

[0:00:00]

[0:00:30]

Sheila Long: 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.

[0:01:01]

I am here today with a very special guest, one of our members who has the same inspiration that we have here at MalamaDoe to help women thrive in business and by helping them with business development and many different other goals. So, I'm pleased to introduce you today to our guest, Tracy Rothman.

Tracy Rothman: Hello.

Sheila Long: Hi, Tracy. How are you doing today?

Tracy Rothman: Very well. Thank you.

Sheila Long: Great. So, why don't you tell us a little bit about what you do?

[0:01:30]

Tracy Rothman: Well, I have an LLC, TJR Management Consulting. And primarily, I work with small companies typically 1 to 20 million usually in trade and run by families and I help them grow their top line.

Sheila Long: Wow. That's great. It's exciting. Tell us how did you get started in that?

Tracy Rothman: Well, I left my job as an area director to raise the family and really missed working with team members, individuals to help them grow, career transitions, resumes, interview, coaching, stuff like that.

But what I missed was more of the sales environment, if you will. So, what I'm doing now with my company is kind of combining the coaching, the team, collaboration, development to help companies make more money.

Sheila Long: Awesome.

[0:03:00]

That is really rewarding, too.

Tracy Rothman: It is very rewarding. Yes.

Sheila Long: Like just working on the resumes is fun too because - and then, you can see the fulfillment. But really, just helping somebody grow their bottom line is So, important.

Tracy Rothman: I agree.

Sheila Long: So, what type of different experience do you have with doing that, like from your background?

Tracy Rothman: I worked with a commercial roofing company. I worked on several different projects with him. I worked for - I guess you would call them contract landscaping and snow removal, help them get an inside sales individual.

[0:03:32]

Sheila Long: Wow.

Tracy Rothman: So, that department job. I worked with a commercial door company which was really fascinating because specialized doors - believe it or not, doors are very important. Think about going to the zoo and the special door is to keep elephants in, lions in, or let's say you're a company that makes frozen foods and it's 90 degrees outside and you need to transport them. You need to make sure that that door closes. Anyway...

Tracy Rothman: And right now, actually, I'm doing something a little bit off my usual platform.

Sheila Long: Okay.

Tracy Rothman: And I'm doing it as a volunteer. my mission is to have Milwaukee get its first publicly accessible full-size indoor field.

Sheila Long: That is So, neat. Wouldn't that be just a game changer for Milwaukee to have that?

[0:04:30]

Tracy Rothman: Well, we're the only major city in the mid-west that doesn't have one. For example, our neighbors, Detroit, Chicago, Minneapolis, respectively, they have 4, 12 and 8.

Sheila Long: Okay.

Tracy Rothman: We don't have any.

Sheila Long: Wow.

Tracy Rothman: Marquette University has a seasonal dome but it's 97% of the time used by Marquette athletes as well it should be.

Sheila Long: Right.

Tracy Rothman: Our climate means that we don't really - we're not able to practice and play 12 months out of the year. In fact, it's much less than that.

[0:05:00]

And there are So, many sports that need a full size field in which to practice and play. For example, lacrosse, soccer, field hockey, rugby, flag football, ultimate Frisbee.

Sheila Long: Wow.

Tracy Rothman: The list goes on.

Sheila Long: Yeah.

Tracy Rothman: And the fact that there aren't any facilities like that in the area is a detriment - puts us at a disadvantage.

Sheila Long: What a great thing and thank you for spearheading that effort and just getting us on the map here for indoor sports, right? Indoor - I don't know how you would categorize all of those, lacrosse, soccer...

[0:05:32]

Tracy Rothman: Well, it's primarily - in the springtime - typically the spring seasons, let's say high school sports will start in April outdoors. That means, you need to be practicing at least a month -- maybe in march. Well, typically, our springs have been really, really wet which means grass fields are unplayable.

Sheila Long: I know all about that. I have three kids in soccer and that would be great, just to be able to really have them fully practiced and to watch the games.

[0:06:04]

Tracy Rothman: And then I have to ask you, how many tournaments or games have been cancelled due to climate weather?

Sheila Long: I know, yes. And then it makes you kind of rethink, do you want to have your child play this sport? Because it's not as much fun and then it's cancelled and practices, it's just hard - it's hard in everybody, So, thank you for bringing that initiative forward and just getting us talking about it. That is So, awesome.

[0:06:30]

Tracy Rothman: There's also a plan in place. This new field would be, uh, located at Uihlein Soccer Park.

Sheila Long: Wow. Awesome. I was wondering, how would that work because they have such a big soccer community there.

Tracy Rothman: They do. They are primarily servicing the public which a lot of people probably are unaware. It's actually a county park, so...

Sheila Long: Really?

Tracy Rothman: ...anybody can come at any time...

Sheila Long: Okay.

Tracy Rothman: ...and play their sport out there, except of course if it's inclement weather and the fields are unplayable which happens quite a bit.

Sheila Long: Okay.

[0:07:00]

Tracy Rothman: It's a 69-acre park, there are two full-sized artificial turf fields which really helps. That means, Sheila, that we can have games being played and partial tournaments being played, if you will. If there's tournaments that might have to be cancelled, they can continue on because those two large surfaces are still playable.

Sheila Long: Okay.

Tracy Rothman: Artificial turf is kind of immune to rain, right? The additional full-sized indoor field not only guarantees that no tournaments would have to be cancelled.

[0:07:31]

Tracy Rothman: It means that a lot of people have spent a lot of money for club fees or whatever or high schools, they want to remain competitive, it's an option for them to go practice. So, they can practice on the same surface and space in which they compete.

Sheila Long: That is really wonderful, thanks for doing that. And just for having the vision to get it moving and understanding all the different moving pieces.

Tracy Rothman: What we - the park really would like to have that space accessible to the community, free of charge after school, a place where youth can go

[0:08:05]

Sheila Long: Wow.

Tracy Rothman: The problem is getting the youth there. And there's a grand vision which would be to have similar space indoor fields if you will, located strategically throughout the city.

Sheila Long: Okay.

Tracy Rothman: Say on the south side or more central city...

Sheila Long: Okay.

Tracy Rothman: ...So, that community youth could come after school and have a place to be active and participate and organize activities or just be active.

[0:08:30]

Tracy Rothman: Be out there, be moving.

Sheila Long: Yeah. That is So, great. I know, I've travelled a lot in just different countries, everybody's playing soccer but normally - I mean warmer countries. But even I was in Iceland, they were playing soccer there too, So, it's So, important for - just your self-esteem and everything.

Tracy Rothman: Well there's - actually when you bring up Iceland, there's a great story about Iceland.

Sheila Long: Okay, let's hear it.

Tracy Rothman: So, 10 years ago, Iceland had two huge problems. One their youth were exhibiting high rates of risky behavior

[0:09:03]

Sheila Long: Okay.

Tracy Rothman: Drugs, alcohol, whatnot. And their national team was ranked 122nd - no excuse me, 133rd in the world.

Sheila Long: Wow.

Tracy Rothman: They were very bummed out about that.

Sheila Long: Okay.

Tracy Rothman: Now their season is even less than ours here in Wisconsin. It's four to five months out of the year and their playing surfaces aren't beautiful grass, it's kind of more like pebbles and gravel because it's a volcanic island. So, it's a tiny nation, 340,000 people.

[0:09:30]

Tracy Rothman: And what they did was they built, it was a collaborative effort, private and public and they built nine full-sized indoor fields sprinkled across the island nation.

Sheila Long: Really?

Tracy Rothman: And those fields were available to youth, free of charge after school...

Sheila Long: Great.

Tracy Rothman: ...and then around the dinner hour, that's when their soccer athletes would come in and train. So, they switched up how they coached their youth and their elite players but 10 years later, the at-risk behavior had plummeted 97%.

[0:10:02]

Sheila Long: Really?

Tracy Rothman: Mm-hmm.

Sheila Long: Great.

Tracy Rothman: So, evidently the experiment worked.

Sheila Long: Right.

Tracy Rothman: And they were the smallest nation to have ever qualified for the World Cup, the last one in 2018.

Sheila Long: Okay.

Tracy Rothman: And they are now ranked 22nd in the world.

Sheila Long: Wow.

Tracy Rothman: Or at least right after that, they were. So, if you build it, they will come.

Sheila Long: Awesome.

Tracy Rothman: Meaning good things can happen by having space available to just be.

Sheila Long: Isn't that wonderful? Can you imagine if we could just do things, just to engage the youth but also just to get them to a field that's nearby and to really work on just making sure that everyone does sports.

[0:10:41]

Sports are just So, important to stay active, and obviously staying out of crime is important.

Tracy Rothman: When you think about it, more and more people are playing athletics. They're playing sports. When I was growing up, lacrosse was not anywhere near my radar...

[0:11:01]

Sheila Long: Right.

Tracy Rothman: ...I didn't even know about soccer...

Sheila Long: Okay.

Tracy Rothman: ...much less field hockey or rugby.

Sheila Long: Right. Mm-hmm.

Tracy Rothman: Fast-forward, I'm not even going to say how many years later.

Sheila Long: 10, 10 years later.

Tracy Rothman: You have literally a few generations now that have been playing those sports and they continue on playing even as adults. One of our largest demographics at Uihlein Soccer Park is co-ed soccer at night during the winter months. It's social, it's fun, you get to work out, you get to hang out afterward. It's just a great place for community to be.

[0:11:34]

Sheila Long: It is great and it's wonderful for kids to see their parents exercising too and just being competitive but also all that sportsmanship that comes along with it, all those great skills.

Tracy Rothman: Well the long and short of it is, there are more and more people that need a place to play and really, a city of our size could easily handle four or five full-sized indoor field and the fact that we right now don't have any, is, like I said, a little bit of a detriment for athletics here in our city.

[0:12:03]

Sheila Long: Okay. Well, great. I'm So, glad that you're working on that. Keep us posted on how it's going. Do you want to give an update on where you're at or keep it as it is, it's confidential?

Tracy Rothman: Oh, not at this time, I'd have to kill you.

Sheila Long: All right, we'll keep that quiet. Okay, So, what does it mean for you? We're all about being heads of the table, trying to get more women leading companies and on boards, So, what does it mean for you to be head of the table? It could be personal or professional?

Tracy Rothman: You know, I'm going to stick with Webster's definition.

[0:12:30]

Sheila Long: Okay, well, let's hear it.

Tracy Rothman: It's typically the most important person in the room or the person - the presiding officer, or whoever is chartered with the responsibility of what the group or the discussion is all about.

Sheila Long: Sounds like you're being - you're really leading the conversation here on indoor sports and getting our youth engage and just everyone in the community engaged.

So, who would you say you have as a big role model or a life influencer?

[0:12:59]

Tracy Rothman: My parents certainly were big mentors and influencers to me, especially my father. He was my go-to when I became a manager at Baxter, sales manager. So, I was in-charge and responsible for a team and their performance and I was the first time manager. And my father had led teams for decades and did it very, very well. And in the course of many, many conversations, I developed my golden rules of principled leadership.

Sheila Long: Really?

Tracy Rothman: Mm-hmm.

Sheila Long: Wow.

[0:13:30]

Tracy Rothman: And I utilize them. I use them and they were very effective and they work. For example, the first golden rule of principled leadership is, hire a good people and support the heck out of them.

Sheila Long: Okay.

Tracy Rothman: And by that, I mean, for example, another golden rule, if someone's out there in the field and something bad happens, the manager should take that hit. Off - side bar conversation with the employee, but you take the fall.

Sheila Long: Yeah, that's very important. It really makes them feel safe and be able to take more rest and grow.

[0:14:00]

Tracy Rothman: And conversely, if a team a member on the field does something incredibly great, that team member gets all of the credit.

Sheila Long: Wow, yeah.

Tracy Rothman: The manager doesn't take the credit. The team member gets all the credit, as it should be.

Sheila Long: As it should be, I totally agree.

Tracy Rothman: And I remember my dad saying that the greatest reflection, the greatest achievement you could have as a manager, is have somebody that you hired, ultimately end up being promoted above you.

Sheila Long: Wow, that is really a great way to think about that.

Tracy Rothman: And then I had other golden rules, like bad news quickly.

[0:14:31]

Sheila Long: Okay.

Tracy Rothman: That's a really good rule.

Sheila Long: Yeah, okay.

Tracy Rothman: Because if you don't bring up the problem - 85% of the time, if you know about the problem quickly, it becomes a non-issue. The long you sit on something, it just festers. It's like it a cavity. It just gets worst.

Sheila Long: Oh, yeah. What - I love doing this podcast because I have the questions, but then there's all these little tips and tricks that are coming out in each one, So, those are just great managerial tips for everyone.

[0:15:00]

And it's So, nice that you had your dad to call, to kind of help you through just all the trials and tribulations of management, right, because that's always - can be complex. But when you have someone who you know really has your back that you can call, like a parent, that's great that you have that.

Tracy Rothman: Yeah, he pretty much helped me navigate through a lot of the situations that I encountered. He had typically gone through them himself.

[0:15:31]

And So, he was just a great sounding board for me.

Sheila Long: Okay. Well, great. Well, thanks for sharing that. It's wonderful. So, do you have any accomplishment that you're the most proud of?

Tracy Rothman: I actually did have – used to work for me, that I hired.

Sheila Long: Okay.

Tracy Rothman: He is now running a \$40-million company.

Sheila Long: Oh really? Where did he go?

Tracy Rothman: Which is my dream way back in the days, So, it's really...

Sheila Long: But you did it. You were the good manager, right?

Tracy Rothman: I do believe I had some hand in that, and I'm thrilled for him. He's doing really, really well. So...

[0:16:03]

Sheila Long: Okay, well congrats for helping like plant the seed, right, and just help grow a great manager and a wonderful leader for a company. So, thanks.

Tracy Rothman: When I think about accomplishments and achievements, it's always been – I think it's just being able to work with teams and being able to just be a part of a tremendous collaborative effort, being a part of delivering results.

[0:16:31]

Been So, fortunate to have worked alongside excellent teams. My first sales manager in healthcare, little takeaway from him and from that team, I saw a really good example of how to build a good team, and have those relationships grow and develop. That was my second healthcare sales manager and used a lot of the things he used when I had a team myself.

Sheila Long: Okay.

Tracy Rothman: So, yeah.

Sheila Long: Yeah, that's why I love just what we're doing here at MalamaDoe.

[0:17:03]

Because it's all about just taking all of these different people, and then forming like a community or a group of people that can really grow their talents together. And then you just watch them blossom, and just watching different people work together. And you don't have that when you're not working in a company, and you're not surrounded by different people, you can just stop at their desk or pop in their office or anything. So, that's great. But then we all have these takeaways from different people that we work with, So, that we can share that.

[0:17:33]

Alright, well, Tracy, I wanted to thank you for being on the show. This has been really wonderful, we're really inspired by everything that you're doing, and looking forward to hearing any updates.

Tracy Rothman: Oh, I would love to. Talk to you soon. Thank you, Sheila.

Sheila Long: Alright, yeah. And there's just – thanks for all of the people in Milwaukee too, for really, like looking out for our children, and for all of us who want to play sports when it's cold here. So, where can people get in touch with you on social media?

[0:18:00]

Tracy Rothman: I'm on LinkedIn, Tracy Rothman, and I'm also on Facebook.

Sheila Long: Alright, great. Well, we will find a way to connect with you, that way. And thanks, everyone, to Tracy, and to our audiences, for tuning in. So, we really encourage women to be the heads of our own table, in-charge of our own work and destiny. So, please, feel free to look us up online.

And thanks to everyone, for being a part of our show.

Thanks to everybody for listening to the Head of the Table podcast. Please feel free to look for us where you find your podcast, let your friends know as well.

Thanks, everyone.