



Slowing down isn't an option for this retired Ann Arbor couple that opened 2 new businesses

ANN ARBOR, MI — Daryl and Kay Hurst decided to do what most retired couples would avoid — they opened their own businesses. With Daryl's career in magic and Kay's love of baking, the couple decided to open [Aunt Kay's Home-Baked Cookies & Breads](#) and [Daryl Hurst's Magic Studio](#) in their Ann Arbor home. After retiring and dealing with the COVID-19 pandemic, the Hursts started to question if there was more to life.

“We were just saying, ‘We’re too young to have this be the end of our life,’” Daryl said. “We’re at the point where we’re not going to do things that we don’t want to have to do, and we are going to fol-

low our passions.” Aunt Kay's Home-Baked Cookies & Breads has been operating for about seven months and sells homemade goods, such as cookies, breads and cakes. The business operates under [Michigan's Cottage Food Law](#), which allows people to make and sell certain foods in their home without having to purchase a food license or be subject to inspections. The Hursts have been married for more than 47 years and were high school sweethearts, spending their whole lives in Ann Arbor. Kay has “always been a baker,” Daryl said, recalling the times she would bring him treats for his high school lunches. Kay spends about eight hours each day in the kitchen baking for online orders and for her pop-up shop that typically occurs every other week.

As Kay's business continues to expand, Daryl said he never doubted it would be a success. “I dreamed and wanted it to be (this successful),” she said. “I believed it could be. I always did,” he said. While Kay's business has made strides, Daryl is still trying to figure out Daryl Hurst's Magic Studio. He started performing magic shows on playgrounds in 1969 and soon found his place in Ann Arbor as a hometown magician, eventually ending his career in 1987. But, over the years, Daryl said he “never stopped loving being a magician.” The goal of Daryl Hurst's Magic Studio now is to not only teach magic tricks, but to teach others how to perform. “You know, magic shops, magic clubs, magic books and now YouTube — none of them can really teach it completely,” Daryl said. “You really need a mentor and someone who's been through it to understand what you're going to have to do.”

In the past, Kay and Daryl have operated five different storefronts involving magic, the first being located in the Old World Village Mall. By operating these stores, Kay sees what Daryl can provide others. “We noticed, certainly when we had our magic shop, that the majority of people who buy stuff and say they're going to perform don't know how to present it,” Kay said. “They know how to fool someone, but to actually entertain, which was Daryl's No. 1 thing because he was such an entertainer, was very woeful.” Daryl is still trying to find others interested in benefiting from his business. “I need to get out and just talk to people. People are still fascinated by magic,” Daryl said. “In my mind there's a huge market because we've been cooped up for so long. My concept is the hometown magician (and) every town needs that person.”

The couple wants to continue both businesses in a way that works for them and doesn't take away from their granddaughter, Ava, as they both said being a grandparent is their No. 1 priority. Daryl and Kay have given each business a deadline of one year to see if it works with their lifestyles in a financial and practical way. “We don't want to go back to brick and mortar. We're not looking to grow with employees,” Daryl said. “It's like we want to make this work for us.” Kay's next pop-up shop is June 18 from 9 a.m. to noon at their home, 1901 Arlene St. Online orders can be made on the business' [website](#). Those interested in being coached by Daryl can sign up on his [website](#).

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