

# Your Business

## Cookie company starts up in Redmond

BY JANAY WRIGHT  
CO Media Group

When Heather Goss left her job on the cookie team at Sparrow Bakery to relocate to Redmond, she left behind a part of herself.

"I would go there and sing to the cookies every day," Goss said. "When I left (Sparrow Bakery), I left a part of that happiness. I had to find it again."

So Goss started Kook'i, her own cookie company in Redmond.

Kook'i sells decorated baked goods that are perfect for gifts, special occasions or the everyday. Goss' best-selling product is a lemon shortbread. She places the shortbread in little mason jars so they stay fresh for up to two weeks.

Movie-themed boxes of cookies are her second most popular product. For the holiday season, Goss has a number of Christmas-themed cookie boxes planned. She recently made an "A Christmas Story"-themed box, which sold out quickly.

"We're doing a 'Home Alone' one. We're gonna do '(National Lampoon's) Christmas Vacation.' We're gonna do 'Gremlins,'" Goss said.

Her decorating style is quirky and unique, incorporating movies and celebrities, even song lyrics from Harry Styles and Taylor Swift.

She also makes a cookie pie with a shortbread base and pie



Courtesy of Kook'i

The Kook'i food truck will be parked at The Dog House Brewery in February, a new food truck lot coming to Redmond.

### More info

**Location:** Products are available for shipping, at select stores including Central Oregon Locavore, craft shows or for pickup in Redmond.

**Contact:** kookicompany.com, 318-450-2417, heather@kookicompany.com

**Price Range:** \$4-\$30

filling on top. The cookie pies come in assorted flavors including cherry pistachio, apple pecan and s'mores.

It's important to Goss to be unique, so she doesn't copy the styles of other bakers. She uses multiple forms of art on

her cookies, including piping, screen printing, painting and drawing. With the screen-printing technique, it's easy for Goss to transfer any photo to a cookie.

While she doesn't offer vegan desserts, she does have

gluten-free options available. Making others happy is at the heart of Kook'i.

"When you leave my place, I just want you to feel better. Even if it's for 30 minutes," Goss said.

Goss started baking for holidays and birthdays about a year ago. Now, a food truck sits in her driveway. Come February, the Kook'i food truck will be showcasing cookies at The Dog House Brewery, a new food truck lot with a dog park coming to Redmond.

But in the meantime, Goss' baked goods may be found at

Central Oregon Locavore in Bend or for pickup or shipping from Goss's Redmond home. When Goss spoke to GO last week, she said Food 4 Less and Nonna's Cucina food truck in Redmond would also soon be selling her cookies.

Goss' baked goods will also be available at pop-ups and holidays shows in the coming weeks. On Dec. 10, Kook'i will be at both the 13th Annual Locavore Holiday Gift Faire and the Holiday Village Market at Redmond's Centennial Park.

■ Reporter: 541-383-0304, jwright@bendbulletin.com

### Where to find Kook'i

**What:** Demonstration at Central Oregon Locavore

**When:** 10 a.m.-noon Saturday

**Where:** 1841 NE Third St., Bend

**Cost:** Free

**Contact:** centraloregonlocavore.org, 541-633-7388

**What:** The Bite Tumalo

**When:** 11 a.m.-4 p.m. Saturday

**Where:** 19860 Seventh St., Tumalo

**Cost:** Free

**Contact:** thebitetumalo.com

**What:** 13th Annual Locavore Holiday Gift Faire

**When:** 10 a.m.-4 p.m., Dec. 10

**Where:** Unitarian Universalist Church, 61980 Skyline Ranch Road, Bend

**Cost:** Free

**Contact:** centraloregonlocavore.org, 541-633-7388

**What:** Holiday Village Market at Redmond's Centennial Park

**When:** 11 a.m.-5 p.m., Dec. 10

**Where:** Centennial Park, 446 SW Seventh St., Redmond

**Cost:** Free

**Contact:** visitredmondoregon.com, 541-923-5191



Courtesy of Kook'i

Goss decorates her cookies with multiple art forms including piping, screen printing, painting and drawing.



Courtesy of Kook'i

Bringing joy to customers is at the heart of Kook'i.

## Consider hiring a business coach

BY GARY EINHORN  
For The Spokesman

This is one of the ABCs of entrepreneurship that is often overlooked and not considered, especially at the inception of a business.

Entrepreneurship, as I have shared previously, is both an opportunity at self sufficiency and a challenge. The entrepreneur does not receive a guaranteed weekly or monthly paycheck. He or she must create their own income stream.

It has been stated that a significant number of business ventures do not exist after three years. It does not have to be this way. In this article, I will attempt to provide antidotes to address how to be successful in business.

There are several ways a business coach can help an entrepreneur succeed. The first is to provide a roadmap for how to begin and what to consider in the incubation of a new business. One would not consider



Einhorn

### Business background

Gary Einhorn has been a business coach and consultant for more than 14 years. He spent four years at the Small Business Development Center at Southern Oregon University, followed by 10 years in private practice. He has coached more than 200 clients, and focuses on both the person and the business.

driving, for example, to a new location without a detailed map or GPS. The same is true with regard to a road map for the inception of a business. Here are some key points to consider:

1. Business name
2. The legal entity
3. Do I need to register the assumed business name?
4. Will I have employees or use independent contractors?
5. Do I need a license for the kind of work I will be doing?
6. What insurance will I need?
7. How will I market the business?

8. Do I need a website?
9. Will I use social media?
10. Will I have a brick-and-mortar location?
11. What team of professionals will I require?
12. How will I find mentors?
13. Do I understand the saying "Do what you do best and outsource the rest"?
14. Am I familiar with the book "The E Myth Revisited" by Michael E. Gerber?
15. Have I read the primer by Napoleon Hill, "Think and Grow Rich"?

16. Will I have a budget for advertising to gain exposure and presence?

17. How will I write my business plan?

18. How will I capitalize my business?  
I will stop at 18, which is considered a lucky number and address each item listed above as space permits. The remainder will be addressed in upcoming editions of the *Redmond Spokesman*.

I would most appreciate your comments and questions. I am also offering, for the entire month of January, a free one-on-one, meet-and-greet for 30 minutes.

■ Gary Einhorn was born in Brooklyn, New York, and lived for

33 years in Ashland. He owns The Entrepreneurial Ear. Email him at

garyae@gmail.com or call 541-292-6177.

### SHOP LOCAL

this holiday season and support Central Oregon businesses!

29 Great Local Gift Ideas are waiting for you!

Check out the Central Oregon Holiday Guide online at:

[www.BendBulletin.com/holiday-guide](http://www.BendBulletin.com/holiday-guide)

The printed edition published on November 29 in The Spokesman and on Thanksgiving in The Bulletin. Back issues are available at your local office.

The Bulletin  
EMPOWERING OUR COMMUNITY  
320 SW Upper Terrace Dr., Ste #200, Bend

REDMOND SPOKESMAN  
361 SW 6TH ST., Redmond

