and then, Ange, would I'd get home and and would go into work at 5:00 to, like, 1:00. So at night time, when the kids were bad, I'd go online looking for different businesses and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You would just search your search.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:26 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And what? What did you, what did you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:29 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Come across so yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Businesses.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:35 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like what you would type things into Google like this is early Google you type in like early Google you type in like how can I make money from?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, yeah, this is it was real.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:43 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A side business like what were?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You. What were you? What?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:46 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, or your search parameters, you know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:15:48 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I don't know I, but I somehow this guy has stumbled across a site that said make thousands of dollars every weekend or day, popping kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Which is like a total scam.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:02](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But he scams you seem like like make thousands of dollars selling kettle corn and you thought.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:07 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A lot.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:10 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Eureka.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:11 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Eureka. You got Eureka.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:14 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, $10,000 into it, we realized this is a potential scam, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, but I mean I.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:20 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Mean. You see, you see this and you think, yeah, this is cool, like and. And what are what are the sites?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:26 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Say like it just it had popcorn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I just like I said answer, call Angie up and it's probably like 11:00 at night. And I said and she's at work and I said and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:39 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Pause me at work.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[This is something we could do on the side. I'm a teacher. We could do this on the weekends. During the summers. You.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:49 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Know we could pop.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:50 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[With this $10,000, you'd get a kettle.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:51 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wait, wait.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was $10,000 to invest in equipment.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, something like that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:16:56 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But I I remember distinctly the phone call. I'm in the middle of maybe a takedown or something, like a medication for a patient.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Ohh man.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's severe and that the phone call your husband's on the line. So I run back to the nurses station and he's on the other end. And he says, Ange, what do you think about kettle corn?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:17 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I'm like, I like kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:20 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I didn't even know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:20 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Can I call you back?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:20 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What it was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:22 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I mean, I didn't, I I really, I mean I I don't. It was I thought of it as popcorn. I knew it was kind of like sweet and salty, but I don't know if I had ever tasted it, but it looked like a cool side adventure where we could make thousands of dollars every weekend.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:30 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Of course, of course. No brainer. So. So what did you do? Did you did you order? Like, what did you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:44 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Order. We called them and we bought it on a credit card like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:47 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Everyone else and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:49 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We bought it. We we got a key.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:50 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know a tent. You know, if you go to a fair, one of those outdoor kettles and all the equipment, a table, it it probably wasn't worth.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:52 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Outdoor one.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:17:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[8 or 10,000 but we it was already a prep packaged deal that they shipped to us, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They ship you, so it's a big kettle and you and and basically instructions on on. You know the proportions of sugar, salt and oil, no.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:11 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, didn't have that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It didn't even have that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:13 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, no, no. But it was this. To be fair, it was this couples out of Gig Harbor, Washingtons, their own entrepreneur ship, sort of like they were building these kettles and these packages to sell to kettle corn vendors. And they were making a business.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Oh my God.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:22 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right, right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:29 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:31 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, what does?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Out of it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The kettle look like is it. Is it? Yeah, it's like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A big it's like, I don't know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:37 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How many quarts is it like?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, it's, it's. If you go to fairs, you see people stirring and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:39 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Huge 120,000.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:41 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:41 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And that's what it was. It was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, yeah, yeah. Open flame. No. No. Open flame. Propane. Open flame. It's like 500°, right? Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was a.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:43 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hand, OK. And you plug it into electricity? No. Open flame. Oh, gotcha.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So do you remember, like, unpacking this stuff and like looking at each other and say, let's make kettle corn?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:18:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's exactly what we did. We in fact we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And now this seems.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:03 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Far fetched but it worked. It really worked.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:07 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wait, no. So you unpacked the soda stuff arrives.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:10 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A semi truck pulled up and couldn't go down our alley. Our alley was too small so it pulled up on the street outside and we had to haul these things up the alley to our little like garage that was in the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:22 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Alley. We were on the phone. That first batch or five batches with the couple who had sold us the equipment.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:23 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:24 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:29 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Trying to figure out how this worked so it was just it was a.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Little cat, we burned the 1st 2 batches and then after that we had it down and then we just like tweaked the recipe. It was really.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:35 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was great. It was great.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Good.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was great and it's basically a a kit.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:43 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That you could go and sell kettle corn and just.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:46 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Out of curiosity.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Could you? I mean, at that point could you just set up the tent and sell it or did you need?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:19:51 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like a permit and all that stuff. No, no. We need it. We had to. We I started. That was my job to do the research. Like, get this, get us license, get the health department or whatever. And we, you know, we had to actually find a place that would let us pop and sell.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:05 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So that they could inspect us.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:06 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So what was the 1st place that agreed to let you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:08 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Set up a tent.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:09 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Rainbow food and in front of Rainbow Foods at the supermarket chain.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's at supermarket chain, but they let you set it up in the parking lot there.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:18 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[In front of the front door and we decided to do it the night before Thanksgiving because we thought that the traffic would be good.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:25 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:26 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[In 2001.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:26 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[2001 that so that's November 21st, 2001. This was my first winter in Minnesota, so I I.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I decided the date that we were going to do it and Dan was like, well, OK, November 21st, let's see what happens. And fortunately, it was a beautiful fall day and it took us an hour to set up and we sold $300.00 of of kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:43 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:20:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Of popcorn. Look, let me let me just step back for a SEC. When you Dan, I mean, your family is in Mankato. Your, I guess your brothers were. Maybe you were around your parents like when you said and they said, hey, what are you doing this weekend? Like, I'm going to sell kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I'm in front of this supermarket under a tent. Was anybody like?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:10 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's weird.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:14](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I I yeah, I just. I'm just kidding.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:18](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:18](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I had.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:19 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We had experience we didn't get into this, but there were a couple kind of crazy ideas that we had experimented with before, like a network marketing gig. And so my family was probably like, here's Dan going again here.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Here they go again.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like, here's another just hair brained idea.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:33 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:35 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, and and and so you know for us, I think it was more.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:35 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:39 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[About, you know, we're trying to trying to just, we were spinning our wheels. We couldn't figure out what we wanted to do and this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Was a way to get started, but $10,000 I have to imagine investing that kind of money then was probably kind of a big deal.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:52 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's a big deal.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. Well, is 0% credit cards.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, but still you got to pay it back.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:21:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, but we use.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:00 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Another credit card to pay off.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:01 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That credit card.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:03 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[There was a lot of credit.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:04 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Cards going around it at that time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And so you start selling the popcorn the first time you you you set up a tent, you sell $300 to the popcorn. And are you bagging it like zip lock?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Bags and just no twist. Tie twist, tie.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Bags. OK. And you're just hand scooping it and selling it. And and and popcorn, right is like, an amazing like the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:19 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hand sifting it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The difference in what you pay for the kernels and what you can sell the popcorn for, right, is it's a nice.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:28 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Margin people told us no one would pay $3 or $5 for a bag of popcorn or kettle corn or whatever, but they did because it's really good.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:39 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So 300 bucks.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You come home. What's the next step?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:43 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Let's do this again, like I mean it felt.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:46 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I don't know. It felt exhilarating, a little bit. You know that, like we're in business now, like we're actually doing this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:53 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:22:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But you were still teaching, you were still doing your. What would you see your students like on the weekends? Or would you see, you know, folks from?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The hospital.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:00 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, and they would look at me like, what are you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, right. I would have like when I was in the clinic in the afternoon, I saw patients. I was in nurse practitioner. So I was writing prescriptions and making refer.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:13 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Girls and and then I'd run home and I'd change into my kettle corn clothes and go to the go to the local baseball game or with Dan or whatever. And we make kettle corn. And sometimes my clinic patients would be at the amateur baseball games and they would come up to the table and look confused.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, because you were just writing a prescription. Now you're.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:36 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Selling on call card. Yes, exactly and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:39 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[My message was you can always be more.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Than one thing in life like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You can.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:44 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You can.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right, so you've got a license, you got a tent. You got a kettle. And where were you calling the company at?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That point.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:23:58 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK, got it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So 2002, you take the winter off because you can't really.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:02 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Sell it outside. You can't.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:03 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, we we did pop in January in the snow because there was a girls basketball tournament at Minnesota State University and they didn't have any concessions. And so we said here's our opportunity.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:07 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you have to do it outdoors, right? Because of the propane and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:15 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right, because so we put the tent outside the garage and it was snowing and we just put the sides up and we'd pop it outside and deliver it over to the college.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:24 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right, I think.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Was that summer of 2002 where you basically started to sell calcon at the Minnesota Vikings training camp.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. So what? How did that happen? Did you just, like go there and set up? You asked them. I'm assuming if you could go and set.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:41 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Up a tent or.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:42 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, you didn't ask. You asked. And when you and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. No, no. We ask we ask, yes, we're Midwesterners.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[When you asked, would they say yeah, you have to pay us, you know, a certain amount of money if you want to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Set up outside.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:53 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Here or it was? Yeah. I mean, so with the with the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:24:56 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Kings. I had a a former college classmate of mine that was assistant athletic director at the college at Minnesota.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[University and he open the door for us to set up our tent at at the training camp and and I think there may have been a few year Commission on that but we thought, I mean that was a huge opportunity for us to make make some extra money. We thought they'd.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:20 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Be a lot of going there to see the players.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Train correct. So you start selling popcorn there and I guess one of you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Has this idea?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Let's let's send the players A-Team popcorn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:33 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, right. Like, let's leverage this opportunity because Dan, like most Minnesotans, are huge Minnesota Vikings fans. But I didn't understand it yet because I just moved here.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:43 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But he was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like Minnesota Vikings, everything all about it and and you know, it was at the time of Randy Moss.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:25:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Dante Culpepper and you know that it, like all that, that era and and he was just like, wouldn't it be fun if the players ate?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:01 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Our kettle corn and we were like, well, let's figure it out, let's figure.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Out how to make this happen?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So what did you do? You you just made tons of bags of kettle corn and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:08 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We made a few phone calls just to see if we could give it to them and we waited and we waited and we no, we got a phone call back and they said so we hear that you have some kettle corn that you want to give the players. We'll take it as long as it's free.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:08 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Just like, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Nobody called back.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:24 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So we're like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:26 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK, we'll give it to him.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:26 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Great. Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:28 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[For free.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:29 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So we popped 120 bags and send it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Over to them.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you didn't even know if the if the players ever saw it. It was just in.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:35 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Correct. Right, right. So we, so they came the sales marketing team came over and more or less offered us a contract on the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:35 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The locker room.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And some.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Spot.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wait, because the players loved it so much.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:45 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. And I think that I think the sales people at the Vikings saw it as an opportunity to bring in another.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:51 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Company to as another sponsor because it wasn't like free to pop kettle corn for the Vikings. There was a fee involved and and we didn't really understand that until we got really excited. And then.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:26:59 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Of course.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:04 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All of a sudden.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So they came to you, they said, hey, we have a great opportunity for. You can be the official kettle corn of the Minnesota Vikings.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But it's going to cost you a sponsorship fee.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:15 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[$8000.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[$8000 to be the official.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:18 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That first it it wasn't official either. It would they it they, they said, preferred.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:20 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And then what does that mean, you know?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:28 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It costs more for the word official.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:30 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It costs more for official. Oh wow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:33 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But we said.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We're going to be official.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All right, so you are starting to sell and from and so this is like football season, you're going there every weekend to in front of the stadium tailgaters not inside?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Stadium, right, just in front and and were you? I mean, were you selling a lot of calico? Were you doing well?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:49 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Correct, no.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, we were selling, I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:27:56 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Every Sunday we get up at like 5:00 AM, pack the trailer and the and take our equipment up and we'd be up and ready to go by 9:00 AM they had a party on the Plaza on Kirby Puckett Drive in front of the Metrodome, and there'd be a band. It doesn't matter if it there was a Blizzard or if it was 10° or 0°.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:09 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:16 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The party was still on and we popped kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And it was just the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:20 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[2.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:20 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Of you? No. We had friends come and help us. Volunteer friends can help us.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:24 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A lot of them are in this audience right now.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:27 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:30 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And I have to assume I mean your costs weren't that high, right? It's salt, sugar, some oil and corn. Right, corn kernels. So we're. But so you were probably making some money or, but not too much money like a little bit of money or were you actually was it were you starting to be able to save for this?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Much fun.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:54 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Not really.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:28:56 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It all went back in the business. We bought a trailer, we bought more equipment, we bought, I don't know, a heater for the, you know, I don't. It was just everything seemed to go back into the business.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:07 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Where is this the kind of a turning point where you start to get attention? Because I think.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Within a year or so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A local supermarket chain in Minnesota approached you and said, hey, you know, do do you guys want to sell your popcorn?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Here in our stores is that is that how it happened?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:25 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, yeah. So we started after a couple of years of being this outdoor event company. We started realizing like this is not something we want to do for the rest of our lives. I mean, we was, it was any, it was an opportunity to reach people, but it we thought you know, is there another way to get our kettle corn into people's hands or mouths?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, it was cold.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:46 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. It was. Go ahead. Exactly. And and so when we we we started in 2003 two years into it I I quit teaching.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:48 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Freezing, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:29:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And I started focusing on the business and was continuing to to work full time, supporting the family as well as helping in the business. And we met with the local grocery chain lens and barleys. And they said more or less get your act together and come back and talk to us.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:14 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Get nutritional panel, get packaging. You know, twist ties don't work in grocery stores.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:18 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right, because you're hand.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:19 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Packing. You can't make it in your garage.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:21](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You're right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Or hand packing the popcorn with twist ties and cellophane bags. Right. So, yeah. So what did you do? How did you, how did you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:23](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right, right, right, right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Start that process.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:28](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, we just.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:29 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Said we'll get our act together. And will you see us again?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And it took us six months. We found a small kitchen. We bought some equipment. We moved the operation indoors and got that, that kitchen licensed and we came back in six months and launched.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And what is your packaging look like at that point?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:51 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was like a a clear cello bag with a label that we that we would paste on top.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:52 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Very simple.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:57 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like manually by hand, your kids would do it. Wow. So you were still doing this by hand and you were sealing the bag?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:30:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The kids would do it, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:05 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So Annika, Trip and Ange and I and whoever else we could find would.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:10 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Do these labels every night.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You'd slap on and what? What was?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It called at.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:14 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That point well, we called it aunties because somebody said you gotta name your pop, you gotta name your product, cause it can't be kettle Corn cafe, right? Like, so we didn't know what popcorn was called. Really. So we went to the grocery store and we looked online and what we saw at the time was in the grocery store. It was Orville.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was Vicks. It was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Cracker Jack. Poppycock. Dale and Thomas, Harry and David and I just turned to Dan and I said, where are the popcorn women?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:47 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hello.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:31:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[When we come back how Angie's Kettle corn eventually managed to get into Trader Joe's, even though it almost didn't, and how it eventually spread just about everywhere. I'm Guy Raz. Stay with us. You're listening to how I built this from NPR.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:32:07 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:32:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:32:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hey, welcome back to how I built this. I'm Guy Raz. So it's the early 2000s. And Dan and Angie have started to get their popcorn into a few local grocery stores in the Twin Cities. They're still doing most of the popping and bagging and delivering and barely making enough money to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:07 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They hire anyone, but then they find two people who seem to be willing to help out.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:14 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, we we hired Donna. Jeannie, we're retired 3rd grade teachers and they helped.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:19 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Us out. They were married, they retired. They just wanted to do something together and they said we don't care what you pay us. And so we said, well, we could pay you $8 an hour.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:29 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[For both of you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And they and they said sure.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:36 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And they were amazing. They would do demos for us in one store while we would be in another store. And you know, overtime we were able to pay them more but and they said yes because they were kind to people and they wanted.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:49 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[To help us.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, at this point, you know, 2004, 2005, I mean how are you financing this just through the sale of popcorn?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:33:58 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK, I don't know and I'm. I'm not sure. I mean, yeah, we were probably going further and further in debt to be.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:07 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Honest with you, you had to buy bags.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:09 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, right. I mean, it was just a continual drag.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:12 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Totally chaotic, chaotic and just doing doing doing.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:18 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, we used a lot of credit cards. We funneled all the money back in. There was a time when I think we had enough credit card debt that a family friend came to us and helped us. He was an accountant. He looked at our books and just said, you know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Why don't I just give you a loan here and we can relieve your credit card debt and you can pay me back. But I don't want to see you going on vacations and spending money at the Golf Club, you know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:38](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, I mean that's my.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean that's that's that's the question.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You you started this out to create college funds for your kids, and it sounds like for the first seven years, you just buried yourself further and further.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Into debt like they weren't going to call, they were never going to go to college on this plan, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:34:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:03 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And the other thing is we have the misunderstanding that when you have your own business, you you're the you know, you own your time that the opposite is true. The business owns your time like we were like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:11 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:16 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How did we go so wrong here? I mean, like we?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, that's what I mean. Like, was there ever a point in that in the 1st 5 or 6 years where you were you're thinking?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What are we doing? I mean, we're in debt. We're working like all the time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:30 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was hard. I mean it, it was. It was really, I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was hard, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I think early on, you know, just just takes over your life.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:39 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Did you guys fight?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:41 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All the time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:44 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We did. We fought a lot. We're we're not. We're not ones to spare words with each other.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:45 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, we and maybe that helped us, you know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:52](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:35:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But I mean, how did Angie? How did you compartmentalize like you're dealing with patients who have serious mental issues? And then you're like, pivoting?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:01 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Where is he going with this?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:04 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I was one of those patients guys.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:08 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And then you are pivoting to kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:11 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, OK, wait at the end of the day, I mean, even though all of that stress is there, we're both pretty tolerant of each other. We we were committed to each other and both of us are pretty kind people. So we we gave each other some latitude.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:12 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:29 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And in the whole situation and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:31 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We just, you know, I think we both just said we're we'll be fine. Like we'll get through this, we'll be fine.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:38 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was really hard to refocus and to realize that, you know, we got to keep moving forward here because we're, you know, knee deep into this and and we have to find a way to continue to grow it, not really understanding.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:52 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Where it was going or what the outcome future outcome was going to be.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:36:55 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Still, all right, I think it was around 2008. You had to get a loan to get a much bigger space think like $1,000,000 loan and you went to a bunch of banks and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:08 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And what did they say? Were they? Were they eager to lend you the?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Money.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:14 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, they were not eager.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Even though you had clearly you, you had revenue coming in and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:22 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We had debt we didn't really have any collateral and I mean looking back now, I I I can kind of understand banks position at that time where?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:31 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They were and it was just. It was a long journey. It was really hard, I think.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You went to bank after bank and they.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:38](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:38 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Just said what?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:39 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. And we we had communication with some you know, a variety of banks and some were more open to discussing than others. And it was just I I think ultimately we just weren't strong enough in a strong enough position for them to lend us a lot of money. We needed a lot of money.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You needed money for a bigger facility to ramp up production.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:37:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Correct.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:00 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because we had just at this point decided to move into a big bigger facility at 25,000 square.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How many people are working for you at that point?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:08 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Probably at that time 2006 seven, maybe twentyish or something mixture of both, but you know, we eventually found a partner that worked with us and a bank and and lent us the money. Gave us. Yeah. Gave us the money and gave us a line of credit.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All full time or mixture part time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They gave you the money.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:28 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And what did you have to what kind of collateral did you have to but you said?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:31 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You had no collateral, So what?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:32 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, probably receivables and personal.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Personal guarantees, which was our home. Yeah. Future earnings. Yeah. Everything but the minivan.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:38:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because you know, you your kids are getting older and you guys are in your 40s at this point and you know for a lot of people, that's kind of a a turning point too. You start to think about, OK, in college and all these things and and was any part of your nervous.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[About that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I I don't. I don't think you when you make that decision.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:06 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Like if you start going down that path.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:09 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You're gonna crack. Hmm? Cause the bottom line was people loved our product. We just had to figure out how to make it better, more efficiently, and how to get it into more stoves.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, but did poop. I mean, I imagine there was probably a little bit of frustration, right? Because people were come up to you and say, oh, you guys are angies. I love your kettle corn. It's awesome. You guys are crushing it. Or so it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So great in meantime you're struggling financially.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, can I just like when you when you don't have any real money to start out with and all you have is ambition and potential and skills. You count on those things you know to make your way through you know. And so we never really had any money and we did all kinds of amazing things in our lives.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:39:52 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, so if this whole thing went S, we'd owe a lot of people a lot of money, but it wouldn't stop us from living our life.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:01 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Did you feel the same way?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:02 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Dan.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:03 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I I I I'm pretty I have a pretty high tolerance for for risk and debt. And I mean it was about you know if we had money, let's put it back in, let's grow, grow, grow, grow. And that wasn't the scariest part. The scariest part came the next spring.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:21 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[2008.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[This is Trader Joe's when Trader Joe's approached you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:24 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah. And so but before. So we had, we were just very processing with traders and we ended up getting.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:31 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How did you even get to Trader Joe's?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A lot of phone calls and a lot of product being sent to the buyer. It was, you know, I think finally the buyer got sick of me. And like said, I finally got a hold of her. She was in her office. Marcy was her name. And she, like said, all right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:51 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What do you got here? I've tried popcorn before. It's not going to work. And I said you haven't tried ours. You know, it's that line that all of us use is that we have the best product. And anyways, she she liked it. She said all.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:40:58 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:00 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:02 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Did you did you send it to or did?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:03](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You go out there, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:04 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, we said. I sent it to her. And so we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:07 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[She agreed to bring us on.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:10 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What was the order that she put in?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:11 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[She put in an order for 25 trucks.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What does that mean? How many bags of popcorn is?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:15 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That that was what, four, $500,000 worth? It was crazy.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was, and that would go all across the country and every Trader Joe's. So she and and this is a one time deal well.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:23 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:28 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We didn't know she was going to try and we obviously we had some problems with some clumping.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:33 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That first order, and she immediately called and said fix it or we're kind of done. And but at the same time, the scariest part was our line of credit for $150,000 to run out and we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:43 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Didn't have any money to buy some.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:44 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And they're not going to pay you for 30 or 60 days.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:46 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It wasn't going to be paid until later in June or July, or something of 2008.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you had to deliver it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:52 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But we had to buy the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:53 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Supplies and then we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We didn't have enough money to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:55 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Buy the wrong materials, right? Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:55 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And we buy all the sugar.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:57 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And corn and salt and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:41:58 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So that was a terrifying it was like we were this close.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:02 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How much did you need?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:04 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, there was a credit card that came through the mail. Just another credit card.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:11 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And it said call for $100,000 and I got on the phone one night and said can we get this $100,000 wired to us and our credit was good. And so they wired us $100,000.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:25 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[At like a high percentage high.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:27 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Probably I I and so that allowed us to get to maybe I don't, I don't remember. But it was in our.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Was that check thing that you had? Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's like when they send you a.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:38 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Check that says sign this you get 100.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[$1000.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Bank account quickly.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:44 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Start paying attention to those checks in the mail.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I didn't. I didn't realize those are real.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:49 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK, but once so once we had that, we could pay our staff, we could buy supplies.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:54 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And we could.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:42:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It would tide us over until we got paid by traders and then traders came back with another order of like 25 trucks because it was going bonkers. And then that that's when we turned the.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:02](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Wow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:05 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Corner.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:06 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[When we come back in just a moment, how Angie and Dan did a complete rebrand of the business and why they rejected the name boom.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:15 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Chicka pow pow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Stay with us. I'm Guy Raz, and you're listening to how I built.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[This.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:43:27 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:43:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:43:58 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:44:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

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[00:44:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hey, welcome back to how I built this. I'm Guy Raz. So it's around 2008 and things are looking up for Angie and Dan because Trader Joe's has just ordered another 25 truckloads of popcorn. But that also means the business has to scale up quickly and hire a lot more.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:44:59 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[People, we were fortunate to to look to hire people during 2008 when the economy was sort of in the tank and so there were a lot of people looking for.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:06 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Work and and you guys were not that affected by the economic downturn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:11 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And we were.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:13 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We, and this is Dan's sort of strategy. It's when when things are going South, he's going north, you know, so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:20 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, I I think we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:22 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We just knew that there was opportunity out there because a lot of big companies were pulling back during the the recession and and we were getting vibes from stores and from warehouse, Costco and others that, hey, there's an opportunity here if you're willing to invest because others are not. And so we went for it at that time and and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Kind of said we'll do this this then we kind of said yes to everything.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:45 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And we have because of that, we had to hire a lot of people quickly to work in our plant. So we could manufacture enough to ship.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:45:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Out. So you are starting to sell the, I mean you're really this is selling well at Trader Joe's. Do you remember what your revenue was in 2009?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Maybe 3-4 million.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So pretty great. I mean you could start to see some momentum.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:06 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, yeah. We were starting to see. We started to realize there was a chance here.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:11 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But, Angie, you stayed on until 2010, working as a nurse. What was the turning point for you where you thought, OK, now I'm gonna be in this, you know, full time. I'm going to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:23 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, well, I had. I had left the state because there was very little flexibility in at the state hospital. So I had left the state and started my own contracting business so that I could contract my time and have my own flexibility and say this is when I can.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:39 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Work and I can't work so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because you were still.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:41 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Basically supporting your family right, Stan was not. You were not taking income from the company quite yet.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:43 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, we had a mortgage too.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:49 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:46:50 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That was we were doing pretty well in in that regard, but I started weaning my time back because Dan would call me and he would say OK, we have a Costco meeting on May 12th or whatever. Can you move your clinic around and go to?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:03 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Costco up? Sure. OK.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And when you did those meetings, like when when you went to Costco, how did you pitch them would would you, Dan, would you have Angie kind of be the face of the product and make the pitch or did you make the pitch or did you guys kind of bounce?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:16 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Off each other like you're doing now.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:18 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, initially I did all the sales calls early on and then by the time we got to 2008 910, especially after that when Anne came on full time, they wanted to see her. I mean she her name was on the package and she, you know, told the story really well.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:33 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Her name was on the back, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:39 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So I kind of.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:41 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Took, you know, instead of just instead of doing OPS and sales and every I I kind of stayed focused on kind of the operational side working with Greg, my brother and kind of managing the team and and sort of focusing more on working with the sales side.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You guys got.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:47:57 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A an outside investment firm, Sherbrooke Capital.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:01 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[VC firm come in, make an offer. Did you feel at that time you needed you needed to have that capital to to grow in in the way that you?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know that you wanted to.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:14 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Honestly, we didn't know what they wanted.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:15 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We didn't really understand private equity. We didn't know. I mean I I wasn't a business person. I I I didn't know exactly how it worked, you know and and and. And so it was more my brother Greg who started taking made some interest in that and he's the one who initiated the dialogue with Sherbrooke after they contacted us, Sir.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[He said like to us he goes. You know, we don't need the money now, but if we're going to continue to grow, we're going to need money sometime and we understood that because we had just been through years of like, oh God, we need money. Right. So.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:45 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So even though we don't need it now, it made complete sense to us and now we were in a position where we didn't need it and that's the time to go.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Ask for it so.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:55 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:55 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[But that money obviously helped because at that I think at that point you decide to begin a rebrand and to introduce to, to move beyond just kettle corn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:48:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Absolute.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:07 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. Well, and they OK. So a couple of things that when they when we decided when we understood what private equity was about like I had only ever seen private equity in movies and they were deconstructing businesses and they were the bad guys, right? Like but they you know we these this private equity was a small shop and they were had built.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:20 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, it was bad guys, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:27 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Brands and they were interested in partnering and we said we wanted our people success to be.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, success along with us. Can you help us figure out what to do? And they helped us set up a an employee equity pool. They helped us set up a board. They helped us set up a, a, A professional sales team and build a marketing team and whole new level. And it felt like like we understood partnership because Dan and I were in partnership.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:49 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So it was a whole new entirely.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Building.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:56](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Sure.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:49:56 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know this whole way. And so now we just had another partner, you know we had. We were now our business was marrying their business.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And So what was the impetus to, you know, cause your kettle corn is your bread and butter, right? What is the impetus at that point to go to?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, salted popcorn or buttered popcorn or other flavors was it was it them was it was it. Other people saying, hey, you know, we want different flavors.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:22 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, in 2011 there there we were in the national and Organic snacks section, right? So and that's where we live, we're in Costco, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:29 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You're in Costco, you're you're at Target at this point.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yes, we're in target and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And in a lot of regional grocery chains, doing very well in the natural and organic section, but it it to me, when I looked at it on the shelf, it looked very masculine it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, what what you're talking about other natural and organic.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:45 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Looked.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:47 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[All of it. You go to the groceries I used to walk the stores and just stare, you know, stare at the the salty snack and the the national organic snacks that were aimed at women, I thought, looked like they assumed we were all on a diet. And so I was like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:50:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Products. All the snack products.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[OK, like we can do that, but we don't have to do it in that way. So let's do that along with our kettle corn. Let's do more. Let's so we built out an innovation sort of product innovation map and started looking at innovation as more than just the product. But in the messaging and branding.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:22 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And did you? I mean it's this is also coincides with, like the gluten free explosion, right. Which we are still. Did that? Did you also were you also able to kind of ride that?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:34 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We absolutely did. We would have mothers calling us saying is your product certified gluten free and we this was early on dance cell phone was on every single package because that was our business. That was our business number. And so his cell phone would ring and it would be some mom standing in front of a Costco pallet saying is your is this allergen.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:45 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Oh really?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[3.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:51:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The reason I did it I did it early on before we were very big and I wanted all complaints to come to me and it just we never ended up taking it off until.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:08 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Until 2011, till this private equity said it's time to get your phone number off the back. But yeah, so we said yes that we heard all these mothers calling us. Yeah, we got to get certified gluten free. So we did.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:11 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:13 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:19 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[2011 you decide to find somebody to help you with a new name, you go to a branding agency and what and what? What names they.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:26 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:27 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We go, yes.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Four really boring ones, and one that I thought we thought was interesting. Was it? It was called boom chicka pow pow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[What?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, we laughed, right? Like, everyone laughed when you pow, pow, what? And and this. The brief was like, hey, we don't want to be diet. We want to elicit curiosity. We want to be something different.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:55 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[We want to be celebratory and come from a position of empowerment, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:52:59 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So this is gonna be Angie's.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Boom chicka.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:01 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How, how and and we were. This is the days that we were all at one table together and we had a business analyst at the end of the table eavesdropping on the presentation and after the creative agency last he said, you know, boom chicka POW. Pow is 70's \*\*\*\*.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That would not go down well in the Mennonite Church.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:26 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No, no, it would not. And we were we said and how do you know? So we said OK, but if there was energy, you know, there was energy and it and it it it it had it struck the right tone. And we just told them go back and fix it. They came back boom chicka pop. We launched it in May of 2012.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:37 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How did your?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Customer base respond to the new name.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:55 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Well, we had buyers that said, it's just awful, you know, it's don't do that. We had, yes, right. And and we don't really like it. They don't really get it. We had people internally that said don't do this, you know and and you know there were two of us women.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:58 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:53:59 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's confusion, brand confusion, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:12 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[On the leadership, Mary Hanrahan was our marketing director and myself, and we fought like, yes, we want this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:21 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Because it is, we are not going to do angies nearly naked. We're not going to do angies skinny. We're not going to do angies whatever that is. We want to own something else.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:28 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, right.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It's going to be fun. It's going to be.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:35 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Creative. It's going to be dimensional. It's going to celebrate the feminine and you know, for years women have bought, you know, chips and everything that had that, you know, are marketed to men. And we don't think a thing about it. And so why not put a package out there that appeals to women.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:47](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:54:53 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And I will say and and it was that first non-GMO branded popcorn on the market and it it became our #1 selling skew in four months the yellow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The yellow bags. Number one. Wow. So I think around 2014 G growth comes in a bigger.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[She saw a yellow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Bag after nine years of business.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Private equity firm they buy out Sherbrooke and and take a pretty big stake in the company.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:16 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Sure.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:17 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Brooke yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:21 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And it's real money. And I think at that point you guys started to distribute money to people who have been with you and worked with you for a long time.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:32 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, those granted equity shares became liquid for our staff.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:40 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's three days of my career.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:42 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[People, probably with transformational, right?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:43 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I think so, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Do you do you? Do you remember how?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:50 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Bert.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:51 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Much money you were.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Able to distribute.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:53 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[1,000,000 millions of dollars. Wow.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:54 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[1,000,000 yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:55:56 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And I mean that can't probably doesn't happen very often in Mankato, right? Like a liquidity, a liquidity event, I'm not I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:04 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Right. No, it's true. It doesn't. It doesn't happen.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:05 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[No it.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:05 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, it it was an emotion.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:08 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:09 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Time I mean it. It was, you know, for everyone that had given, you know, everything to us for in the company and and I mean it's still emotional, you know thinking about it, but it was it was kind of a thank you to everybody and then we got to do it again he 17.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:27 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[In 2017, so 2017 ConAgra, Huge company that owns many brands, buys out your company, reportedly for 1/4 of a billion dollars, astounding quarter of a billion dollars for popcorn.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:29 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[When you when we saw.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:43 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[The.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:48 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And and and the brand and the brand.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:48 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:56:50 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And the brand, I mean talk about it great 8010 thousand dollar investment for a fly by night kettle corn Kettle Man now now we're all thinking wish I saw that ad on Google with a popcorn popping in 2001. So they buy it out and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:11 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, what did you even have time to absorb? What that meant, I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:18 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Were you just? I don't.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:19 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Know you know the the the last three years from 14 to 17 when when TBG came on, we sold pretty big share of our ownership to TPG.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:30 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, I think if we had to jump out in 14, it would have been really.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:34 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hard, but we we we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:36 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Were had three years run where we were able to kind of slowly step back and participate as much as we wanted to and as much as the staff needed us. And so I think when 17 came.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:50 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It was the the 14th sale was much more emotional in the sense because it was like, Oh my God, we did.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:58 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It yeah, yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:57:59 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And that whole thing about like, hey, we we started this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:03 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[To put our kids through college and have enough money, now we're doing that for all these other people.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:06](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:09 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Other people.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I mean, I mean you also I know you are a brand ambassador and you are on contract with with ConAgra. And Dan, are you involved with the company at all? Not not at all. First of all, I mean the fact that you came into such.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:26 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I'm.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A substantial amount of of money has that substantially changed your lives? Has it?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And and so how?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:43 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, I mean.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:45 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I know we're in Minnesota. No one likes to talk about money.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:50 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I I think, yeah, I mean you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:53 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Know we just we.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:58:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Got into this later in life and so I mean, I'm still wearing these jeans that I've had for 10 years.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:03 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:04 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah, those are nice dad jeans. Yeah. Sorry, really. I noticed those. I noticed those jeans.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:12 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[There there. Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:13 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So, but yeah, it's allowed us. It's given us an opportunity to do things that we never would.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:19 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Have had the opportunity to do.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:23 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Could you have imagined when you ordered that kettle and it arrived in your garage and you were like mixing it and burning the corn? The popcorn like?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:32 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That you would go on, it would go on to be purchased for 1/4 of a billion dollars like.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:38 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[16 years later, could you? Could you have imagined?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:41 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That, no, no, never. I mean, not even, not even probably halfway through or three quarters the way through. Did we think about it in that way? I mean it was just for us looking at the next horizon and the next thing that we needed to do and the next right thing.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:42](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Now.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:58 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That we needed to do.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[00:59:59 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[So.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:00 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I have done interviews with Co founders who were married before and are still married. In some cases, Melissa and Doug are still married, but then there have been examples. We had an episode.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:13 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Recently EO products.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:14 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[They divorced. They kept the company going.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You guys had a marriage, you had a family, you had a partnership. A lot of, I mean, just just being married and having kids. Right? Anyone who's who experiences that they're stress, right. You argue. And and that's normal. But but running a business together on top of that. And the business that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:35 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[For years and years of grind and just you don't really know if it's working and that people calling their stress.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:43 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[How do you? How did you survive? How did it survive?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:48 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Go ahead.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:52](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Good.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:53 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[That's hilarious.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:00:56 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[You know, at the end of the day it's about love, right? Like you just you decide you love this person. Yes, you do. You are you willing to commit to this person no matter what? Yes, you know, and. And I think for Dan and I, we both had that sort of frame of mind.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:16 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you know it, it doesn't make it easier, but I think that, you know, both he and I have this mindset that we're going to make something work, you know, by God, if anybody can make it work, we'll.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:29 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Make it work.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:30 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And you know, I think it just took with the business and with our marriage, just recommitment all the time, you know, every day, every week, whatever it whatever.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:42 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[It meant.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:42 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And still is, I mean still is.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:44 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Yeah.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:46 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Do you think Dan first to you, do you think that what you cheaped in this business was the result of your work and your skill and your intelligence or do you think that luck played?](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:55 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A big part this question was.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:56](https://1drv.ms/u/s!AMhVeraEIITCz10)

[And.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:57 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Coming.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:59 Speaker 4](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Oh.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:01:59 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[I love it you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:00 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Know.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:02 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Guy, I think.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:05 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[There, there's a ton of good fortune that has come our way. People have been so embracing and and kind and helpful in so many ways. So many people. This crowd is the reason we're up here. But I I we put a lot of energy into creating an environment that was about.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:25 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Giving to the consumer giving to the customer, I think there's some skill in that. I think I was blessed with the ability to interact with people and.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:33 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Build rapport pretty quickly and I knew the importance of that and Ange had so many other gifts. The marketing side, the creative side, that initial finance side that we were able to understand our talents and pull it together and you know, no doubt there was good fortune luck that comes your way at the right time. Things happen. A credit card.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:02:54 Speaker 3](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Mailing comes in, and so I I mean it's there is, there's luck involved in this and we were just fortunate it at the right time. We made some good decisions and rebounded well from some bad decisions.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:05 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Angie.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:09 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Boy, you know, I've seen a lot of really good people work just as hard as us or harder and not experience the same good fortune that we've had. And so I I think it does take, I mean we made a conscious.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:26 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Effort to create.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:27 Speaker 2](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Goodwill and positivity. And when you do that, I I believe that that comes back to you. But you can't do it without hard work.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:36 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Angie and Dan Bashan.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:39 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Co founder.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:40 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[A boom chicken pop.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:44 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Thank you.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:03:47 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Spoke to Angie and Dan Bastian at the Old Way concert hall in St. Paul, MN. And by the way, that original kettle they bought in 2001, Angie and Dan no longer own it. When ConAgra bought the company in 2017, they also acquired that.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:04:03 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Old Kettle and Angie believes it is now sitting in the back of a very large storage facility where in Minnesota.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:04:17 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Hey, thanks so much for listening to this live episode of how I built this. Our show was produced by Rachel Faulkner with music composed by Ramtin Erebuni. Thanks also to our live events team, Allie Prescott, Rachel McGrath, John Isabella, and Andy Huether. Our production team includes Neva Grant, Jeff Rogers, Jaycee Howard, Casey Herman, Julia Carney, Alex Chung.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:04:37 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[Terry Thompson and Elaine Coates, our intern is Margaret Sereno. I'm Guy Raz, and you've been listening to how I built this.](https://1drv.ms/u/s!AMhVeraEIITCz10)

[01:04:52 Speaker 1](https://1drv.ms/u/s!AMhVeraEIITCz10)

[This is NPR.](https://1drv.ms/u/s!AMhVeraEIITCz10)