



# Born to Bake: Jenetta Sawyer

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Some people know what they are meant to do by the time they take their first steps. Some people change career paths a multitude of times through adulthood before landing on the final project. Some people have a career fall in their laps that surprises even them. Mil Spouse Jenetta Sawyer was born to bake, but didn't discover it until 2022 when she was mixing cupcake batter for the very first time. It was her son's first birthday, and out of nowhere she was filled with an unexplainable joy, peace and sense of purpose. She had found a new passion in life and later that night her epiphany of opening a bakery started to become a reality.

Today, Jenetta runs a very successful cottage bakery (a bakery without a storefront, and from one's home) called Jenetta's Simple Treats. But, only two and half years ago she was a first-time mom struggling with severe postpartum depression and crippling anxiety. At the time, Jenetta and her spouse, 2d Lt Jason Sawyer, 741 MS, were stationed at Nellis AFB in Las Vegas, Nevada. In 2021, she had just given birth to her son, Jensen, and was having a hard time dealing with the realities of new motherhood. Though she received treatment in the following months, Jenetta explained that she still felt like something was missing from her life. A few days before her son turned one, Jenetta decided to do something she had never done before: bake and pipe cupcakes. She gathered supplies from thrift stores and online yard sale pages and took to Pinterest to help guide her. She proceeded to watch a

few decorating videos and then gave it a try when something unexpected happened. "My brain quieted, my heart rate slowed, it was a weird sense of peace."

Jenetta explained that at that moment, she just knew that baking was what she was meant to do in life. The birthday cupcakes turned out great, and in fact Jenetta was enjoying herself so much that she ended up making way too many for her family alone. So, she decided to sell them on Facebook for \$1/dozen. Surprising herself, she made quick sales and even had customers asking her for more. This sudden peace and the fact that there was a demand for baked goods, caused Jenetta to start planning her bakery business that very evening. Thus, Jenetta's Simple Treats was formed.

Currently, Jenetta still does not have any formal training on baking or decorating, but she does very closely follow all of the laws and regulations in the state of North Dakota for operating a cottage bakery. She confided that she has never taken a class and that she is completely self-made, learning everything from online YouTube videos and from A LOT of trial and error. She attributes her determination and success to the never-ending support from her husband.

While Jenetta bakes and decorates many things, including cakes, cookies, pretzel sticks, and lots more, she said that her favorite item to bake is still cupcakes since that's what started it all. When asked what motivated her to go from never having baked in her life to opening a business, she joked that it was "blind confidence" that propelled her.

Jenetta's Simple Treats has been so successful that it keeps growing. She already owns a small treat trailer, which will make its Minot debut once the weather has warmed, and this year Jenetta has decided to offer cake and cupcake decorating classes out of her home. She is also in the works of getting the use of a local business so she can host larger decorating groups.

While forever a baker at heart, or for however long it continues to fulfill her, Jenetta wanted to make sure the Northern Sentry readers were aware of more than just her passion for baking and decorating. She talked about the importance of getting involved in the local community or even on base groups. While she has been stationed many places in her husband's 12 year Air Force career, she gushed about the uniqueness and community of



The Sawyer Family - 2d Lt. Jason Sawyer and Jensen attend a concert in support of Jenetta's first concert with the Minot Community Band.

Minot, saying, "There is just something so wonderful about Minot! It has been the most special place we have ever been to!"

Jenetta also wanted to make sure we included some information about help for other new moms that might be struggling with postpartum depression. Making an appointment with your PCM, and admitting your struggles is a great first start to getting the help you need. According to <https://www.postpartum.net/> 1 in 5 Moms and 1 in 10 Dads suffer from postpartum depression. Postpartum.com also offers ways to seek help immediately, so if you need help, please ask for it.

Jenetta is a true model of what it means to find a passion, grab onto it and work like crazy to get it. To register for the decorating classes or to find out more about pricing and the delicious treats, check out her website: <https://jenettassimpletreats.com/>



Cake pops decorated for a gender reveal party.



Valentine's Day Pre-Order options including heart cakes, mini chocolate covered cookies, cake pops, and cake jars.