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Sheila Long: Hello everybody. Welcome to the Head of the Table podcast. I'm Sheila Long, your host and owner of MalamaDoe, a co-working community for women where women thrive and build community by working together to build friendship and their businesses. Joining us today is my co-host and intern, Melissa Lieberthal and our guest, Allison Phillips. She is the head of marketing at Edge Media.

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Allison Phillips: Hello, thank you guys for having me on today.

Melissa Lieberthal: Thank you for being here.

Allison Phillips: You're welcome. You're welcome. I'm excited to talk to you guys. This is awesome.

Sheila Long: Absolutely. Well, thanks for joining us, Allison. Can you tell us a bit about your current role as the owner of Edge Marketing?

Allison Phillips: Yeah, you know, we started out, we kind of did social media and normal marketing things for companies, you know, from logo design to website design and I'm notorious for - I get kind of bored easy.

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So as time was going on, I'm like what else can we do. A friend of mine got let go from his radio jobs. So he was like podcasting because he couldn't do sales or anything at all besides talk. So we kind of did a show and it was fun. Then the next thing you know, we kind of did another and then it's started to kind of taking its own life and podcasting from two years ago when we started to now has grown tremendously and now companies are, you know, using it for brand marketing, plus we have fun shows.

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You know, so it's kind of little bit of everything that it's taking over all of the old marketing stuff of websites and logo design and pretty much 80% of our company is all podcasting, believe it or not.

Melissa Lieberthal: It's more fun than traditional marketing.

Allison Phillips: It is fun. You never know what you're going to get. So everyday like today you know we had four shows coming out. You don't know who is coming, what

guest and it's just - we had a guy who is just a leader of - all he does is play Simon Says. And he travels around the NBA and they hire him to get like 30 guy- people to come.

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You know, girls and guys to come down, play Simon Says before the game. That's his living and it's fascinating to me.

Melissa Lieberthal: It's wild.

Allison Phillips: I'm like I did something wrong. You know what I mean. Is this the place I play game everyday for living and travel the world, but it's kind of cool because I'm able to like - I love people stories. You know I think everybody's story is unique and it's awesome and you can build from it. So it's really neat because I never know what I'm going to get.

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So for somebody like me who has ADD and ADHD and every DD you could have, to like I'm not getting bored from this and I tend to do that like I have a company. I do it for while but I flip it because I feel like not that I outgrow it necessarily but once you don't love what you do anymore, why do it? You know, so I'm kind of notorious for that. It's like, alright, I took its course you know and then I sell it, flip it and then start something brand new. So this one, I don't know, this one is my last.

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Allison Phillips: Alright, great. How long it does...

Sheila Long: I hope it does too. Well, we'll see.

Allison Phillips: How long have you been doing it for?

Sheila Long: The podcasting we started about a year and half ago. So a good friend of mine, named West McCain got let go from a radio station that he was on and we started podcast called the Radio Reject and that was him. The Radio Reject. And then another friend of ours Jojo who was on the radio for a long time was let go as well before him. So they were our radio rejects.

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And not only it was fun but then we started, you know, making money from it getting sponsors and then next thing you know, we added another show, another one and I think on our network, we currently have 16 shows with three more that are about to launch. So it's getting there.

Melissa Lieberthal: That's really exciting.

Allison Phillips: It is. Knock on the wood. I say all this and probably tomorrow, I'm going to turn off podcasting and then I'm out of business but...

Melissa Lieberthal: No.

Allison Phillips: You know for now, it's neat because it's growing a lot and now we're - you know, we do a lot of videos and stuff which YouTube is now launching a whole podcast section.

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So it's nice to see it grow and know that for once I'm in the front of the business because normally I jump on right now like I'm going to start a network and then be the third in the line and try to beat it thought. You know, it's nice to be one of the only companies in Milwaukee that offers podcasting for companies as well as having a network.

Melissa Lieberthal: So you're like the leader of the podcast.

Allison Phillips: I'd like to think so. I don't think other people out there probably would say it but I like to believe so.

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So that's what I tell - I tell myself that everyday. I wake up everyday like I'm the leader.

Melissa Lieberthal: I agree.

Allison Phillips: No, I never had that. I will probably do it tomorrow, but no.

Melissa Lieberthal: Our podcast is called the Head of the Table, you know, inspired by people like you who are women entrepreneurs doing their thing in the community and I just wanted to ask you what does being sort of head of the table mean to you in terms of leadership or whatever comes to mind?

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Allison Phillips: You know that's a good question. I think for me it's, you know, I'm actually a theater major, so I went to school got my undergrad in theater and then I went to New York and got my graduate in dramatic arts. And then decided - was working in the LA at the Emmy Awards and decided when I was working there, I'm like auditions would come up and I'd be like I don't want to - I'd rather stay in business. Like I'd like the business side of it so much more than going on the audition that I kind of realized, okay maybe acting, you know I love it, I still do it you know once in a while.

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But then I kind of realized at that point that you could always, you know, grow and learn in business. I know I'm long-winded by the way. I do know this. So what I decided - you know, what I learned from acting though is it's you never know everything. You know, you need a director. You don't walk in. You can learn every single day. So I brought that with me and I think to answer your question now, that's the one thing I take with me.

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It's you never - you never know - you can never learn too much. Everyday someone can teach you something. And I've met a lot of entrepreneurs that feel they've got it. You know, it's their way, it's the right way. That's how it's. And for me it's teaching but also being able to learn. You know so teach everything that I have done, different things that I've worked and not worked and then someone can say to me, I think you're crazy you know A, B, and C doesn't work, it should be D, E, and F and take it and listen to them and try it because none of us know everything. You know that's my long winded answer to question.

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Melissa Lieberthal: No, it's not.

Allison Phillips: But you know so it's kind of I guess teaching and being open to learn at the same time. That answer sucks.

Melissa Lieberthal: No, that is a great answer.

Allison Phillips: Oh, thank you.

Sheila Long: And that's one of the hard things about like being a manager is really having to hire people that are like smarter than you and know more than you can do.

Allison Phillips: And not many people - I think in my experience, there is a lot of fellow, you know, entrepreneurs that they have a hard time doing that.

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And I'm always of the belief that we're all equal. Everyone that works for me - I take the garbage out if I ask them to take the garbage out. And to have open communications and talk because you know I've worked for people that it's their way only and that's hard because everybody has - everyone sees the world differently, I guess, is the best way to say it. And so that's the one thing I've just learned through my 20 years - god, I'm getting old - of entrepreneurship.

[0:07:30] It's like you never can learn too much. You know I learn every single day. But also then to teach what you've learned in those 20 years, because you know there has been a lot of stumbles, a lot of falls, lot of pick-me-ups and you know I wish somebody a lot of times would have helped guide me through it rather than learning, you know.

Sheila Long: This is really great way to teach all of our entrepreneurs here, so we're really looking forward to rolling up this podcast series.

Allison Phillips: Yeah, I think what you guys are doing is great by the way. I really do, you know with all the things that you do for different women in the community, new business owners.

[0:08:05] You know another established owners, you know and again, we're going to tell their story, I'm excited for this podcast.

Sheila Long: Thank you. Yeah, we really encourage women to thrive in business through entrepreneurship. So no matter what it is that they are talented at, to be able to take that to the next level. We don't ever want to see a woman just like settling or anybody for that matter, just settling for a job like you said having that autocratic manager who is telling them how everything needs to be. We really want to provide a safe environment promoting collaboration for businesses to prosper.

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Allison Phillips: Which is amazing and you do that. So Kudos to you guys.

Melissa Lieberthal: I do have a question before we close out. What do you say is your biggest accomplishment you've achieved, maybe either personally or professionally?

Allison Phillips: Can I give more than one answer?

Melissa Lieberthal: Yeah, of course.

Allison Phillips: I think the young Allison was working at the Emmy Awards. You know it's like

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Melissa Lieberthal: That's so cool.

Allison Phillips: The first day -- it was an intern job or a temp job. So they are like you're going to go to the Academy of Television Arts and Sciences and I was like just moved to LA and like is that a school. No idea. I drive up to North Hollywood and the big statue of Emmy Awards was there and I just at that point - I felt I made it. It didn't matter - you know, I've done TV shows and you know movies and stuff, but at that point, I was like - and walking up there and

having Emmy on my desk, I didn't deserve it. I didn't - it was [Matt Da] but to be able to touch it, it was like - so that the young Allison that kind of made me realize I can do anything.

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I think the older Allison, the biggest thing I accomplished is probably being able to take any type of business. You know, I've done everything from retail clothing stores to being the vice president of Milwaukee Wave to - you know, so I've done a little bit of everything but not to fail. You know, I'm really proud of that like. I will tell you, I walked into a soccer. You know, it's my job at the soccer team not ever watching a soccer game. I knew nothing.

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Sheila Long: How did that happen?

Allison Phillips: Sue Black who is the owner came into a clothing store I owned and kept just trying to wheel and deal me to do it and I'm like I have ADD, ADHD. Alright, why harmed even here doing clothes, okay, and I just went and did it and I remember everyone looking at me like, who are you, why is she here? You know in the hindsight, I get it but I was like this really fu- and I would ask every stupid question like what's the six attacker. They were all - everyone sit with me and answered.

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But I take everything, anything I do and I overly learn it which I don't know if it's good or bad. But that's, you know, that's kind of what kind of keeps me going. So I'm most proud that - yeah, I mean you can put me in something and I'm not telling you I'm going to be the best at it, but I'm always proud that I'll figure it out you know one way or the other and knock on wood, I have.

Sheila Long: Alright, great.

Melissa Lieberthal: Very adaptable.

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Allison Phillips: I try to be because again it's always about learning. You know, I was horrible at school - but horrible at school, but it doesn't matter. Life, I'm figuring out. So far so good.

Melissa Lieberthal: Yeah, awesome.

Sheila Long: So do you have any leaders who impacted your life as role models or influencers?

Allison Phillips: I've two. My father who is a brilliant businessman. I mean he worked at [Beziers] International, CAT, works right now at REV Group which is, you know, all automotive but he is the COO.

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And he just - he is just as smart but I remember as a young kid going into his office and you know didn't realize what a high power job he had because he always came home and it was always family time from 5 until 9. I'm sure he probably never slept. I don't know, I've never asked him but you know he always was present. And all of his employees like him. He has taught me to treat people really well. So he is one. And then other one would be Kira Lafond from the business world.

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She - I've known her for years in so many different levels from working together to me buying stuff from her radio station - you know, working with her at radio station to now and even today like I'm doing an event and I can email - she is probably the busiest person I know and when you go to have drinks with her, a thousand people come up to her and know her, but she always takes that time, you know like I know I'm doing this event and I'm like what do you think? She has no time but she always makes time.

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And she always gives her advice if I need two seconds to say, "Hey, what do you think of this?" She always takes that time and to me that's amazing because where she is right now, I know she is busy but to be able to always to take a minute or two - and I know I'm not the only person that does that to her. So you could only imagine that I think how remarkable - I keep bothering her. It's not going to change my mind at all but what just a remarkable person she is. She is so kind. Those would be my two.

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Sheila Long: Great. Well, it's wonderful when you just have that experience you can look back on and just know that those people are there for you and they, like you said, really like lives on through you doing in your work.

Allison Phillips: Until they stop receiving my phone call. My dad's probably closed right now but he can't. But Keri is probably like, "Oh, she is texting me again. Stop emailing." Hi Keri.

Sheila Long: Alright, well, we wanted to thank you for being on the show. We're really inspired by what you're doing at Edge.

Allison Phillips: Thank you guys.

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Sheila Long: Yeah, thank you. Where can people get in touch with you on social media?

Allison Phillips: We're launching a new website but that won't be until next week. So for now, it's edgemke.com, then all of our Instagram and stuff will be at podcast. Instagram, Facebook, Twitter, SnapChat, all the good places, just that podcast.

Sheila Long: Okay, great. Just being the leader in the podcast industry here in Milwaukee and helping us rebrand all types of different women or different people in business. So thanks for all that you do.

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Allison Phillips: Thank you guys.

Sheila Long: And we wanted to give a shout out to our audience. Just thanks to everyone for tuning in. At MalamaDoe, we encourage women to be heads of their own table, in charge of their own work and destiny. So check this out. We're at malamadoe.com. We also have active Twitter and Instagram accounts.

Melissa Lieberthal: We have various events coming up if you want to check out our Eventbrite, it's a great networking opportunity. You meet lots of awesome local women and entrepreneurs who are just like Allison. Yeah.

Sheila Long: Yup, so we have two coming up. So check us out and thanks a lot for tuning in, everyone.