



Cheryl Bassitt is a creative soul with a heart for people and a brain for business.

With a desire to “do good” in the world, Cheryl wakes up each day looking to create positive experiences, especially through relationships. She describes her passion for life as sharing and knowing that even in contrast...especially in contrast, we receive our greatest gifts.

As past Executive Director for a major health care association, Cheryl spent nearly two decades working with individuals, organizations, and corporations in the areas of personal responsibility, finances, and health.

Prior to that, she worked as the head of her own company, Strategic Moves Marketing, crafting innovative messages to bridge communication from practitioners to the public.

Creative and entrepreneurial work has always played a major role in Cheryl's life. Mix that with family, and those interests go to a whole new level.

Somewhere during her decades of experience, Cheryl carved a pathway to her true passion for connecting families and created Kitchen Table Conversations (KTC) – A one-of-a-kind system centered around 4 Gifts and an entire toolkit, designed for families to create a lasting connection. Inspired to share her journey with others, Cheryl entered an international challenge, and her award-winning idea was recognized as “One of the Next Best Brilliant Ideas for Humanity!” In sharing her KTC project, Cheryl has expanded her reach to include speaker, author, and even host of her own show...you guessed it - “Kitchen Table Conversations.”

Always looking to the future, along with Cheryl's big, hairy, audacious goal for Good N Crazy, she is also set to open the Good N Crazy Ranch...creating a connection to nature, beauty and the land while hosting retreats for families and leaders!

Known to her ten (10!) grandchildren as “CG,” Cheryl jokes her unconventional title is generally believed to stand for Cheryl Grandma...but it really means Crazy Grandma! She cites her love for family as a driving force to live for today and harness the joy in everything she does.

In addition to Grandma, Cheryl holds the title of Mom, Stepmom, Wife, and Fur-mama. She and her husband have a mini zoo in their house, consisting of one dog, three cats, two bunnies, two hairless guinea pigs, two turtles, birds, a lizard named Izzy, and six fresh and saltwater aquariums!