



January 24, 2023

RE: Support of HB 1232

Chairman Vigesaa and members of the North Dakota House Appropriations Committee:

My name is Dustin Monke and I am the marketing manager for Baker Boy, Inc. I am writing to you on behalf of Baker Boy President Guy Moos, in support of HB 1232. We recently worked with Matthew Chaussee and his team from Be More Colorful. Their team spent two separate days at our facility, scouting and then filming "A Day in the Life of a Baker" 360-degree virtual-reality videos for their CareerViewXR website and student learning tool.

We agreed to do this with Be More Colorful because we understand the importance of educating today's young people on what a career at Baker Boy would be like. Having Be More Colorful put our manufacturing plant right in front of a student's eyes – quite literally – through their VR software will undoubtedly help etch Baker Boy in the minds of North Dakota students and, we hope, will be impactful when it comes to them weighing potential career options.

While we regularly host student tours and class field trips to our facility, the ability to have a student put on a VR headset and immediately feel like they're standing on our production line – all from the comfort of their classroom or home – is something we're now proud to say we can offer thanks to Be More Colorful and their VR tools. We are proud to showcase the technology and automation of our plant and hope to use this tool to make students understand that we're more than just a simple bakery where people baked breads and buns, and fry donuts.

Baker Boy has already established itself as a large supporter of Dickinson Public Schools' new Career and Technical Education Center, as we understand that many of our future employees will be coming through these programs. We feel that including our company in the virtual reality career exploration efforts being taken by companies like Be More Colorful will ensure VR deployment in North Dakota is a resounding success statewide.

Again, we ask for your support of HB 1232 moving forward, as it will undoubtedly have a great and positive impact on the futures of many North Dakota students.

Thank you,

Dustin Monke,
Marketing Manager, Baker Boy, Inc.
701-456-1530 dustinm@bakerboy.com

bakerboy.com

170 GTA Drive Dickinson, North Dakota 58601 > 701 225 4444 > 800 437 2008