

## Angie Bastian

Founder, BoomChickaPop

### **How To Put The BOOMCHICKAPOP In Your World.**

Almost eight years after launching “Angie’s Kettle Corn,” Angie Bastian made the bold decision to change her name-sake brand to “BOOMCHICKAPOP.” Hoping to scale and attract new buyers, she evaluated the risk associated with overhauling a brand and made a call that paid off in a big way. Bastian talks honestly about the struggle that can come with differentiating a product and making a powerful connection with the consumer. Speaking from experience, Bastian also talks about changes in the retail space, why authenticity matters, and how to weigh big marketing, sales, and branding decisions. Bastian motivates audiences to bring the fiery BOOMCHICKAPOP spirit alive in their own worlds.

### **Accidental Entrepreneurship: The Story of Angie’s BOOMCHICKAPOP.**

When a teacher and nurse, the husband and wife duo Dan and Angie Bastian started popping kettle corn in their Minnesota garage to make a little extra money for their children’s college fund, they never expected it to grow into a multi-million-dollar business and international brand. Nor, did they expect to employ hundreds of people and attract the attention of investors, but they did. This is their story. Lessons learned in building a company from the ground up, creating success not just for the business but for people and adjusting the dream every step of the way.

### **Women’s Leadership & Entrepreneurship: The Story of Angie’s BOOMCHICKAPOP.**

Angie Bastian, co-founder and namesake of Angie’s BOOMCHICKAPOP the popular snack brand speaks to how women’s leadership and the female voice create impact and value in the marketplace. Angie’s drive was to build-in emotional and physical safety as a core operational dynamic of the internal workplace. She believes it creates energy and space for employees to thrive. An empowered team creates an empowered brand. She believes business needs to resist the pull to zero-sum gain; the I win, you lose mindset. Companies must be authentic in their endeavor and the brand is ultimately, that reflection. Brands must see their consumers as much more than targets. Respecting and celebrating employees and the consumer are the goal! It’s all about the people, people!

### **Marriage & Entrepreneurship: Importance of Role Flexibility & The Story of Angie’s Boomchickapop.**

Angie and Dan Bastian tackled the complexities of building a start-up business into a successful company. “Married with children” took on a whole new meaning. The role of a trusting partnerships, extending your “family”, and the importance of building a community both internally and externally to the business was significant to their success as a business and to their family. They believe the secret sauce of business is in managing relationships and defining everything in terms of connection.

*(This topic presentation would include both Angie and Dan Bastian in a conversational format with the recommendation of a moderator.)*