

Norwegian Commercial Club of Seattle



October 22nd, 2015



THE WOMAN BEHIND THE COOKIES

Alison Dahmen, the very energetic founder of [Skydottir Epic Cookies](#), grew up on Sunset Hill in Ballard with parents of Nordic & Icelandic origins. She lived in Paris for 2 years as a child.

With a marketing background and experience working at several food places, she started tinkering with cookie recipes while employed at a juice bar. People liked them so much that, in 2009, she left to start her business making her organic, gluten-free, vegan, fair-trade chocolate chip cookies.

Her observations since starting her own business are to keep your core values, don't be afraid to just do one thing and do it well. People don't want a ton of choices.

Millennials want a tangible item, sameness (comfort food).

She has developed a cookie perfume, cookie dough to go with a spoon, cookie dough in ice cream sold at Full Tilt and soon, a Paleo version of her dough for Whole Foods. Her cookies are now sold in 50 venues plus the cookie dough business. She employs between 4-7 employees depending on business levels and produces about 1300 cookies a week. Her goal is 2500 a week with some new machinery she's considering to help automate a bit.

She values quality or quantity and her father has been a wonderful mentor to her with his sales & marketing background, working for the Robbins Company.

- Free dinner was won by Robert Lowe. Cookie winners were Julie Albright & John Pfaff. No cash jackpot winner. Amber was won by Allan Johanson

DON'T MISS OUR NEXT MEETING

Thursday, November 12th, 2015 Maritime Night

Our Speaker: Michael Sherlock, current owner of Sherlock Homes houseboat builders and proprietor of Fremont's Mischief Distillery. His past life includes shipyard management.

DINNER: Crab stuffed cod with butter reduction sauce, mashed potatoes, green beans, salad and dessert.

***Remember, members pay just \$25 for dinner if you make reservations, \$30 if you don't. Call the Lodge Office **no later than the Wednesday before the meeting** to make your reservations & get the discounted price.
(206) 783-1274***

FISHERMEN'S NIGHT

Is right around the corner

Thursday, December 10th

Our annual seafood feast & fundraiser for the scholarship fund, where we announce the winner of our King Neptune Award. Even fewer tickets will be sold this year, so they are limited. Buy yours today!

TICKETS \$55

Available at Pacific Fishermen Shipyard, Mountain Pacific Bank, Ballard Oil & Lunde Marine Electronics

