

## Wichita Chamber Business Accelerator

Episode 95

### Kalee Rose and Marisa McCall

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Don and Ebony: Welcome to another exciting addition of WCBA, Powered of course by Evergy. First, thank you for listening. Don't forget to like us. Love us. Share us. Follow us. We truly appreciate you checking us. In the house today. Cheri's Bakery E. Yes. I am really excited about today's segment. I noticed, Yes, we have Kalee and Marisa and they like do the job.

I love

Kalee Rose / Marisa McCall: love,



Don and Ebony: and I'm not good at that. I was gonna get in there, but I said it before. You can say it. You did. So ladies, tell us who you are and what you do exactly.

I'm Kalee Rose and I'm half of the ownership of Cheri's Bakery and Marisa McCall. The other half.

Don and Ebony: The other half,

Kalee Rose / Marisa McCall: Yes. We just do, we do everything . Yeah, we do. When it comes to sales decorating, baking dishes, we it all, Yeah, we do all the jobs that we specialize in custom cakes and cookies and.

We have a full line of other bakery products too. So we have a pretty full menu.

Don and Ebony: It's a full line. Bakery products include cookies, cake.

Kalee Rose / Marisa McCall: muffins, pies, brownies, whoopi pies, turnovers. Yep. Cream pops. Yes. Puffs.

Don and Ebony: So out of that, like what is your favorite item to make?

Kalee Rose / Marisa McCall: I started there as a cookie decorator, so I love decorating.

I mean, I am. Decorator art, so I'm definitely into decorating cookies. And why not? Cakes?

Don and Ebony: All right.

And Kalee, I started as a cake decorator, so that's definitely my favorite stuff to do. And I like to do the 3D cakes that look like food. That's not cake. Yeah. Like if someone orders like like a cheeseburger

Kalee Rose / Marisa McCall: Yeah.

Like, or like a burrito or something like that. I'm like, Yeah, let's make a burrito cake.

Don and Ebony: What?

Kalee Rose / Marisa McCall: Those are my favorite.

Don and Ebony: I've seen those, those are popular and like TikTok and everything else.

Mm-hmm. . Okay. So, but what is your favorite to eat?

Kalee Rose / Marisa McCall: Oatmeal raisin cookies all day. Every day.

Don and Ebony: All day every day. That's Kalee's response. What about marisa?

Kalee Rose / Marisa McCall: I'm a huge fan of our cream puffs. They're unbelievable.

I don't know that I have a favorite favorite, but that's definitely up there for me.

Don and Ebony: That's good to know. Good to know. How long have you been in business and when did you acquire this business?

Kalee Rose / Marisa McCall: Cheri's has been around. We actually just had her 20th birthday last week. Oh, wow. We, been in business for 20 years. Me and Marisa, we purchased last summer, so June 30th of 21 is when we officially took over, but we had both been there for a really long time.

Like I've been there since 2006, I think I've been there since 2011.

Don and Ebony: Okay.

Kalee Rose / Marisa McCall: So we were very long-time employees. before purchasing the company.

Don and Ebony: Well, that is very, Now this is a good story. Right? Excellent. So you kinda like you, not that you grew up in the company, but you kinda, you, you know, professionally grew up in this company, right? . Yeah. And you learned all the tricks of the trades.

You gained all of this experience and then you had an opportunity to purchase. So the, the previous owner, they were just, it was time for them to retire or,

Kalee Rose / Marisa McCall: Yes, yes. Cheri had, she had opened it and we, like we said, we worked on her for a really long time and she was ready to retire and she wanted it. We, she, we basically had first steps, like when she was getting ready to.

She was like, Would you guys wanna do this? And we were, We knew it was a golden opportunity that was never gonna come again. And if we wanted to take the next step as in our careers to be owners like this, this was the path. Mm-hmm.

Don and Ebony: Were you scared? Were you nervous?

Kalee Rose / Marisa McCall: It was a rollercoaster.

Don and Ebony: I mean like, so it's different like, cause you know when you are doing something and you love it, you know how to do it. Right. But now the business side

Kalee Rose / Marisa McCall: Yeah. Which, We kind of always joke that it is the same job just with a lot more paperwork which Cheri very much helped us learn how to do the business side of it.[00:05:00] we had been there for so long, we had a pretty good idea of a lot of stuff, a lot of things that she did already.

But we have a great, we still have a great relationship with Cheri and she definitely like helped us through the back end part of it. the front end part of it. We were like, we know how to do that already.

Don and Ebony: So she's still pretty much in the back doing it.

Kalee Rose / Marisa McCall: No, no, no, no, no.

Don and Ebony: That was pretty good.

Kalee Rose / Marisa McCall: All of I promise you. She just hung around for, you know, she just came in and taught us, you know,

Don and Ebony: I'm just messing that, that is awesome. Oh, was they're like, no, we're not. Not in my world, we're doing it.

Kalee Rose / Marisa McCall: We're doing, we're doing all the things.

Don and Ebony: No, that is amazing. I, That is beautiful because to see, you know, I just love women owned businesses, right? Mm-hmm. . Mm-hmm. . And she opened this as her baby, and now we have a second generation of women own business.

Isn't that, that's just, that's a tremendous story. So where are you guys located?

Kalee Rose / Marisa McCall: We're at 21st. And Tyler on the west side of town.

Don and Ebony: West side.

Kalee Rose / Marisa McCall: like where the West Warren Theater is. We're like across the street from from there.

Don and Ebony: Okay. Mm-hmm. That's awesome. Let's get it out the way. Where, what high school did you go to?

Campus from in Hazel. I'm actually from Missouri. I'm from like St. Louis area, so I'm not at Kansan.

Don and Ebony: Right. That's okay. That's okay. As well. We accept you and love you as a now.

Kalee Rose / Marisa McCall: I, I didn't go to high school here, but I went to KU. I

Don and Ebony: That's, that's

Kalee Rose / Marisa McCall: of sometimes it's

Don and Ebony: State in, in this room. Yeah. Yeah. That's, Oh boy. Well, this is a great story, but when you started, I think, did you say

Kalee Rose / Marisa McCall: oh

Don and Ebony: oh

Kalee Rose / Marisa McCall: seven? Oh yeah. Oh six is when I started at the bakery.

Don and Ebony: When did you ever thought you would want to either have your own business or buy this one?

I think I definitely just kind of grew into it because since I started, I mean I was 19 when I started working at the bakery. I had went to culinary school, I went to pastry school up in Chicago. You

had to do an internship.

Kalee Rose / Marisa McCall: Cheri hired me on as an intern, and from an intern I turned into a full-time cake decorator, which then turned into a lead cake decorator. I was that for a couple years before I was a bakery manager. So it really was just the the next step that I definitely very much grew into from a minimum wage intern.

Mm-hmm. like all the way up.

Don and Ebony: Excellent. Excellent. So when Cheri, Cheri, with a C,

Kalee Rose / Marisa McCall: Yeah. Mm-hmm.

Don and Ebony: Make sure I get this right. So when she come to you, how long did it take you to say, Yeah, we're on board, or Yeah, we want to do.

there was like a few like little conversations that we knew it was like on the horizon.

Kalee Rose / Marisa McCall: We just didn't really have, like, a timeline of when she was gonna be ready to retire and sell, and then I think of a one. I think it was March. She finally said like, Okay. Yeah. March of oh one. 2000. 2001. Yes. 21. Yeah.

Don and Ebony: 2020. I was gonna say, ok, that was 20 years ago.

Kalee Rose / Marisa McCall: real long name. No, of 21. March of 21. She said that she, you know, she was ready to retire, ready to take like the next steps in selling.

Made sure we were on board, I mean, There's a lot of facets to purchasing a business, so there's a definite, a rollercoaster ride there, but by the summer we had it

Don and Ebony: Wow. Wow. What's the biggest thing you've learned being an entrepreneur? No. Being an owner, Entrepreneurial owner. Then you didn't have to deal with beforehand.

What's the biggest pain point for you

Kalee Rose / Marisa McCall: Mm-hmm.

Don and Ebony: that said, ugh.

Kalee Rose / Marisa McCall: I mean, we never had to deal with finances before. So that definitely was, yeah, a huge part of it. yeah, learning books and really learning how to, how to be a boss, I think

Don and Ebony: Okay. Because

Kalee Rose / Marisa McCall: we were employees for so long, right. And we both were in like, you know, we were higher up employees, so

Don and Ebony: so we

Kalee Rose / Marisa McCall: had some of that, you know, control, I guess.

I don't know,

right, right. But really learning how to be a boss and we, I think it's really important to us that the girls see us as a boss, but also see us as like, we're gonna work with you as well. And like, we're, we're not gonna be, we're not just gonna sit in the office and

Don and Ebony: mm-hmm.

count your money. Yeah.

Kalee Rose / Marisa McCall: no, no. Like just not gonna sit in the office and just, you know, delegate everything.

Like, yeah, we're gonna come out and decorate with you guys and help you guys clean up and do whatever we need to do. So

Don and Ebony: That's huge. That's huge. So how many folks you got over there?

including us. There's 18. Yes.

Don and Ebony: 18 now. That is an operation.

Yeah. 18. Oh my gosh. That makes my head hurt. 18.

Kalee Rose / Marisa McCall: Yes.

Don and Ebony: How many, if you can share how many are full-time, [00:10:00] part-time, or are they mostly

it's probably,

Don and Ebony: probably good mix. Probably about half, half and half

Kalee Rose / Marisa McCall: full-time and half part-time.

Okay. And what's the hours, When are you open? through Friday, it's eight 30 to five 30, and then Saturday eight 30 to three.

Don and Ebony: And your client base, is it mostly just walk-in customers or do you do weddings and this, that and the other? What,

Kalee Rose / Marisa McCall: All, all of it. it's definitely, we definitely have a whole showcase. You can walk in and get treats anytime. there's a lot of orders, a lot of custom orders. We do a lot of wedding cakes. Yeah, all of those.

Don and Ebony: So help us understand, I'm looking at a basket for folks on radio. I'm looking at a basket that I'm gonna

Kalee Rose / Marisa McCall: gonna

Don and Ebony: The, the oatmeal raisin is mine. I'm the oldest one up in here. So that's who, you're the oldest one up in here.

Kalee Rose / Marisa McCall: cosign,

Don and Ebony: So quickly, but. So you do cakes, cookies,

Kalee Rose / Marisa McCall: Mm-hmm.

Don and Ebony: wedding cakes. Mm-hmm. , help us understand.

What do you do? Muffins. I don't know what, what the bakery does mostly except donuts. Do you do donuts?

Kalee Rose / Marisa McCall: We don't do donuts. Don't

Don and Ebony: donuts. Okay.

we, our custom cakes and cookies are the big thing, and those are majority of the orders that are placed.

Kalee Rose / Marisa McCall: But we also do drop cookies, which are your oatmeal raisin, chocolate chip, that kind of thing. we do an a variety of different kinds of muffins, turnover. Several different kinds of brownies. Cheesecakes. Cheesecakes pies.

Don and Ebony: Okay, back up. back up. You caught his attention. Yeah. outside oatmeal raisin cheesecake is, there's different kind a cheesecake, I believe. There's a creamy kind. And then the cake kind is, one do you do?

Kalee Rose / Marisa McCall: I would say ours would be the creamy kind. Yes.

Don and Ebony: Creamy kind. Okay. Do you do key lime pie,

Kalee Rose / Marisa McCall: No, no. That's one of my favorites though.

Don and Ebony: Dang it. I was trying to get over there, but I'll come for oatmeal reason. Okay, so we talked about that you turned from, you started back in oh six ish and now you own the business. What are you still concerned about even after owning the business? Since 2021?

Kalee Rose / Marisa McCall: what's.

Don and Ebony: I mean, that was right in middle Covid.

What happened? What, How did that roll out? I mean,

Kalee Rose / Marisa McCall: I do think the bakery, we were lucky, like during the whole like pandemic, we were able to remain open. We didn't have to shut, I mean, we shifted to carry out and all of that stuff.

So we, we kept moving forward through a pandemic. Just

Don and Ebony: So no, slow down. I mean,

Kalee Rose / Marisa McCall: I mean, sales definitely dropped because when people weren't having parties and stuff, but then we were just like, cool. We did carry out stuff. We did a lot more cookie decorating kits so parents could take 'em home since they were stuck at home.

So we definitely

Don and Ebony: Oh wow.

Kalee Rose / Marisa McCall: we evolved with the pandemic and catered to what was being needed at the time. Yes.

Don and Ebony: Wow. That's

Kalee Rose / Marisa McCall: and, and cookies for parties all suddenly became individually ba. and we definitely, which we had always done, it was just a lot more, all of a sudden . Yeah.

Don and Ebony: Okay. And one more question before I turn it back to e What, what makes Cheri's stand out?

Kalee Rose / Marisa McCall: I think our quality is very high. Our, you know, our sugar cookies, which are super popular, are, it's an all better based cookie and. It's delicious, . same with our cakes. They're extremely, extremely moist. And when we took over, I mean, we didn't touch a single recipe, we're, I think we are known for our flavors.

And so we were not about to make

Don and Ebony: with that. Yeah. Right. Can you come up with a no carb cookie? Is that possible? , I'm just asking for a friend.

Kalee Rose / Marisa McCall: it. I mean, I love all the butter and all the carbs, so it's just part of it. Like

Don and Ebony: Nice.

E.

Kalee Rose / Marisa McCall: on that.

Don and Ebony: We'll work on that. Exactly. Well, friends, we're gonna hear a word from our sponsor and then we're gonna come back with more from Kalee and Marisa and Cheri's Bakery. Welcome back everyone. We are here with Cheri's Bakery and we have the two co-owners, Kalee and Marisa, with us here today, and we're talking about delicious treats and I'm so hungry. Oh my gosh. Like, But the good news is they brought us a basket of co. Oatmeal, raisin's mind. Yep. They're all Dons may have to share half of my, Gotta remind you

So ladies, Okay, Kalee, you kind mentioned this earlier. You said that you went to culinary school and then you came [00:15:00] back and you became a,cake

Kalee Rose / Marisa McCall: Yep. Cake decorator. Yep.

Don and Ebony: Cake decorator. Okay. Talk to us about how do you get into this industry, right? So like kids and, start at an early age baking and they're like, Oh, I love it.

Right? But how do you make that into a. I

Kalee Rose / Marisa McCall: I mean, I think there's definitely a lot of roads to like go into it.

There's the people that, we went to a pastry school because we knew we wanted to be in the baking industry and then found our niche in it. But honestly, a lot of our decorators, they came in with very little experience, but really good artists. And if they're artsy and creative and it's just really training them on a different medium, it's like, cool.

You're a great painter and sculptor. Let me get you some cake and buttercream. We're gonna learn to transfer that over. So, I mean, there's no right or wrong way to get into the industry cuz really it boils down to like getting your foot in the door and putting in the work.

Don and Ebony: Huh.

Kalee Rose / Marisa McCall: I think that I was one of those people who had no experience.

I went to KU out of high school. Majored in art history and had no clue what I wanna do with my life, and then got very in. I've always been into baking and been into desserts and stuff like that at home. I just got really, really interested in like working in a bakery, the bakery field, and I did look into culinary school, but chose not to go that route.

I applied at Cheri's and I was like, If I can just get my foot in the door, I know I can catch on. I'm artsy. I'm really good at my hands. , and that's exactly what happened. I applied as a cookie decorator, got hired and learned literally everything I know there.

Don and Ebony: Oh wow. That is interesting. So you began learning how to make the icing if figuring out the consistency Yep. And then act just going from there.

Kalee Rose / Marisa McCall: Uhhuh. Literally. Yes.

Don and Ebony: Oh my gosh. That is

Kalee Rose / Marisa McCall: and that's a big thing is, you know, we do look for people who are artsy, who kind of have. Artistic eye, but there's a lot that can be trained, so much that can be trained.

Don and Ebony: be trained. So I'm drawing something right now and I wanna see if could you tell me if I have what it takes And she's like, No, please don't. Please don't . Well, no, that is, that is amazing to learn that you can come in and you are willing to, if the person has the talent and aptitude to help them, you know, along their journey, that that's pretty awesome.

Kalee Rose / Marisa McCall: So

Don and Ebony: With that. You guys have been in business for 20 years, right? And so Don asked earlier, so is it just walk in and you have a lot of custom made, but where's the bulk of the business coming from? Like how can we as Wichita's help you in your business continue to be successful? Do I mean like are there neat ideas that we don't even think about that we should be ordering pastries and things for?

Like if we have a meeting, should there always be pastries. Always be

Always be Cheri pastries. Yes.

Kalee Rose / Marisa McCall: Yes. I do think what's fun about being part of a bakery is we do stuff for events that we would never think about.

Like some they, they'll have this weird party idea and be like, Can you make a cake for that? Just like. Yeah, of course you can have a cake for anything. Mm-hmm. . So I really think there's no event that's like off limits for like deserves . We're constantly getting challenged for like, I made a leg cast cookie for somebody because they, somebody broke their leg and they wanted to give her like, get well soon cookies.

And so they're constantly coming up with ideas that I'm just like, I'll figure it out,

Don and Ebony: that's the creativity in you? Yep.

Kalee Rose / Marisa McCall: of the things people celebrate and parties that people have. Yes. It's always birthdays and anniversaries and stuff, but people throws parties for literally everything.

Don and Ebony: Well, I, I mean, I would imagine that there has to be a lot of ordering going on for 20 years of success and to be able to make it through a pandemic and to have almost 20 employees.

Right. Wow. So there, there's a lot of people ordering

Kalee Rose / Marisa McCall: Yes,

Don and Ebony: Which is

Kalee Rose / Marisa McCall: Yeah, we put out a lot of cake and cookie orders like every week between like a Friday and Saturday. Our cake team is probably doing 80 to a hundred cakes.

Don and Ebony: What? That is amazing. Our

Kalee Rose / Marisa McCall: custom orders and what we're putting out in our showcase cookies. Yeah. Between Friday and Saturday, I would say between 75 and a hundred, 120 dozen. So

Don and Ebony: that is, that's wild to me. That is wild.

Kalee Rose / Marisa McCall: But then it totally changes when you get into like holiday time. Yeah. Because the amount of cookies that we do for like ho Christmas is unfathomable.

Yeah. Come. Yeah. Come December. Everyone who is not busy becomes a cookie decorator. Uhhuh and our cookie team, we're probably putting out close to 200 dozen a day Uhhuh in the month of

Don and Ebony: is wild. So see, knowing that, okay, before you were a producer, you were out there working, making it, but now as the business owner mm-hmm. , you have to know those peaks and when those, [00:20:00] the times are coming in. So now you're looking at it a little bit differently, huh?

Kalee Rose / Marisa McCall: Yeah. I mean, we, we always kind of knew those things, , but Yes. we are looking, we do have a lot of conversations of, okay, how many cookies do we need for this weekend and how busy are we gonna be?

And we always keep history. Of last year sales for a holiday. So we have an idea and sometimes it helps and sometimes it doesn't. I mean, and sometimes it comes down to one. There's only so many hours in a day of how much you can put out. There's definitely like a max capacity and we only have so much space in the degree.

Yeah. There's only so many shelves and pants and stuff that we could put stuff on. So we definitely get to like max capacity and we've gotten pretty good at know. What that is. Yes.

Don and Ebony: Okay, well that's, that's awesome,

Kalee Rose / Marisa McCall: Yes.

Don and Ebony: Okay. So, we can, pretty much the answer is order frequently and order

Kalee Rose / Marisa McCall: lots. Mm-hmm. ? Yes.

Or just come in and grab something out on the show. Okay. I mean, there's stuff as little as just, you know, individual cookies. Like Yes. That you can, but if you do wanna place and order for holidays, get it in early.

Don and Ebony: Okay. So how early

Kalee Rose / Marisa McCall: Oh. When we say, I mean, honestly for Christmas, we're just, as soon as you know what you need, place that order like.

Don and Ebony: like right now is what you're,

Kalee Rose / Marisa McCall: I mean, you still have some time, but Yeah, sure.

Don and Ebony: Okay.

Kalee Rose / Marisa McCall: it's once we get into like December, it's,

Don and Ebony: Yeah, it's too late at that point

Kalee Rose / Marisa McCall: It's not too late, but it's definitely like you need to get your order on asap. We are doing the best we can to keep up with everything and we do book out.

Don and Ebony: Well that's, that's good to know. Very last thing for me, and then I'll turn it over to Don, I suppose.

Kalee Rose / Marisa McCall: suppose

Don and Ebony: I guess I'll let him talk some

what. what, I know you guys just took over and you've become a member of the Chamber.

So what made you decide to, join the Wichita Chamber? Hmm.

Kalee Rose / Marisa McCall: I think for us it was kind of, since we did take that next step in becoming like now we're business owners and we're like part of the city and we, we want to be a part of the community, and just having that chance to network with other business owners and stuff like that.

I think it was just really the meeting people aspect that we were. really wanted to get into.

Don and Ebony: Mm-hmm. , it's, And what about cool, ways of telling your story like this, wonderful podcast,

Kalee Rose / Marisa McCall: I was super excited about the podcast. we were joking about this cuz we were like, we didn't know we had a story to tell , like it was,

Don and Ebony: you do. Yes, you do

Kalee Rose / Marisa McCall: realize that we just did the thing and

Don and Ebony: Just thing. But you know, that's what business owners do, right? They just do their thing. Yep. But the reality is there is a story behind that. Correct. That people wanna hear. Yeah. And especially we, you know, this podcast reaches so many different people and different types of people.

Mm-hmm. and, One of our guests even said, you know, there's so many great things that happen in Wichita, and so many businesses that sometimes we don't even know about 'em. Right? And how can we continue to support if we don't know? So we wanna be supporters of

that and share your story. So this is my last question.

Social media. Yes. Are you guys on social media? Yes. Okay.

Kalee Rose / Marisa McCall: and, Instagram.

Don and Ebony: So we need to follow the Instagram. Are there little videos? Are you doing reels? Have you picked it

Kalee Rose / Marisa McCall: Oh, we're trying. I like, I'm not cool enough to, I'm too old for that.

Don and Ebony: are not too old because I feel like we're about the same agent. That tells me you're right in line.

Kalee Rose / Marisa McCall: Yeah,

Don and Ebony: We're

Kalee Rose / Marisa McCall: We're trying. But we do post a lot of like fun designs on our Facebook. Whenever we have like any events going on or anything happening, we definitely post on. So got some TikTok. We're too old for

Don and Ebony: Oh my gosh. Stop it. You're not too old. is blasphemy.

Kalee Rose / Marisa McCall: Ask like the, Cause we have some younger girls at the the bakery.

Don and Ebony: Yeah.

Kalee Rose / Marisa McCall: 19, 20, and I'm like, okay. Who's up for this?

Don and Ebony: Yes, them do it. Let them bring you into the new age.

Kalee Rose / Marisa McCall: mean, never say never. It could happen.

Don and Ebony: I can see dancing with a cookie in your hand. I mean, that seemed like outta work.

Kalee Rose / Marisa McCall: right? Yeah. We we're trying to get ideas from our younger girls,

That's

Don and Ebony: what I do. I try to get 'em from the young Thundercats, Hey, you've talked about this amazing story. And the deal is you reali you don't realize what folks are gonna glean off of

your story.

I mean, because you're, you, you started and you were baking stuff and, and all of a sudden now you're an owner. You know, and that's a beautiful thing. And, and that just shows you never know what's gonna happen in life. Mm-hmm. , you know, and then all of a sudden. Your, Cheri had a succession plan with YouTube.

I mean, that's, that's pretty

cool.

That is just pretty, pretty cool. Cause a lot of folks don't, I mean, when they buy a business from somebody else, they don't have history in the business. They have, they don't know where the bodies are buried. You know,

Kalee Rose / Marisa McCall: know? Yeah.

Don and Ebony: the line, the landmines are out there, but you you guys. knew everything about the business except the financial part. And you learn that

Kalee Rose / Marisa McCall: Yeah. Well, and I think when it came, like when Cheri was selling, we were very much like, Okay, if we don't do this, who's gonna come in and think they know how [00:25:00] to run it better than we

Don and Ebony: Exactly. Exactly. Exactly. Didn't you be all mad? And you know, I love how she said that.

Who thinks they can run this business better than me? no one exactly.

Kalee Rose / Marisa McCall: I was, Kalee and I were the longest employees there and we, we knew what we were doing when Cheri wasn't there, it was us. And so we were not really willing to work for somebody else at that point.

Don and Ebony: Excellent. Excellent. Well, congratulations to you folks.

Now you got this business. What's next? What's next on the frontier? I live in Andover, so. Tyler is a long way for me to come get a oatmeal

cookie.

So I'm just saying it's worth

Kalee Rose / Marisa McCall: it. . it's oatmeal raisin are amazing. I mean, people ask us for an

East side all the time. It's not very likely to happen because I think both me and Marisa, we are very much, we want to.

Do one thing and do it really well. Nice. There's no reason to spread yourself thin if you don't have to. So

Don and Ebony: So just go, I'll just go down 54.

Kalee Rose / Marisa McCall: Just come on over. To Tyler.

Don and Ebony: Go by the best high school in the country and arrive at, Okay, yeah, I can do, I can do that.

Sounds good. And that's a beautiful thing you, you folks realize. that not all business is good business. And that just doesn't seem like a good business move, at least right now, to go east. Yeah. You know, for you to have not to do that only on end of a year is really good. Cause some people, Oh yeah, I'm gonna go northeast, West and south, then I'm gonna go Derby too.

You know? I mean, but you're not doing that. That's, And the quality sometimes isn't the same, you know? Oh, exactly. Exactly. Excellent. Is there anybody around the city or even nationally that you look up to as either mentors or where you get your inspiration from?

I think, I mean, we definitely, everything. I mean, we learned a lot from Cheri. So definitely like a big role model for us. But we're also part of other, like, we're part of the rba, which is like the retail Bakers of America and like, another bakery group.

Kalee Rose / Marisa McCall: So we have a lot of, we have a huge network of other bakers that are in the same situations that we are in. We, it's really great. There's chatboards and stuff that we can get help from them and stuff like that. Or we look and see what their bakeries doing and we're like, Oh, that's really cool, But that's all the way out.

You know, down in Texas or something like that. Why don't we bring it here? So I think we definitely like look to a lot of our peers and like the other groups that we're in too. Okay,

Don and Ebony: So you're not like me.

Kalee Rose / Marisa McCall: who?

Don and Ebony: You don't look at Guy, what's his name? Guy

Kalee Rose / Marisa McCall: for grocery games guy. Thank you.

Don and Ebony: Have a guy's last name, Freddy or something like that? I mean, do you look at

him or Gordon Ramsey. I know they're not Bakers, I don't think. I think they're chefs or whatever, but

Kalee Rose / Marisa McCall: I think there's definitely well known bakers that you see out there, and I know growing up, you know, I always watched Duff and yeah, Buddy and all of those people. But I think for us now, our inspiration more comes from our peers and like other, like she said, other bakeries in groups that we're part of, and it's just really fun to get inspiration from them as well.

So, and we, we reach out to them when we have questions, they reach out to everybody else. It's.

Don and Ebony: So your peers here in town, no. They're like all over the country. They're all the country. Mm-hmm. . Mm-hmm.

And we've, we've talked to several industries and one, one of the things we learned.

Kalee Rose / Marisa McCall: is that

Don and Ebony: You folks in the same industry, y'all develops a network where you help each other out. Is that in the bakery industry locally as well or not as much?

And it's okay if it's not not much .

I mean, I, I think it is to an extent. I mean, we definitely want to be friendly and wanna be friends with other bakery owners, and we definitely have spoke to them and reached out to them and, and whatnot.

Kalee Rose / Marisa McCall: We have a donut shop right by us, Daylight Donuts, right by us. And we've definitely like, have a great relationship with her. She shops from us, you know, we get donuts from them and we even helped her out with, you know, we've helped her out when she's needed it. So, yeah, I definitely think that like, just because your competitors doesn't mean you can't be friendly.

Correct. You

Don and Ebony: Yeah, that was what I was trying to get at. Okay. Well hopefully that will evolve and that will happen.

E you know, anything else? I, I think it's time for round of, Yeah. You ready?

Kalee Rose / Marisa McCall: Yeah. Mm-hmm.

Don and Ebony: Word association. Here we go. . You building it up like that. You're too funny. word association. I'm gonna give you one word. Give us one word back. It's not wrong cuz it's your word. If you both wanna jump in, that's cool too. You both have a mic. So it's all good.

Leader.

Kalee Rose / Marisa McCall: We're the leaders. Yeah, us.

Don and Ebony: She said we. Success.

Kalee Rose / Marisa McCall: A happiness.

Don and Ebony: College and you can say KU

Kalee Rose / Marisa McCall: Ku. [00:30:00] Oh, Ku.

Don and Ebony: Oh my gosh. Is there a way to edit that out? too funny. Failure.

Kalee Rose / Marisa McCall: Having to close.

Don and Ebony: Entrepreneur.

Kalee Rose / Marisa McCall: Scary.

Don and Ebony: Yeah, it should be It's a tough gig. Yep. All that Wichita.

Kalee Rose / Marisa McCall: Hometown. Yeah.

Don and Ebony: Nice. Vacation.

Kalee Rose / Marisa McCall: Yes, please.

Don and Ebony: Hero.

I dunno. I dunno.

Don and Ebony: As they look at each other. Well,

Kalee Rose / Marisa McCall: Kalee's my hero.

Don and Ebony: I'm sorry, what? What did you say?

Kalee Rose / Marisa McCall: Oh, I said Marisa. Yeah, I'm gonna go with her.

Don and Ebony: Y'all just got you. Boom. Excellent. Kalee said Marisa. Marisa said Kalee. And Don says Ebony. I do, I do. I do. I say shero sometimes. Wichita Chamber.

networking. Yeah. Nice. New, new friends. family. a lot of fun. Yes, like my family. Love our family.

Don and Ebony: Speaking of fun. Fun.

Running.

Don and Ebony: Running. Is that what you said? She's a runner. Oh, you one of them. Okay. After all the, but after all the butter

Kalee Rose / Marisa McCall: that's

Don and Ebony: You have to balance it. Nice. Last but not least, and you have to tell the truth about this, and each one have to answer beverage.

Kalee Rose / Marisa McCall: Oh Coffee. Oh. Oh. I'm a, I'm a Diet Coke girl.

Don and Ebony: They kept at pg. Okay.

That's That's cool thank you ladies for coming in. It's been, it's been a hoot.

Kalee Rose / Marisa McCall: Thank you. Thank you.

Don and Ebony: Very, very cool. I mean, you've shared your story and it will help folks. Thank you, guaranteed. Thank you for being here. All right, friends, we've come to the end of today's segment. If you would please share this and share it with people who you think will find value, and please make certain that you order from Cheri's Bakery.

Go to the website, go to Tyler Road, and buy some cookies for me and send it oatmeal raisin's mine. Till next time, peace.