

Hello everyone.
I'm Charlie McIntyre,
Joy School Class of 2014
and owner of New Heights
Coffee Roasters.



It's truly a privilege to be here with all of you today at the River Oaks Country Club. The Annual Luncheon is a great tradition, and I'm honored to share my story as an alumnus of The Joy School. Our speaker, Dr. Harrison, was the one who officially diagnosed me with ADHD, dyslexia, dyscalculia, and dysgraphia. At the time, I thought all of these words were just a long-winded way of saying I was dumb. Fortunately, The Joy School taught me otherwise.

I came to The Joy School as a 3rd grader struggling to see my potential. I was constantly comparing myself to others who seemed to breeze through the very things that I found difficult. But The Joy School showed me that being different doesn't mean being less. In fact, it's those very differences that make us stronger, more creative, and more capable of achieving things in ways others might not even imagine.

I owe so much to all of my incredible teachers at The Joy School, from Ms. Mathews who finally "cracked" my reading code, to Mr. Christou who even helped me with my Eagle Scout project, and so many others. **They didn't just teach me academics—they taught me resilience, self-confidence, and the value of thinking differently. Their patience, dedication, and unwavering belief in their students make this school the transformative place that it is. So, to the teachers who pour their hearts into helping kids like me, thank you. Your impact goes far beyond the classroom.**

That lesson—the power of embracing your differences—became the foundation for everything I've done since. After graduating from St. Pius X High School and earning my BA in Business and Accounting from Austin College in Sherman, Texas, I didn't take the traditional path into finance or corporate America. Instead, I leaned into the things that made me unique and embraced my deep passion for coffee.

In 2022, I founded New Heights Coffee Roasters, a Houston Heights-based micro roastery built on the philosophy that "Different is Always Better." We specialize in sourcing exceptional coffee beans from individual farmers, focusing on quality and sustainability, and developing truly creative and unique signature drinks. The coffee being served here today is a nice

medium roast coffee sourced from small producers in Nicaragua. But our mission goes far beyond coffee. We sponsor community events, mentor local coffee professionals, and create spaces where creativity and connection thrive.

But let me be clear: starting a business has been far from easy or glamorous. There were moments when I thought, "What the heck am I doing?" Yet, each challenge reminded me of the lessons I learned at The Joy School. I learned to look at problems from unique angles, to think creatively, and, most importantly, to believe in myself even when the path wasn't clear.

For me, the phrase "Different is Always Better" isn't just a company motto—it's a way of life. It's about finding strength in what sets us apart and recognizing that innovation and success come from seeing the world differently. That's something I first learned at The Joy School, and it's something I carry with me every day.

To the donors and supporters here today, I want to express my deepest gratitude. The work you do truly changes lives. You're not just supporting a school—you're empowering students to see their potential and embrace their differences. I am standing here today because of the foundation this school gave me, and I know countless others could say the same. And once again, to the teachers—thank you. You might not always see the immediate impact of your work, but I can tell you firsthand that it lasts a lifetime.

So, as you enjoy your lunch and reflect on the incredible mission of The Joy School, remember this: the students you're supporting today have the potential to grow into the leaders, innovators, and change-makers of tomorrow. They can learn to find strength in their differences, just as I did, and they'll make the world better for it. If you ever find yourself in the Heights and in need of a good cup of coffee—or just a little inspiration—come visit us at New Heights Coffee Roasters. I promise, the coffee is as bold as the lessons I learned here. Thank you and enjoy the rest of the luncheon. 🏠



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