



Siblings Kevin Goebel, Lyssa Krumholtz and Kerry Goebel.

# The Pie Five Family

SUNDAY DINNER LESSONS THAT BUILD BUSINESS

ARTICLE LISA ALLEN | PHOTOGRAPHY 4 FT PHOTOZ

It's impossible to know the Goebel family without thinking of food. Patriarch Dave Goebel has a long list of titles after his name, most notably as the former President and CEO of Applebee's, and three of the Goebel children have opened two Pie Five locations in Overland Park and Lenexa.

There are six Goebel children: Lydia Bledsoe, Lauren Salmon, Lyssa Krumholtz and Kerry, Kevin and Kyle Goebel. Lydia and Lauren no longer live in Kansas City, and Kerry, Kevin and Kyle are triplets. Dave and Jan will welcome their seventh grandchild to the family later this year. Lyssa, Kerry and Kevin are the trio behind the two new Pie Five locations.

But food isn't just their business; it's also the centerpiece of their Sunday night dinners at Dave and Jan's home. While shop talk sometimes sneaks into the conversation, it's typically a work-free zone. Instead, it's a time for all three generations to reconnect and stay grounded in their relationships as brothers, sisters, parents and grandparents.

"My mom is such a good cook," says Lyssa. "It's always something different; sometimes it's easy, like tacos, but it's not really the food that makes it special. It's that we're all there, together."

Lyssa says that even though her brothers might try to sneak in a comment or two about their new business, Dave is an expert at



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keeping everyone focused on each other and their lives outside of work. Working with her dad, says Lyssa, is interesting because she’s been able to witness firsthand how he can transition from being dad on Sunday nights to being a veteran restaurateur and mentor come Monday morning.

Kevin calls him ‘Old Man River’ and says that they learned from him that it’s not just the food that matters in their business; it’s that everyone who comes into their pizza place leaves just a little bit happier for having been there. That sentiment is so important to the family that it’s become the official mission statement and is proudly displayed on the walls of Pie Five: “We strive to make every guest’s day a little better today because they stopped by to see us at Pie Five.”

Asked to share the one thing they’ve learned from working with their dad, Lyssa says it’s an impossible question.

“He’s the brains and the heart behind it all. He is truly a good man. He puts in his two cents, but he lets us figure things out for ourselves.” Kerry agrees, saying that of all the lessons he’s learned from his father, one stands above the rest.

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Kevin and Lyssa agree that they all work well together as a team because each recognizes that their interests and talents are unique. Moreover, they respect each other’s abilities and give each other room to excel.

“Kerry is our analytics guy,” says Lyssa. “He has a business degree from Notre Dame and he loves to convert anything to numbers to analyze.”

“He’s the nerd, is what she’s trying to say,” says Kevin. “Which is great, because that’s something that I don’t enjoy. And Lyssa has this unbelievable marketing mind and the patience to work through the endless possibilities of different ways to get our name out there. That’s something that I don’t have the drive or the focus to do well.”

Lyssa notes that Kevin is the go-to for their development and planning process, and says he has a gift for being able to look at a raw site and see the potential of what it could be, if constructed the right way.

“At the end of the day, though, it all goes back to our roots,” says Kevin. “We all have our strengths and interests, but it all comes

back to what we learned by watching our dad. He showed us by example that what matters is making someone else’s day a little better because we’re here.”

Dave is quick to point out that despite his business success, it’s his wife, Jan, who truly runs the show in the Goebel family.

“Kerry and I were texting back and forth, discussing holiday hours and I was thinking that six o’clock might be a good time to close. I instinctively asked Jan what she thought, and she immediately said ‘No way! People are at church and with their families on Christmas Eve. Close at three.’ So we closed at three. There was no need for any more discussion,” says Dave.

Perhaps the silliest question I’ve asked someone in an interview is whether or not Dave is proud of his brood.

“I’m certainly very proud but part two of that is that I’m excited,” he says. “My greatest pleasure has been watching Lyssa, Kerry and Kevin come together on this. They’re all in—very all in—especially given that Kerry and Kevin come from occupations with a more predictable schedule than the restaurant world. Try as I did, I couldn’t paint the complete picture of just how challenging the business can be, but they’ve come together and stepped up in ways that make me not only proud, but excited for their future.”

To learn more about Pie Five visit [PieFivePizza.com](http://PieFivePizza.com)



Dave & Jan Goebel