

Host [00:00:00] Hello, everybody. Welcome to the head of the table podcast. My name is Sheila long and I will be your host for today's show. We have our guests here today. First of all, I want to introduce Lisa Nelson with Life Lift Coaching and Transition Services. She's going to be joining in on the conversation. But our [00:00:20] guest today is Crystal Kennedy with Why Not -

Nelson Graphics and Branding

Host Graphics and Branding. Alright, so I wanted to welcome everyone here.

Nelson Thank you. Thank you for Sheila.

Host All right. Absolutely. Thanks for joining us. So Crystal. Can you tell us - well, actually let's just talk about how we met. Crystal and I met about four years [00:00:40] ago, right? We have a very long history and she is working with us over the summer. We have a lot of branding and graphic design needs here as you can imagine we have about 31 members at Malamadoc right now and everybody is working on building their online presence. So Crystal, we're really grateful that you're here [00:01:00] to help us out.

Nelson I'm very grateful to be here, Sheila. You've built something incredible - an incredible opportunity for many women in the community to come together and collaborate and it's really amazing to be a part of it.

Host Thank you. So you were with us from the very beginning when it was just an idea and [00:01:20] we were kind of meeting in different places and then the idea grew - became evident. We needed a

space and then somebody a great friend of mine Kelly [sounds like] Freeze. She donated these cubes.

Nelson

I went there. I photograph the cubes and then I did an inventory. I brought them to [00:01:40] a different location and then I had them moved into the space and then I put a desperate plea out there on our Facebook group, like "Anyone know how to put together cubes?" I heard it's like Legos and since our Facebook group was a lot of Mom's, I'm like we can find someone so the only person who answered [00:02:00] was Crystal and you answered right away, Right?

Nelson

Yeah. I did I did. Yeah that was interesting because I knew that a friend of mine who is actually engineer had like the day off the next day and we had plans to get together and I was like, oh, why don't we start our day off at this new co-working space? I really want to help and so we came in [00:02:20] and we did the best we could.

Host

They were awesome.

Nelson

We built though. They were they were trouble but it was

Host

sorry

Nelson

which they're not there anymore.

Host

So what happened to those? Thank you so much. I'm like forever indebted because they were heavy cubes. There was some bodily injury and the cubes [00:02:40] the wall is forever dented from the cubes but whatever so actually we got rid of the cubes. Nobody ever wanted to

sit in the room. And now it's your office, Lisa. Uh, your office is a cube room.

Nelson All how it started

Host All how it started. Right? And so now you're you're - Lisa is getting a bigger [00:03:00] office because her business is growing and she - you want a table in the room, right? And so yeah that room will just be forever evolving, but now you're back here years later helping us brand the businesses.

Nelson Yeah, and it's been a really amazing transition just to see how much [00:03:20] Malamadoc has grown all the different opportunities for all the different businesses and women in business. And I mean you've expanded how many times?

Host This will be our fifth extension. In a year.

Nelson That is huge and major and it's amazing to have seen it just as an idea on paper and an incubation meeting [00:03:40] and then to see what it's evolved into today; is just incredible and empowering for this community.

Host Thank you, and it's really just all the support and everybody helping when you have a room full of Lego pieces and we're like, what did I do? So thank you for [00:04:00] all of your support of course of the years. All right. So what is your current role right now?

Nelson It's interesting. I take on many roles as a business owner. I'd say my major role is a graphic designer branding

Nelson Profanity. Yeah, it does. Although my Alexis says it [00:05:40] as [sounds like] unfookAY yourself. So we'll go with that.

Host So, my, OK, to not know the name. But what was the message?

Nelson So the message from that book that I think I related to you was about problems. Was that the one that we were talking about?

Host Yup

Nelson Okay. So basically it talked about how if we [00:06:00] were in a room full of people and we all put our problems in the middle. We'd oftentimes want to take our own problems back because we'd look around and see that everybody is dealing with so many different struggles and have their own peripheral problems that we wouldn't know how to handle in any capacity. So it's kind of just to look around and accept [00:06:20] where you are and then use it as an opportunity to propel yourself forward. Rather than feel bogged down by your own problems of that.

Host Love that -

Host Loving that.

Nelson Well - My coaching hat wants a piece of that book.

Host Yeah. We were talking about one of our members and like all the different struggles she's going through and then Crystal was like, [00:06:40] I'll take my life. I guess. I have less problems, but you never know. Everything can be a blessing as well. So, let's see who are

your role models and life influencers.
Do you have any one offhand?

Nelson

I can definitely there's this woman named Juliet [sounds like] Shore. She's a famous scientist [00:07:00] ecologist speaker everything all of the above. I don't know. She has a number of positions that I don't even I couldn't tell you the titles, but she changed my life in a drastic way. She wrote this book called ecocide and it's a book about the state of our environment and how it [00:07:20] how - I take the approach of an ecological approach in my business not just sustaining businesses, but also like with ecological products and things like that and she was the reason why I kind of decided to go in the direction that I did

Host

awesome. You want to tell about your startup idea. Are you still kind of

Nelson

yeah, I want to hear. Oh,

Nelson

[00:07:40] no. It's about the book to this.

Nelson

So I have a startup that I did through the university of Wisconsin-Milwaukee startup program last year for a gift concept. It's a gift-giving concept but it's a zero-waste gift-giving concept. So it's literally rebranding [00:08:00] the gifting industry which creates over a billion pounds of waste every year.

Host

Wow.

Nelson

It's it's pretty awful and there are great opportunities with industrialized hemp; the Farm Bill of 2018 2019 [00:08:21] now allows industrialized

hemp to be grown. So now we can make a much more products that it's much more accessible. So it's kind of like getting out there in the forefront and seeing how we can apply that change in a positive way to reduce waste - as we all know it - that's a huge problem in our environment. So that's one of the ideas I have sitting on the back burner.

Host [00:08:41] Awesome. I know just think about everything you throw out after birthday parties. And you have to buy enough trash bags. Right?

Nelson Right.

Host Where the birth? Yeah,

Nelson right. Yeah this ideally you would just be able to plant in your back garden. No, literally

Host No way, can you imagine that, Lisa?

Nelson I wouldn't have to go to Winkies for my gifts then . Then I could [00:09:01] get them in the backyard.

Host Yeah. All right, and then we just had a member of this morning saying how she finally planted things in her backyard. But there you go. We have other yeah, because you have the seeds in there.

Nelson Right in the paper products you have it's built with a compostable product and then and then seeds [00:09:21] so it could probably sprout and even grow on its own without fertile soil. But yeah, it's there's there's a lot of incredible opportunity there.

Nelson I'm really excited about your broad range of skills from graphic design to planting in the backyard - it's right it's impressive.

Host All right. This is why we have our community so many awesome [00:09:41] people. So speaking of that. Do you have any accomplishments personal and professional? You're the most proud of?

Nelson I'd say it's this might be a little bit of a long story but it's so I actually worked at the [sounds like] Flying just down the road from here many years ago

Host cool

Nelson for a few years skill rightly yummy and I - I was I was pretty young I [00:10:01] was a student and I had somebody ask me a woman asked me as I was serving her wine. I'm like, how are you doing today? And she just randomly goes "I'm okay, but are you a graphic designer?" - just out of nowhere

Host Really?

Nelson and I said, well, that's actually what I'm going to school for and that's literally how I started my job. Wow. She was my [00:10:21] first she actually passed away a couple of years ago. It's very sad. Yeah. She was my first mentor she brought me into the Whitefish Bay High School. I did some work in graphic design for their sports program.

Nelson Wow.

Host and yeah, it was it was a - so, I'm very proud of like having - taking that opportunity [00:10:41] of somebody just

saying something as simple as I'm okay,
but are you a graphic designer and
being like well, Sort of and then just
kind of

Host I am now.

Nelson and going with it and that that's what
started me in my career seven years
ago.

Host Wow,

Nelson I love that because in our last podcast
we were talking about making impacts
with small things. So that person
[00:11:01] changed the course of your
life with just a little comment. So
that's awesome.

Host But you also reached out because you
were like friendly at Thief Wine and
then Thief Wine helped out because they
opened

Nelson right

Host remember when we had the wine bar
drought in Shorewood - horrible

Nelson terrible

Host all these people [00:11:21] visiting
you and you'd go out for wine and there
was nothing. Oh, thank goodness.

Nelson Yeah. Wine on tap; that's pretty
impressive.

Host Yeah, interesting. Okay. Alright. Well,
thank you for being on the show,
Chrystal. Oh, thanks. Thanks Lisa as
well. So we're really inspired by
everything that you're doing at Why Not

Graphic and Brian [00:11:41] and I'm
sorry

Nelson Why Not Graphics and Branding

Host Graphics and Branding I got it, right.
This is a last minute podcast. So I
think we did pretty good here.

Nelson I can't wait to get the follow-up in a
few months. I want to see where you're
at next.

Host Oh yeah, that's true. All right, great
idea. Stacey's our coach, constantly
pushing us here. So thanks to the
audience for tuning in. [00:12:01] And
again, we encourage women here at
Malamadoc to be heads of our own table
in charge of our Work and Destiny. So
you can check us out online
Malamadoc.com M-A-L-A-M-A-D-O-E.com.
We're on Facebook, Twitter, and
Instagram, and so tune in next time.
We'll have more interesting [00:12:21]
interviews with more dynamite women in
our community. Thanks.

Nelson Thank you Sheila.

Host Thanks to everybody for listening to
the Head Of The Table Podcast. Please
feel free to look for us wherever you
find your podcasts; let your friends
know as well. Thanks, everyone. [ENDS]