



Press Release

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April 15, 2020

RBA Welcomes New President Patti Stobaugh from PattiCakes Bakery in Conway, AR

Y'All - Get Ready!

The Retail Bakers of America is excited to announce that the new Board President is Patti Stobaugh, owner of PattiCakes Bakery in Conway, Arkansas. For the next two years, this savvy business woman will lead the RBA into a new world for retail bakers filled with success and growth!

"What an exciting and unprecedented time to be elected as the Retail Bakers of America Board President! While we are facing the uncharted and unknown with Covid-19, our industry is set to offer sustenance and comfort to our nation. As has been the case throughout history, food is a unifying factor for family, friends and coworkers. Many of our retail bakeries offer savory as well as sweet options. Let us band together as an industry and feed our great country!" - Patti Stobaugh

PattiCakes Bakery opened in 2006 with a simple mission: to make great food that was reminiscent of a visit to Grandma's house. Since then, thousands have walked through the door and enjoyed something home-made. Their team loves to be a part of creating memories that matter that most to their customer's families. Whether it's a birthday, anniversary, wedding, or "just because", PattiCakes Bakery is there to make life's most important moments taste a little sweeter.

Due to the current situation in the world, the RBA was unable to host it's annual face-to-face Board Meeting, so Patti's two-year term started via a Zoom video call on Wednesday, April 15th. Although her inauguration was a bit unusual, her term will be nothing short of remarkable. The RBA continues to pursue it's mission to be reliable, relevant, and resource rich. With Patti at the helm, we can expect great education, fantastic events, and valuable networking opportunities...online and in-person!

"In the last 30 days, my business and personal goals have had to adapt due to Covid-19. While we, as an industry, will need to remain fluid we also need to pull together for encouragement and the exchange of ideas. In years past, RBA has had strong regional groups of members. I would like to see that revived, with an emphasis on monthly Zoom meetings and quarterly or semi annual in person meetings." - Patti Stobaugh

The RBA Board of Directors has become a POWER HOUSE for the association. The team includes the industries top leaders in retail baking and education. The 12 members of the Board are an incredible asset to the growth of the organization. Along with 5 staff members, the RBA has the right team in place to build on it's momentum and truly become a resource for its members and the baking world.