



Megan Chadwick

Sweet Crumb Bakery - Bryant, AR

Date: July 3, 2023

Location: Home of Megan Chadwick

Interviewer: Jordan P. Hickey

Transcription: Shelley Chance, ProDocs

Length: One hour, eleven minutes

Project: Southern Baking: Arkansas Cottage Bakers

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Jordan Hickey: Today is July 3. We are here in Bryant, Arkansas. I am Jordan Hickey. I am speaking with Megan Chadwick. Megan, would you mind introducing yourself for the recording?

Megan Chadwick: Hi! I'm Megan Chadwick, and I am a cottage baker here in Bryant, Arkansas.

Jordan Hickey: What's the name of your business?

Megan Chadwick: I am the owner and sole decoration of Sweet Crumb Bakery.

Jordan Hickey: What all do you do? What do you specialize in?

Megan Chadwick: Mostly just decorated cookies. And I've recently started doing cookie cakes again. So. That's about it.

Jordan Hickey: Like I said, we're in Bryant, Arkansas.

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Are you from Bryant? Are you from the area?

Megan Chadwick: I am actually from Hallsville, Texas.

Jordan Hickey: How did you end up here? How did you end up sitting in this kitchen?

Megan Chadwick: [Laughter] A long way. It's a long story.

Jordan Hickey: [Laughter]

Megan Chadwick: I was teaching and coaching, and my husband and I had been married for a few years, and we were both kind of looking to change it up a little bit. I didn't want to teach and coach anymore, and he was looking to advance his career. And his mother lived here. And so we just started applying for jobs in Little Rock, just to see. And it somehow magically worked out. And then I ended up being pregnant, and we just came here for family, and a new job.

Jordan Hickey: How long ago was that?

Megan Chadwick: 2014. August of 2014.

Jordan Hickey: Not quite 10 years, but pretty close.

Megan Chadwick: Pretty close, yeah.

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Jordan Hickey: You mentioned that you've got this cottage baking business. How did you get there? Did you grow up baking? Was this always the dream? What is baking?

Megan Chadwick: It really was always the dream. I used to drive my mom nuts by being in the kitchen, and—because she hates cooking. Hates it. So she would always be annoyed that I was in there messing up the kitchen. Because of course I didn't clean it up.

Jordan Hickey: [Laughter]

Megan Chadwick: But I just—I was always baking for my friends. I remember in high school, I would bake for my friends, and my coaches. Any kind of team event, I would have something. And my coaches would request it constantly. Especially all the male coaches—“Hey, Hunt, bring some cookies.” [Laughter]

Jordan Hickey: Where did you learn how to bake? Did your mom teach you?

Megan Chadwick: No. I have no idea, honestly!

Jordan Hickey: [Laughter]

Megan Chadwick: I just—I liked—I really liked eating sweets, especially cookies.

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Not the decorated kind that I do, but just any kind of, like, drop cookie—chocolate chip cookie, chocolate cookies, anything like that. But it was just—I don't know, it was fun. I didn't have anyone that ever pushed me into that. And there's really no one, now that I think about it, even in my family that—like my grandmother would make coconut pie, coconut cream pie that everybody liked. But other than that, I don't know! It's kinda weird. [Laughter]

Jordan Hickey: Where did you find the recipes? I guess too, were you somebody who was like, "I've got a chocolate chip recipe, and I've got an oatmeal raisin recipe, and that's it"? Or were you constantly looking for—?

Megan Chadwick: Oh, I was into everything. Like I would find whatever random cookbook my mom—we had a bunch of old Hunt family recipes, because we have—our family is really old.

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So I would just go through—it would be an old like dump cake, of like three cups of sugar, and just like horrible things *for* you, but—

Jordan Hickey: [Laughter]

Megan Chadwick: —so good.

Jordan Hickey: It took me a second just to process—three cups of sugar, in—

Megan Chadwick: I mean, like insane stuff, yeah. It was really bad. Like all of them would call for like lard, anything like that. Like, “Okay. All right. I guess I’m putting a big scoop of Crisco in here.” [Laughter]

Jordan Hickey: [Laughter] You said you had been teaching and coaching. Had you ever considered baking to *be* a career? How did you get away from it, and how did you come back to it?

Megan Chadwick: I did always want to go to culinary school, but you can remember at that time it was—everything had to be practical. Like, you've got to go to college and you have to get a degree.

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And so, especially like being from a small town, the idea of going to culinary school and making a living off of that didn’t really seem feasible. So they said, “Go be a teacher and coach.” So I did it. [Laughter] And then I ended up just—I never quit baking, throughout that. Just for fun at home, I would always bake stuff. And then, randomly one day I was just going through a big cupcake phase, and I was making all kinds of cupcakes, and a guy I knew, a friend of mine, had opened a restaurant, him and his dad, and they asked me if I would want to do the bakery. I was teaching and coaching. I said, “I can, but I’d have to—I can’t do it full time.” So I kind of split time doing that. But that wasn’t feasible, either. Like I couldn't keep doing two full-time jobs.

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But that did kind of catapult me into people being like, “Oh, well, can you bake us a cake? Can you make us some cupcakes? Can you do this?” Then from word of mouth and Instagram, it just took off. And then the next thing I knew, I’m making everybody’s baby shower cupcakes and I don’t know how it worked.

Jordan Hickey: When you were asked about doing that for the restaurant, when was it? Were you guys already here in Arkansas?

Megan Chadwick: No, that was in Longview, which is right next to Hallsville. It’s just like the bigger city.

Jordan Hickey: In Texas?

Megan Chadwick: You know like we say we're from Little Rock, but technically we're from Bryant. But no one knows—you don’t say, “Oh, I’m from Bryant.” But yeah, it was a Mexican restaurant there. I was in my third year, fourth year of teaching? Yeah, I was teaching at Union Grove, teaching culinary arts, high school culinary arts.

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Jordan Hickey: Wait, so you were teaching culinary arts?

Megan Chadwick: [Laughter]

Jordan Hickey: In your third year or fourth year of teaching. Had you been teaching culinary arts that entire time?

Megan Chadwick: No. [Laughter]

Jordan Hickey: Okay, so you gotta tell me, how’d you get there?

Megan Chadwick: My degree is kinesiology and history. I didn't go the teaching route in school because I wasn't sure I wanted to coach and teach. Then that ended up just being what happened. But I was teaching seventh grade Texas history, and then I did that for two years at one school, and then moved and did it again at another school, as well as elementary PE. Then I went to another school, and they had just started another culinary arts program, with this gorgeous commercial kitchen.

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And I just got really lucky that they hired me. [Laughter] So, yeah. It was cool.

Jordan Hickey: Can I ask, what was that like, working in a professional capacity in a kitchen? At that point, did you realize, "Oh, I *could* do this—"

Megan Chadwick: Yeah.

Jordan Hickey: —as like a profession. Is that kind of what was going on in your mind?

Megan Chadwick: A hundred percent. A hundred percent. Once they gave me the keys to this brand new gorgeous commercial kitchen, and I had every kind of tool at my disposal, that's when I really amped it up. I would stay after school, make cakes and cupcakes there. Then ultimately—we had a little bakery in the school. We would just bake for every kind of event, and we would do fundraisers, sell pies. Ultimate bake sales, basically.

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Jordan Hickey: You mentioned in high school, you were baking for teams and friends. When you started doing the bake sales and you were doing stuff out of that commercial kitchen,

was it different cooking for other people, or did it feel like an extension of what you had done when you were in high school?

Megan Chadwick: It definitely—it just felt like what I was supposed to do. I don't know. Like, it just kept building and building. And with basically each new audience that I got, I was just like, "More!" [Laughter]

Jordan Hickey: [Laughter] Why is that?

Megan Chadwick: It just feels so good. I don't know. I love that I—I'm very hands-on. I'm very—if there's some sort—like I'm making felt flowers, and giant crepe paper flowers—like right now, my bedroom is a mess, because it's full of felt, everywhere.

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Jordan Hickey: [Laughter]

Megan Chadwick: But if I'm sitting, I have to be like making something. And I like to just make good, pretty things. Especially I like to have—I feel really proud and really accomplished whenever I make something that tastes amazing and people rave over it. I don't know if that's a good thing or a bad thing. I don't know if that's like a—you know, not selfish, but what's the word I'm looking for? Like—

Jordan Hickey: I feel like the word might be like self-indulgent, or something like that—

Megan Chadwick: Yeah, yeah.

Jordan Hickey: —but I don't know if it is, though.

Megan Chadwick: I don't know. It just feels—it just—I don't know. When people come and tell me—like I had one person just tell me that she took her cookies to the Beverly Hills Hotel for her birthday, and she said that they gave out—because they were, like, cabana style.

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She gave one to the cabana boy, and she said that he chased her down, like, “These were decadent.” And I was like, “Oh my gosh! You just made my whole year.” [Laughter]

Jordan Hickey: Wow. That's cool. So, you're in Texas. You're doing the culinary arts program. Did you do that for a couple of years and *then* move to Arkansas? What was the timeline there?

Megan Chadwick: Yeah. I started teaching in 2009, and then in 2014, I was just about to start the new school year. I had been all that time kind of baking. Probably about 2010 was when that really kinda took off.

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I wasn't charging anybody or anything at that point. It was all just fun. But then we moved. Yeah, I was about to start that last school year, and that's when we got the news that he got the job, so I didn't start that year. I just moved here in August. And then it was kind of like a big break, because I was pregnant. We were actually living here, in this house, but it was my in-laws' house. Because he was still finishing up his job there, and he didn't start for like another two months here. I was working at Bryant, as a paraprofessional.

Jordan Hickey: In Bryant, the city—?

Megan Chadwick: Bryant High School.

Jordan Hickey: Bryant High School.

Megan Chadwick: Yeah, sorry. I just refer to schools as names. [Laughter]

Jordan Hickey: [Laughter]

Megan Chadwick: That's what we do—like back in East Texas, everything is just by the school name. Then, big break because I wasn't living in my own house and had a baby.

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And then as soon as he was born, I started just playing around in the kitchen again. Just for myself. Because I had kinda just forgotten about that for a while. And I figured I had to get a *real* job. And so I went to school, and went to scrub tech school, and I did that for a year, and then I worked at North Little Rock Baptist doing PICC lines.

Jordan Hickey: What is that?

Megan Chadwick: It's basically like a big surgically placed IV that goes straight—the best way—that just kinda goes straight to your heart. So like we would x-ray, and you would see the line go straight. Yeah. But, just doing stuff like that. And did that until—my years are fuzzy, because it all starts going together.

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Jordan Hickey: There's a certain point where it's like time stops meaning—yeah, it's all good.

Megan Chadwick: But ultimately I was working at the hospital, was playing around with baking again at home, then I just started bringing stuff up to the break room, just playing around.

Because, you know, once again, I have to have the need of people telling me how good my baked goods are.

Jordan Hickey: [Laughter]

Megan Chadwick: Then people started asking, “Oh, can you do this for my son’s birthday?” “Can you do this for my kid’s wedding?” Because I did start doing cakes, and ended up—I liked it, but then I discovered decorated cookies, and never looked back.

Jordan Hickey: I want to get into that for a second. But I’m noticing a trend, of like whenever someone has some of your baked goods, they're immediately like, “Can I have more?”

Megan Chadwick: [Laughter]

Jordan Hickey: Is that kind of like where that itch kept getting scratched?

Megan Chadwick: Yes. Absolutely. A hundred percent.

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Jordan Hickey: But you had mentioned you had to get a “real” job. I assume that there was a shift at some point, where you're like, “This *is* a real job”—but at what point did you kind of think, “Oh, this *could* be a real thing”? Or was it when it was finally full time? Or was there a mental shift that happened?

Megan Chadwick: Yeah. It’s kind of hard to place when, exactly, but there was a time when it was almost once again doing two full-time jobs. So I would work at the hospital eight to five, and then get home, and had a young son, and then I would start baking, cause people would ask for stuff, people were ordering. I was staying up until three in the morning almost every single night, doing orders.

Jordan Hickey: Oh my gosh.

Megan Chadwick: Yeah. And then once that was happening every night, I was like, “I either have to severely cut back on this, or go full.”

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Thankfully, my husband is extremely supportive, and said, “Just do it. Just do it. Cause this makes you happy. This is what you've always wanted to do. And you clearly have enough customers.” Like I was turning people away, because I just didn’t have enough time.

Jordan Hickey: So at this point this was well beyond the break room at the hospital, then?

Megan Chadwick: Oh, yeah. Yeah. They were not happy because I didn’t bring stuff anymore. [Laughter]

Jordan Hickey: [Laughter] At what point had it gone beyond the break room? How did it go from bringing baked goods to work to having a social media presence, or having a business? How did that happen?

Megan Chadwick: It happened so fast that I really don’t even—like I didn’t even know a single person at North Little Rock Baptist.

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I don’t know anybody here, so it’s not like I could rely on family and friends *here* to be like, “Hey, can I make this for you?” and start—which is what I did in East Texas. That’s how it started there. They all knew me, so they’d say, “Hey, can you do this?” And it was easier. But here, it was just straight word of mouth, with me knowing nobody. And so, doing all the events

at the hospital, just pushing Instagram, and Facebook on that. And I guess people from the hospital sharing? And it just—I don't know! I really—I have no idea! It just took off!

Jordan Hickey: [Laughter]

Megan Chadwick: I just remember being like, “I don't know who these people are. I don't know how this happened.”

Jordan Hickey: [Laughter]

Megan Chadwick: Then I started doing The Bernice Garden, so that probably helped, too. I would do the markets on Saturdays, which is how I met Monica.

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Jordan Hickey: Monica Chatterton.

Megan Chadwick: Yes. That was really fun. It was difficult. Because you had to worry about weather, and if there's going to be a cancellation. It's not like I can wrap up all my candles and sell 'em the next week. [Laughter] So anything I have has to be done that day. But that's a whole different story. [Laughter]

Jordan Hickey: At what point did you launch like the Facebook page, and the Instagram? At what point did you go from just being you to being, quote-unquote a “brand”? When did that happen?

Megan Chadwick: Honestly, probably about six months into being at the hospital.

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Jordan Hickey: Okay, wow.

Megan Chadwick: Yeah, pretty quickly. Because I had started that name, whenever I was in East Texas, but I wasn't doing like a whole lot with it. But then, I don't know, it just—I wish I had a cooler answer! [Laughter] It just—took off.

Jordan Hickey: Some people, they might be like, “I'm going to open this cottage bakery” or this bakery or whatever, and they've got the name and then they get the clientele, whereas it kind of sounds like it was sort of the reverse. Like you already had the customers, you were getting that word of mouth, and so it was like—my guess is, and tell me if I'm wrong—it was almost like you needed to have something—

Megan Chadwick: Yeah!

Jordan Hickey: —some sort of a public-facing social media presence, because that's the world we live in.

Megan Chadwick: Yeah!

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I had to quit giving my number out, and—because—that's a nightmare, personally, for me, is just giving my phone number out to people, and I had to keep it all in one place. Because I felt like if I kept giving my phone number out, my head was going to explode. So, once I had a place to be like, “Okay, just—fill it all—fill out this thing”—[Laughter] like, “On this one like Google Doc, just fill it out, and we'll go from there”—but now, it's all through a Square website, thankfully. But it's hard to keep up with, to this day, because people still want to message you on Instagram, Facebook, and they still somehow find your number and text you, and—

Jordan Hickey: [Laughter]

Megan Chadwick: [Laughter]

Jordan Hickey: So, you're working in a hospital, and COVID is looming on the horizon, metaphorically. Were you still at the hospital at that point?

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Megan Chadwick: No. Thankfully I had gotten out I guess about—oh, man, it might have been 2018, early 2019, when I got out of the hospital. Yeah, that's about right. I remember my boss had ordered a bunch of cakes from me, at different random times, and she had joked about it. She was like, "We're going to lose you someday to this."

Jordan Hickey: [Laughter]

Megan Chadwick: And I walk in one day, and I was like, "Hey." [Laughter] She was like, "I knew it!" [Laughter]

Jordan Hickey: That was the time when you said, "I'm going to go full time."

Megan Chadwick: Yeah. And it was scary.

Jordan Hickey: Really?

Megan Chadwick: Really scary. Yeah! Because there's always patients at the hospital. There's always that. And the job I was doing was almost like an on-call situation every day.

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I may do one procedure, I may do 10 procedures—you never know—but at least I was there and getting paid. With this, it's always, "Oh, no." I mean, no one's gonna quit having birthdays, but like, what if—what if suddenly something goes wrong, and nobody needs this anymore?

Jordan Hickey: What was it like in those early days of being full time? You had spent so many years—you had been a teacher, you had been a coach, you've been doing all these things, you had been at the hospital. Then suddenly you're at home. What was it like to just be at home one day?

Megan Chadwick: Awesome. [Laughter]

Jordan Hickey: [Laughter] That's an excellent answer! [Laughter]

Megan Chadwick: [Laughter] It's pretty great! It also helps that my son's young, and he hadn't even hit kindergarten yet, so I got to spend extra time with him.

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Because the commute from Bryant to North Little Rock is awful.

Jordan Hickey: Oh.

Megan Chadwick: Terrible. So, I probably got three hours of my life back just from not driving. But now I get to stay home, and do exactly what I love, do my hobby, like my favorite thing in the world to do, and then get paid for it, while watching TV all day, in my pajamas. [Laughter]

Jordan Hickey: When you had just started, were you getting orders mostly via social media? Were you busy, especially in the early days?

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Megan Chadwick: Oh, yeah. Yeah. From now, I thought I was busy. But I *was*. I've kind of gone up and down with it, due to either inflation and whatever, or due to me taking time off. Like during the summer, I'll take less orders so that I can stay home with my son and enjoy our

summertime. But I still have to work, because I can't—A, I don't want to lose customers, and B, I just have to have that creative outlet. I just can't stand to not do it. I'll get to the point of burnout, and then I take a week off, and then I'm just like, "Oh my gosh, I just need some time." And then by the end of that week, I'm like, "All right! I'm ready!"

Jordan Hickey: [Laughter]

Megan Chadwick: And then I feel like it's like—I don't know. It's a whole—you know like when—have you ever heard of kids, like when they are babies, they'll be super fussy and cranky, like horribly cranky.

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And then you're like, "What's wrong with you?" And then they go to bed, and they sleep for like 16 hours. And you're like, "Oh my gosh, what is wrong with you?" And they wake up and they're like so much smarter. And they go through like a mental growth overnight. And you're like, "Oh, my gosh. You woke up and can read." Like, "How did you do this?" That's what I feel like after [Laughter] a week off. I feel like I get so much better, after a week off. Like I just clear out, reset.

Jordan Hickey: You mentioned the burnout. To what extent—were you aware that that would be a part of what this baking life would look like?

Megan Chadwick: No. [Laughter]

Jordan Hickey: How much was expected versus how much was not expected, when you first started?

Megan Chadwick: I expected it to just be, so naively, sunshine and rainbows.

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I was like, “Oh, well, what could go wrong? What could be bad about this?”

Jordan Hickey: [Laughter] Cookies and cake!

Megan Chadwick: Yeah. Like, “I’ve got it made.” Then I realized, oh, I haven’t spoken to anyone other than my husband and child in like a week and a half. [Laughter]

Jordan Hickey: [Laughter]

Megan Chadwick: I probably need some social interaction! That isn’t someone calling for cookies! So there’s that. And then, you don’t think that you’ll get—in the beginning, every theme is new, so you’re like, “Ooh, what can I do with this theme? What can I do with that?” And it’s exciting. Then, by the fourth time you get Paw Patrol, you’re like, “I don’t ever want to do Paw Patrol again.”

Jordan Hickey: [Laughter]

Megan Chadwick: And that’s not fair. It’s not fair. Because there’s some little boy that loves Paw Patrol. And, I’m gonna do it. But, you do run into that problem, of like, “I don’t know how to make this exciting anymore. I don’t know how to make [Paw Patrol’s] Chase exciting anymore.” [Laughter]

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Jordan Hickey: How do you do that? How do you keep it exciting?

Megan Chadwick: Taking breaks. And just if it’s not a theme—and that’s my new thing for myself, to keep me sane—if it’s a theme that’s not going to bring me more joy than anger [Laughter], and frustration, then I just—I can’t do it anymore. There’s certain themes where I’m

like [sigh]—I don't think I'm going to be able to do it justice. Because I'm just not there. And I don't want to do that to people. Because I love my customers. They're coming to me for a reason. And I hate to do that, but at some point you have to take care of yourself in order to still be good at what you do. And so I just can't keep doing certain themes, because I'm like, "This is sucking the life outta me." [Laughter]

Jordan Hickey: When did you learn that lesson? Because my guess is you probably didn't know that like day one, right?

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Megan Chadwick: No. That took a few years. Thankfully it did—I've had so many wonderful customers over and over and over, and I'm happy to do it, like you know—but once you've been doing it for a while, it just—I wish I had told myself that earlier. But there is the point when you're at the beginning and you're trying to start a business, and you're like, "I have to take every single order, no matter what it is. Even if I hate this so much and I know nothing about it, I'm going to do it, and it's going to be epic." That's the attitude I had at the beginning. And so now I'm just like, "Nope." [Laughter]

Jordan Hickey: [Laughter] This goes back to something you mentioned before. You had mentioned how you've been doing—is it mostly custom cookies?

Megan Chadwick: Mmhmm.

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Jordan Hickey: At the very beginning, you were only doing custom cookies, and now you're doing custom cookies? Or did you start with a pretty broad range and then kind of narrow down? And why is that, too?

Megan Chadwick: I started with cupcakes, and then that changed to cakes. I got pretty decent at cakes. Not like [\[Hannah\]](#) Lavender or anything, but you know. I kind of started getting frustrated with it, a little bit, because I felt like I wasn't getting as good as I should be. But then I made a set of cookies—I just randomly saw some decorated cookies, and I was like, “Huh. I wonder what that's about.” And so I tried it, and they were horrible. They were ugly.

Jordan Hickey: [Laughter]

Megan Chadwick: They were horrible. I mean, it looked like a fail that you would see on the internet. Terrible. Horrible. Then about two months later, I tried again and, everybody liked it.

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I was like, “Okay. That's not—so bad.” It was still ugly, but it's not *so bad*. I can see. And then, I'm competitive, and I get competitive with myself, and so, I was like, “No, I'm gonna get good at this. It's just icing. It's just icing and cookies. I'm gonna get good at this.” And I did, and I just kept practicing and practicing. I don't know, for some reason, I just wanted to conquer it. In my head, it was like, “No. You're gonna make this happen.” For no reason at all!

Jordan Hickey: [Laughter]

Megan Chadwick: Then I kind of started getting bored with the cakes, especially because I was like, “Well, cookies is more fun. I can do more with this.” I don't know why, but for me, it was easier to do, and a lot more fun to do. And so then I kinda started slowly phasing cakes out. I

would do cookies and cakes for a lot of orders, and I was realizing the cakes were just a little not fun anymore, and I felt like I wasn't doing as good a job on 'em. So I just phased 'em out.

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Jordan Hickey: When you say you were phasing them out, were you still getting inquiries about them, but you were like, “Oh, no, I'm not really doing that anymore”? Or did you take some orders? How did that work?

Megan Chadwick: Kind of a mix of that. There were some that I would—it would be like, “Oh, I kinda want to try *that*, even though I'm not really doing cakes anymore.” But the problem with that is, when you start phasing that stuff out, you don't have all your supplies. And this a boring answer, but like I don't have like all my—I used to always have like my cake rounds, and all my buttercream and everything, and then when you start phasing that out, you don't have all those things, and you gotta—“Oh, crap, I gotta go to Hobby Lobby and get this.” And it just—became a hassle. So then I finally was like, “I'm done. No more.” Hard cutoff.

Jordan Hickey: I apologize to keep asking about years and stuff.

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When you kind of did that hard cutoff, had you already gone full-time? At what point did you decide that you were going to do that?

Megan Chadwick: I think I had gone full time. I may not have. That probably all came about at the same time, I would guess. That sounds about right. [Laughter]

Jordan Hickey: Thinking in terms of timelines, so you've gone full time—you said that was 2018, 2019.

Megan Chadwick: Mmhmm.

Jordan Hickey: Thereabouts?

Megan Chadwick: I *think* so. I'd have to go back and look at the record [Laughter], but somewhere in there. It had to have been in late 2018 or early 2019, something like that.

Jordan Hickey: So, you're full time.

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You're focusing on cookies. And you get to—let's call it like most of 2019—and then 2020 rolls around, and we have a global pandemic. What was going through your mind?

Megan Chadwick: Selfishly, I had like a bunch of orders on the books, and I was like, "No! There goes all my money! And I'm going to have to give all this money back! No!" [Laughter] But my first initial thought was, "Well, that's it."

Jordan Hickey: Really?

Megan Chadwick: Yeah.

Jordan Hickey: Like, "That's it"?

Megan Chadwick: Because nobody was going anywhere. All you see on social media is like the drive-by birthdays. You remember that? Like, everybody would be like, "Just drive by, and y'all just honk." [Laughter] I was like, "Oh, no! There goes my livelihood!" [Laughter]

Jordan Hickey: [Laughter]

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Megan Chadwick: But there was probably only three to four weeks at the beginning where it was nothing, and it was just because nobody knew what was going on. It was that time when no one really left their house, and so we were all just like—nobody’s working. So, I had that to go on. And any event that I had had planned, they all canceled. I remember being super bummed—I had a cookie decorating class at Lost Forty—

Jordan Hickey: Oh!

Megan Chadwick: I love Lost Forty. And we were going to do a big cookie decorating class in—whatever—I just went blank on the name—just like on the other side—not where we eat, but in the actual brewery area. I was so excited. And then they were like—“Okay—I mean, it may be—it may be fine. It may be fine.” Like, “We’re going to keep an eye on it. I think we’re going to be okay, though.” And that’s like right up until—and then they were like, “Yeah, no, we gotta cancel it.” [Laughter]

0:35:02

Jordan Hickey: [Laughter]

Megan Chadwick: It was like, “Okay. Okay.” But that was when I realized, “Oh, no.” Like, this—this is not good. And then everything shut down right after that. And there was what I was saying, like the three to four weeks where nothing—all the events were canceled, so I had a freezer full of cookies that people were supposed to pick up—

Jordan Hickey: Oh!

Megan Chadwick: I had like a big prom thing or something set up. I felt horrible. But—so any events were canceled. It was the first time I didn’t do graduation, which, graduation is *huge*

for cookies. But then I started noticing that people were messaging me saying, “Hey”—it was really nice, because a lot of sweet customers, my repeats, would just be like, “Do you want to just make me whatever you want to make? I just want to order some cookies.”

0:36:03

I was like, “Okay. Okay.” Then I started—people would be like—“We're having a little tiny get-together for my son's birthday, since we can't have a party. Can we just get like a few cookies?” Then I realized—I have a dozen minimum set. It was like, “Well, why don't I just do like a half dozen for now? If they don't need a huge order.” So I lowered my minimum for that, and just noticed that I would get the random orders of, “We just want something.” Which actually was really good for me, because I get to explore creatively, and just play around. People were being awesome, trying to support small business. Sold t-shirts, as a small business thing, which was nice, because everybody showed up for that. And then, once I realized that people were still having birthdays, and still having events, and still wanting cookies, because it was just something nice, I started doing the popup shops off my porch.

0:37:00

Jordan Hickey: Can you tell me about those?

Megan Chadwick: I basically just treat my porch like a booth [Laughter] and I just set up all my little individual cookies out on my bench out there. And I have a cash box and Venmo and people can just come and shop. I usually do it for holidays, and of course opening day of Razorbacks.

Jordan Hickey: [Laughter]

Megan Chadwick: That's a good one. But yeah, the popups really took off, and I still do those, every holiday.

Jordan Hickey: The first time you did a popup, did you sell out? Or what was the response, when you first did it?

Megan Chadwick: I was trying to remember the first one I did. I'm pretty sure it was Mother's Day.

0:38:02

This was pre-COVID. I do remember that. They weren't as successful until after COVID.

Jordan Hickey: Really?

Megan Chadwick: I don't know if that has anything to do with it. But I do remember doing like a presale, and then like a porch popup for Mother's Day, of 2019. And then—did okay. Not enough to be like, "I'm going to do this every time." [Laughter] But I do remember that Halloween, that was a good Halloween.

Jordan Hickey: The Halloween of 2019?

Megan Chadwick: No, that was 2020. That was the best Halloween to date! [Laughter]

Jordan Hickey: Really?

Megan Chadwick: Yeah!

Jordan Hickey: What did that look like? Did you have people social-distancing down the sidewalk? Or did people just come by when they could? What did that look like?

0:39:01

Megan Chadwick: Pretty sure that was when I did—it was rainy, and so instead of having them out there on the porch, I just said, “Message me to claim.” And my inbox *blew up*.

Jordan Hickey: Really!

Megan Chadwick: Yeah. Like I couldn't get to anybody fast enough. And I didn't know who—I didn't know how it happened. It was like a movie scene. It was just like, “No. What? No. No. I don't—ugh.” So there was that. And I sold out instantly. And I had people like—not super thrilled [Laughter].

Jordan Hickey: When you say you had sold out, are we talking about like a dozen cookies? Are we talking like 10 dozen cookies? Just to get a sense of—

Megan Chadwick: Depending on the holiday, I'll do more or less. Obviously for Halloween I'll do more. And for a holiday like Christmas, I'll do a ton. And by that I mean like 20 dozen?

0:40:00

Jordan Hickey: Oh my gosh, okay. That's a lot of cookies.

Megan Chadwick: Yeah. [Laughter] But like for Fourth of July, I did—which I learned my lesson, and I'll do more—but I [Laughter]—I did probably 12 dozen? And sold out. Yeah. So that was good.

Jordan Hickey: Was that—when did you—?

Megan Chadwick: Saturday.

Jordan Hickey: That was on Saturday. So that would have been two days ago. I do want to ask about the social media aspect, and people messaging you, and like trying to claim it. Has your relationship with social media changed over the course—? Your eyes are getting very big.

Megan Chadwick: [Laughter]

0:41:03

Jordan Hickey: Has your relationship with social media [Laughter] changed over the course of your business?

Megan Chadwick: Yes. Yes. A lot. Some very good, some very bad.

Jordan Hickey: Really?

Megan Chadwick: Yeah. I remember saying specifically back in the day, “Who would ever need a social media manager?” And now I would pay good money for one.

Jordan Hickey: [Laughter]

Megan Chadwick: A hundred percent. I hate it. I hate it so much.

Jordan Hickey: Why?

Megan Chadwick: Because I’m already doing the thing, in there. And I’m like, I’m already being creative in there. And now I have to make sure I post at the right times, and say the right things, and then—it’s got to be—is it a reel, or is it just a still photo? Did you do it the times between 7:00 a.m. and 11:00 a.m. on a Monday but not on a Tuesday? Then you get in your head about it, and you’re like, “Well, this photo only got so many likes, and *this* one got this many likes.”

0:42:06

And “Oh, no, if I don’t post a picture every day, people are going to forget about me.” [Laughter]
It’s—it’s a mess. Then you get the comments on there, which—this doesn’t—it’s just more a

funny thing, but it's like—tagging your friend—“Think we could do this?” I'm like, “No.”

[Laughter]

Jordan Hickey: [Laughter]

Megan Chadwick: I know that's terrible!

Jordan Hickey: What does it take to do it, though? You've touched on I think a really important part of this, which is like, you're not just baking, you're not just doing your stuff in the kitchen; you're doing *everything*.

Megan Chadwick: Oh, *everything*. I mean, baking, shopping for it, planning it out, washing all the dishes. Which—doesn't sound terrible, but when you're doing—most weeks, I do about 15 dozen cookies, and so—

Jordan Hickey: Wow.

Megan Chadwick: —yeah. It's a lot.

0:43:10

And sometimes there's last night's dishes in there, and then I also have to do these dishes.

[Laughter] Then I have to, of course, order boxes and supplies and stickers. And every little portion. And once they are perfectly decorated and I have to wait for them to dry, then I have to package them, and I have to make sure that I have all the things in there to package them, so that they don't break on the way out. And then I have to make sure that people understand how to transport them correctly. [Laughter] Then I'm worried about them because they're like my little babies. [Laughter] And people will send their husbands to pick them up; I'm like, “No!”

[Laughter]

Jordan Hickey: [Laughter] How do you keep all this straight? Do you have a very detailed planner? How do you do it?

0:44:05

Megan Chadwick: I am *not* naturally gifted at—being organized. [Laughter] I am creative brain. And so all that is like someone else’s problem. But it’s my problem.

Jordan Hickey: [Laughter]

Megan Chadwick: I’ve developed a system now, where I need everything—I’ve got my messages—“Hey, email me. Go to my website. Look at that. It’s got all the answers. Do all that.” And that helps a lot, so that I don’t have to keep answering the same thing. I don’t know who I’ve answered to, and who I haven’t answered to, and who I said yes to, and who I said no to. So that helps. That’s very, very, very helpful. Lifesaver. Then other than that, I have it written in like four different places, so that I can make sure that nobody gets forgotten. Because I am human, and it has happened, and it is *the worst* feeling in the world.

0:45:03

I have forgotten probably two to three orders over the course of however many years. But I still remember them to this day, and it makes me *sick*. But I am human. I have to tell myself that.

[Laughter]

Jordan Hickey: We talked about this at the very beginning—do you have to kind of be easy with yourself? And is it difficult to do that?

Megan Chadwick: Yeah.

Jordan Hickey: Especially I imagine starting out, if you're saying yes to every person because you're trying to build your business, but eventually if you're saying yes to every person, and you're putting all that pressure on yourself, eventually that—it's not sustainable.

Megan Chadwick: It starts to break you. Yeah. It is not sustainable at all. And I have found that out, the hard way, for sure. Because I hate telling people no. Especially people that have been coming back over the years. And I book up sooner and sooner each year.

0:46:02

So like it used to just be I needed a couple of weeks at best, but now it's like I need like a three-month thing.

Jordan Hickey: Oh my gosh, really?

Megan Chadwick: Yeah. Most of the time. It ebbs and flows, but there's a lot of times when I am booked two to three months in advance. And then I have the other people that are trying to make sure that they get on the calendar. And it's like, "Well, that's *eight* months in advance."

[Laughter] And, "I don't know if I'm going to be here, so, let's hold off." [Laughter]

Jordan Hickey: [Laughter] What do you mean by that?

Megan Chadwick: I mean, like, I may be on vacation. I may be—

Jordan Hickey: Oh, got it.

Megan Chadwick: So, who knows. [\[Turns to her son walking by.\]](#) What's up man? You wanna say hi?

Jordan Hickey: [Laughter] That was your son who was walking by. You had mentioned three months out, but my guess is, that must mean that you have a capacity, like the most that you can do, right?

0:47:04

What is the most that you can do, and how long did it take for you to find that?

Megan Chadwick: It took a while to figure out my balance, because I had a hard time saying no, for a very long time. And so there was a long time when I was doing 20 to 22 dozen a week, which, by myself, is *a lot*. I only bust that out now for special events. So like if I have—I did a wedding in June, and that was 19 dozen just for the wedding alone. So I said, “No, I’m not doing anything else for that week, and probably not the week after.” Just to give myself a break. But yeah, I like to keep it to about 15 dozen a week.

0:48:03

That way, I feel like I give better quality. Instead of just cramming every single order in, and just getting it done, I’m actually able to take more care and love into it, and then I feel better, and the customer feels better.

Jordan Hickey: So, we're sitting at the kitchen table, and behind you, you have your kitchen. Is that where all of—

Megan Chadwick: Where the magic happens.

Jordan Hickey: —the 19 dozen cookies—

Megan Chadwick: [Laughter] Oh, yeah. And it’s small. [Laughter]

Jordan Hickey: How do you *do* that?

Megan Chadwick: Everything is covered in flour. Everything.

Jordan Hickey: All the time?

Megan Chadwick: All the time. A hundred percent of the time. [Laughter] It's not dust; it's flour. [Laughter]

Jordan Hickey: [Laughter]

Megan Chadwick: It's messy, a lot. A lot. It's not a glamorous answer, but it's—

Jordan Hickey: How do you manage to make 19 dozen cookies but also make dinner, or like do everything else?

0:49:08

Megan Chadwick: It's like a Tetris game, of pots and pans, and cookie sheets. [Laughter] Since I now have a healthier balance—because there was a long time when dinner did not happen. Like we would just kind of fend for ourselves. Like, ramen happened, a lot; nights like that. But now that I am taking the time to not overload myself—because those 20 to 22 dozen a week, that's like an all-day thing, plus an all-night thing, most nights of the week. So that's not just a still working eight to five; that's working overtime.

Jordan Hickey: Just to get a sense of how long it would take, how many dozen cookies can you fit into the oven at any given time?

0:50:00

Megan Chadwick: Roughly 24.

Jordan Hickey: Twenty-four cookies?

Megan Chadwick: Mmhmm.

Jordan Hickey: Okay, so that's two dozen. And so, if you're talking about two dozen for—
how long would they be in the oven?

Megan Chadwick: Each batch is 16 minutes.

Jordan Hickey: I don't know why I'm surprised that you know this, without even blinking.

Megan Chadwick: Yeah.

Jordan Hickey: That's a lot of cookies. That's a lot of using of the oven. But my guess is
you're probably not just sitting on your hands while those are in the oven. You're probably doing
a lot of other stuff.

Megan Chadwick: No. Making the next batch of dough. Making the next few batches of
icing, constantly. Cleaning, prepping, getting ready for the next step.

0:51:00

Jordan Hickey: At this point, do you even have to think about the process, or is it kind of
like second nature?

Megan Chadwick: [Laughter] Oh yeah. Like it's almost like autopilot. Like I just wake up
during the school year, take my son to school right down the road, just come right back. I wake
up, take butter out, set it out, take him to school, come home, just make it. And we just go. It
just—don't even have to think about it.

Jordan Hickey: You've mentioned a couple times about how baking is this creative outlet.
I know with a lot of creative professions, when it becomes your job, then some of the magic kind
of dwindles away a little bit.

Megan Chadwick: Yeah.

Jordan Hickey: I wonder, you've been doing this for several-several years, and you've been doing it full time. Do you still enjoy it as much as you used to?

0:52:03

Megan Chadwick: Ninety-nine percent of the time. [Laughter]

Jordan Hickey: [Laughter]

Megan Chadwick: Ninety-nine percent, yeah. No, there's times when I will hit just a wall, of—and it's not because I'm upset, and it's not because of—it's just—it's basically like writer's block. It's just like I—don't know what to do with this theme. Like I cannot—I cannot think of it. I don't know. And I don't like to repeat designs very much, so that's another weird thing. It's like a weird competitive thing with me, too. I don't know if it's competitive or what, but it's like, I'm always trying to improve, I'm always trying to make it better. So I'm like, “Well, I did that last time. What can I do *this* time?” So it's never like I can just be like, “I can just redo that.” Because whenever I have to do that, it's like I get bored. I'm like, “Oh, that's not fun. That doesn't motivate me.”

Jordan Hickey: When you say people will give you a theme, is it like—? You had mentioned Paw Patrol before, which I'm curious now, do you accept Paw Patrol orders still?

0:53:08

Megan Chadwick: No. [Laughter]

Jordan Hickey: But is it like “space” or like—?

Megan Chadwick: Well, I do like space themes. [Laughter]

Jordan Hickey: What are these themes? I guess the question I have is, how much of the creative onus do you have to bear? Do they give you something very specific or something very vague? And how difficult is it to kind of muster that creative energy when you've done it so many times?

Megan Chadwick: So my favorite—my ideal favorite order is when I get—usually something that involves flowers, because I just love flowers. So if you were to send in a form, I want it to just have like—like say it's for a baby shower, and you're like, "It's for a baby girl, and it's floral, with these colors, and here's an invitation."

0:54:13

So that way, I get a feel of what you're going for. But when they say, "Do whatever you want. Using this, do whatever you want," I'm like, "Yes! All right! I can do that!"

Jordan Hickey: How about if they don't give you any of that, and they just say, "Do what you want"?

Megan Chadwick: I don't like that.

Jordan Hickey: [Laughter]

Megan Chadwick: [Laughter] I know that's a weird fine line. But I have to have some sort of guideline. Because personally, I hate bright colors. I'm not like bright, sparkly—like hot pink is the last thing I want. But I'll do it, and I like to do it whenever I'm told to do it. But I don't want to make that for you if you just have soft pastels in mind.

0:55:00

Because a lot of times I've found that if people say, "I don't care, do whatever you want"—you do care. [Laughter] You just don't realize it. You know what you don't want, but you only know that once you receive what you've gotten. [Laughter] So it's just best to have an idea. Just a little idea. Just a little guideline, is the best.

Jordan Hickey: Doesn't have to be a full-on guardrails all the way down, but—

Megan Chadwick: Yes. Exactly.

Jordan Hickey: —some notion.

Megan Chadwick: Yeah. For sure.

Jordan Hickey: We've talked a lot about how you got to this point. Where do you go from now? I'm sure that people ask you all the time, like, "Oh, do you want to finally become a professional and become—

Megan Chadwick: [Laughter]

Jordan Hickey: —like a brick and mortar?"

Megan Chadwick: [Laughter] Yeah. Like that's the only way that you can be—

Jordan Hickey: Exactly.

Megan Chadwick: —yeah, I get that every day—"So are you gonna open a store? You gonna open a bakery?" And absolutely not. Absolutely not.

0:56:02

I have an amazing job where I get to stay—I love my house, and I get to, even though my kitchen is tiny, it's mine and it works. I have a whole setup. And I don't have to talk to people. I

don't have to see people. I love people, but—it's nice to not have to do that every day.

[Laughter] And there's no overhead, so that's nice. I don't have to pay for a building. I don't have to commute. I don't have to worry about where that money—that's where the *real* pressure is, I feel like. Because I don't think I could just have a brick and mortar with just what I do. Because then, I wouldn't have time for the custom orders, because I'd have to constantly be putting out whatever it is I feel like for the day. But that may not be what people feel like for that day. Does that make sense?

Jordan Hickey: Yeah.

Megan Chadwick: And since I don't do a whole—I mean, I make cookies all the time, all different kinds, but I don't have the drive to do that, as a job, to do that every day as a job.

0:57:10

I prefer just the customs, if that makes sense.

Jordan Hickey: Yeah. Like not filling a case and then not knowing, oh, are people actually going to come by and pick it up?

Megan Chadwick: Exactly. That would—devastate me every day, if [Laughter] If I saw a full case. I would just be like, “No. Why?” [Laughter] “It's good. I promise.”

Jordan Hickey: You had mentioned a social media manager, though. In a perfect world, would you want people managing social media, or doing—we haven't talked about the business aspect, but like taxes and that kind of thing?

Megan Chadwick: I have a tax guy. It's my husband.

Jordan Hickey: [Laughter]

Megan Chadwick: [Laughter] That's the only guy I got, though. Everything else is me.

0:58:00

Ideally, perfect world, yeah, for sure. And I've had people reach out, asking to do stuff like that. But if I'm being perfectly honest, like the amount of money, the ceiling for the amount of money that I can make still just doesn't allow for me to employ someone. Because I'm only one person, so I can't generate enough—I'm generating enough for me [Laughter] to pay myself, but I can't afford to do that for someone else.

Jordan Hickey: Talking about money just a little bit, you had mentioned inflation, earlier. Right now, eggs—

Megan Chadwick: Oh my gosh.

Jordan Hickey: We could just talk about eggs.

Megan Chadwick: I do have an egg girl. [Laughter] So I have two people.

Jordan Hickey: We will talk about that later, because maybe I—eggs, oh my gosh.

0:59:00

Megan Chadwick: [Laughter]

Jordan Hickey: But like eggs, butter, sugar, flour. Even making it during the pandemic, like you couldn't even find flour.

Megan Chadwick: Oh, yeah.

Jordan Hickey: Obviously this is a really fun and creative thing to do, but how much do you have to be mindful about like those costs, and making sure that you're charging enough and all that?

Megan Chadwick: It's hard. Because I have to be able to give myself a raise, and then I also have to be able to cover my expenses, which are just constantly going up. And at some point, I have to raise my prices to cover that, and then I feel terrible. Because with other jobs, you don't see people getting raises. You don't see that. But with mine, it's like—and you don't see—there's no breakdown of costs.

1:00:02

But like with mine, it's like, well, this is just what it costs, because it cost me this much, and then my time and skill—which I'm constantly working on, and getting better at, just like you're constantly working at getting better at your job. It's just mine looks like a number.

Jordan Hickey: Exactly.

Megan Chadwick: So, it's hard for people to—you have the people that are like, "Yes, that's awesome. Good for you. You deserve it." Then unfortunately you have the other side who are like, "I can't afford that anymore." And that breaks my heart.

Jordan Hickey: I think, too, it's a very public-facing number.

Megan Chadwick: Yeah. It's putting just like a value on your product, and it's hard. I started at a way lower number, and it's intimidating and it's scary to go up, based on just talent and skill alone. Then you also have to account for how much stuff costs.

1:01:04

So, it's scary, it's hard, but—gotta do it.

Jordan Hickey: I think we've covered just about everything. The one thing I did want to ask—we touched on the early days of COVID. I wonder how the business changed over the course of the pandemic, and all the people who were very excited to buy like the half dozen cookies, or small parties, how did that change? Did you, for example, keep the six-cookie limit? Or did you bump it back up to a dozen? How did things change both during and now, more or less, after the pandemic?

Megan Chadwick: It definitely kind of shifted—it has shifted back to what it was before.

1:02:03

Like I now have the minimum dozen again. Because it's not cost-efficient to do a half dozen. There's so much waste, and there's so much—I have my recipe down, like perfectly. But if I just do like a half order—or I have like my minis that I do, and that's a minimum of two dozen, because they're just two-inch circles—I can't just do like four of those. At a certain time, like during COVID, when we all had the money [Laughter] and we all had the time, and it was more of a personal thing, it was good to do that. But it has definitely had to shift back, *especially* with the cost of everything. So like I do—I have someone who I love, Alayna, for giving me eggs.

1:03:04

She brought me some a couple days ago. [Laughter] But I wish I had a butter girl; that would be great. [Laughter]

Jordan Hickey: Where do you get butter?

Megan Chadwick: Kroger.

Jordan Hickey: Kroger. Do the people at Kroger know you from like a mile away?

Megan Chadwick: Oh, yeah.

Jordan Hickey: Like that you're coming for all of the butter?

Megan Chadwick: Yeah. And I know there's other cookiers here, because I know when butter goes on sale, I gotta get there, [Laughter] because the butter will be gone.

Jordan Hickey: Is this something where you have like an entire freezer full of like butter, and all these things?

Megan Chadwick: We have my butter fridge. It's our butter and beer fridge. [Laughter]

Jordan Hickey: [Laughter] That's good. I'm noticing we're coming up on time. Is there anything that we have not talked about, whether it's about how you got to this moment, where you're going?

1:04:15

Even like cottage laws; we haven't really talked about that very much.

Megan Chadwick: That was a whole thing.

Jordan Hickey: Really?

Megan Chadwick: That was—and it's come a long way just in the last couple of years, like just since I started. I feel like Arkansas didn't really know what it was and what it wanted as far as cottage laws went. Which I'm not like complaining; it just didn't seem like they needed to. But then, once I became aware of all of the cottage bakers here—like we had a big text thread

going for a while, of all the cookiers, and so that was extremely helpful. I learned a lot from just a bunch of cookiers throughout the state. I think we had like 15 or 20 or so of us, in a group.

1:05:03

Some were super knowledgeable about it, and I learned a lot from them. And I've learned that Arkansas has—I don't know if people wrote in, or did whatever, I don't know—but somehow it changed and the rules have become a lot more clear, and it's a lot better to deal with.

Jordan Hickey: What is that community like? Are you still on this text thread with people?

Megan Chadwick: No. it was like an Instagram like group. It was really helpful and great to not be alone. But then it—I don't have anything—it wasn't any one reason why I quit following the group. I think I just kind of ran out of time. [Laughter]

1:06:00

Jordan Hickey: Community can be really great, but at the same time—

Megan Chadwick: It is hard to—competition versus community, and all that; it can be tough.

Jordan Hickey: Is it fairly competitive?

Megan Chadwick: The good thing is there's a million people that need cookies. I mean, there's more clients than we could know what to do with. But there are a lot of cookiers. Like a ton. Like I could throw a rock and probably hit one. Like, they're everywhere. And once again, the competitive side of me comes out, and I'm like, "But I want to be the best."

Jordan Hickey: [Laughter]

Megan Chadwick: [Laughter]

Jordan Hickey: How *do* you be the best? How do you set yourself apart?

Megan Chadwick: I have just tried to develop my own personal style. I just hope that people can look at my designs and be like, “I know who did that. That was her.”

1:07:03

I know that they taste really, really, really, really, really good. [Laughter] Which is the main thing. That’s the most important part to me, because that’s how it started, is they have to taste good. They can be as pretty as they want, but if they taste terrible, then, what’s the point? So, that’s like my recipe I stand by, I love. Then just making sure they're tasty and pretty. [Laughter]

Jordan Hickey: Anything that we haven't talked about? This is one of those things where it’s like there is so much to touch on, but is there anything that we haven't talked about, that’s part of your story here, that’s part of the broader cottage baking story?

1:08:00

Megan Chadwick: No. I would just say there’s [Laughter]—there’s got to be a ton of people that were in my position from a young age, that knew they wanted to do it but didn’t know what to do, or they were turned away from it for some reason and felt like they couldn't. But you absolutely can. You can live the dream, honestly. It’s just like any other job. You may not make as much money. You may make a ton of money. But you're going to be happy. Just try it.

[Laughter]

Jordan Hickey: One thing that has come up in other interviews is, someone was telling me that there was a woman who had been in her hometown, and this woman baked cakes for the

entire community. But at least the person I was interviewing, in their eyes, this woman was just a woman who was baking out of her house.

1:09:04

It wasn't a profession; it was like a hobby. And I feel like there's this cottage baking industry; it feels like it has changed that, because it's like, this *is* a profession.

Megan Chadwick: Yeah!

Jordan Hickey: It's not just like, "Oh, well, I had time, and then I whipped up 20 dozen cookies." [Laughter] It's like, "No, this is a job."

Megan Chadwick: Yeah. This is legit. It's—you know. I got stickers and everything. It's legit.

Jordan Hickey: [Laughter]

Megan Chadwick: [Laughter] People do forget that. They're like, "Oh, you work at home, and you make cookies." Like, "How real can it be?" I'm like, "It's pretty dang real!" [Laughter]

Jordan Hickey: I feel like at that point, you just like put an elbow on the table, and you're just like, "Excuse me, do you have an hour to talk to me about this?" [Laughter]

Megan Chadwick: [Laughter] Right. Yeah.

Jordan Hickey: Awesome. If there's not anything else, I think that concludes our time.

1:10:01

I'm going to give 30 seconds of silence for the editing. But yeah, thank you so much for taking the time today.

Megan Chadwick: Yeah! Thank you!

[End]