

# RESOLUTION

THE BOARD OF SUPERVISORS  
COUNTY OF SAN MATEO, STATE OF CALIFORNIA  
RESOLUTION HONORING AND COMMENDING

## REACH & TEACH

\*\*\*\*\*

WHEREAS, the **Business of the Year Award** has been presented since 1974 to honor outstanding businesses that have made a significant impact on the community, and **Reach & Teach, Books-Toys-Gifts** has been selected as the **2024 Business of the Year**; and

WHEREAS, **Reach & Teach**, founded in 2004 by **Craig Wiesner** and **Derrick Kikuchi**, is a unique family-owned, Asian-owned, LGBTQ-owned, and veteran-owned immersive independent bookstore in downtown San Carlos, offering books, STEM/STEAM toys, puzzles, cooperative board games, eco-friendly products, and handcrafted fair-trade gifts from around the world, with a focus on peacemaking, gender equality, diversity, and sustainable living; and

WHEREAS, **Reach & Teach** fosters a sense of community and social consciousness through its carefully curated collection of products, each designed to promote empathy, curiosity, and logical reasoning, all while supporting causes such as social justice, environmental sustainability, and global peace. They offer a wide range of green products, from eco-conscious toys and gifts to household items designed to reduce waste and promote a more sustainable lifestyle; and

WHEREAS, co-founders **Craig Wiesner** and **Derrick Kikuchi** bring a wealth of experience and a shared commitment to social justice, having traveled the world, and become deeply involved in peacemaking efforts. Their experiences in El Salvador, Afghanistan, and Israel/Palestine, among others, inspired the launch of **Reach & Teach** to create teachable moments and transform the world through education, compassion, and play. Their dedication to advocating for peace, social equality, and empathy aligns with the store's mission to create a more equitable and compassionate world.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Supervisors of the County of San Mateo, State of California, hereby honors and commends **REACH & TEACH** as **2024 Business of the Year** and commends the outstanding contributions and positive impact on the community and extends best wishes for continued success!

**Dated:** February 1, 2025

SUPERVISORS:

\_\_\_\_\_  
DAVID J. CANEPA, PRESIDENT

\_\_\_\_\_  
JACKIE SPEIER

\_\_\_\_\_  
NOELIA CORZO

\_\_\_\_\_  
RAY MUELLER

\_\_\_\_\_  
LISA GAUTHIER

Attest: \_\_\_\_\_  
Deputy Clerk of the Board of Supervisors