

**Head of the Table Ep 18 Bonnie Juettner**

**Guest Interviewee, MalamaDoe**

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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. In the era of the COVID-19 pandemic, our business owners at MalamaDoe are still continuing to find innovative ways to grow and thrive with their businesses. So today I'm very honored to have one of our members as our guest. Her name is Bonnie Juettner. Hi Bonnie. Welcome to the show.

JUETTNER Hi Sheila. This is actually the first podcast I've ever been on.

LONG Awesome. I'm so glad that you're here.

JUETTNER Yeah, me too.

LONG So your name, did I pronounce it right, Bonnie Juettner?

JUETTNER Yes, you did, yes.

LONG Okay, all right. So why don't you tell us about what your current role is. What's your -

JUETTNER Well -

LONG - business?

JUETTNER So I have two businesses and they're kind of polar opposites. One is my, the one I think of as my day job is writing and editing. And I do mostly scholarly writing and editing stuff for textbooks and editing for journals, medical journals and sometimes I work for an economist and that kind of editing. And then my, my other business that I run which is more something that I do evenings and weekends. It's tarot reading. And that's the one, obviously the writing and the editing has been

really easy to adapt because I was already working online all the time with that. But with tarot reading, often people want to come and see you in person and that's the, the one that is more challenging for this social distancing.

LONG Okay, all right. So how are you adapting?

JUETTNER Well, like everyone else, I'm offering, I'm offering video and phone call meetings and I also do readings by email, which I always have done. Actually, I've always offered all of this.

LONG Okay, cool.

JUETTNER But I'm trying to be more out there about letting people know that I do it.

LONG How do you do a reading by email?

JUETTNER I do the reading on my own. On my end, I take pictures of all of the cards.

LONG Hmm-hmm.

JUETTNER And then I write about it and I send it to the person. And I send them pictures of the cards and I usually will, I pull the photo up on my phone in an app and then I add little labels to the cards as well to help them go back and forth between my email the photos so they can understand what I'm talking about.

LONG That is so neat.

JUETTNER And then there's usually a back and forth because inevitably they will have some questions about it and I expect that. And so we go back and forth.

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LONG Okay, great.

JUETTNER Yeah.

LONG Okay, so such polar opposites the two businesses. So the scholarly writing, like how did you get involved in doing that?

JUETTNER Well, I have always wanted to be a writer. When I was in second grade at recess, actually, I used to go out and bring paper and pencil out with me at recess and I would sit on the step of the school and write stories.

LONG Oh really?

JUETTNER And, yeah, which I still have some of them and they're comically horrible but they're fun to look at.

LONG Wow, that is great.

JUETTNER But yeah, so I always knew that I wanted to write. And I, but I didn't expect to be able to make a living that way because everyone said when I was a kid, writing is not a thing that you can do to make a living.

LONG Hmm-hmm.

JUETTNER And that's, in a way, that was one of my biggest surprises in going into writing. But it should have been obvious to me when you think about it, it's very obvious that, of course, you can make a living writing. There's, we live in a world that's full of words everywhere.

LONG Hmm-hmm.

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JUETTNER                   Somebody is writing all of those words. Every time you see a word, somebody has written it even if you're watching TV and see a commercial, somebody has written those words.

LONG                        Okay, so -

JUETTNER                   So I should have realized it would be a very practical skill but I didn't. I thought that it was going to be very impractical. And so I went to college and expected to do other things and majored in literary studies and political science. And then went on and did, I started a Ph.D. program in political science thinking that I would do that and be a professor, which is like a wild example of me not paying attention to my own personality because I don't generally feel that comfortable around people a lot.

LONG                        Hmm-hmm.

JUETTNER                   So it wasn't a great fit but I did finish the master's degree and that. And then I switched to philosophy but that was not my background so I couldn't get funded in it. So I wound up going through all these little intermediary steps that led me to editing. First, I went and got a job as a legal secretary just to earn a living while I figured out what I was doing. Then I went and worked at Chicago Abused Women Coalition for a while. And then I got a job at a development house doing editing for textbooks. And a lot of textbook publishers will run out of time to do stuff and then they will go hire a development house and say can you hurry up and do this piece of this project that we didn't have time to get to. And so I went and was an editor at

one of those places. And then when my oldest daughter was born, I started freelancing and so my writing and editing business dates back to that time. That was at a point in time when I wasn't doing tarot at all. I was interested in it but I kept telling myself, come on, Bonnie, science.

LONG

Yeah.

JUETTNER

You know. And it was only years later that I got back into being interested in things like tarot and I just, when I finally decided that I was going to do this but that I still was just as interested in science as I ever was. I just kind of compartmentalized it in my brain and I said lots of people go to church and still have scientific jobs.

LONG

There you go.

JUETTNER

If you think of it as being in the realm of spiritual beliefs, then it's, oh, there's my cat.

LONG

We knew the cat would show up. It's okay.

JUETTNER

Yeah.

LONG

If we hear some meowing, she's recording from home and we were warned that the cat was going to show up. So we might hear him. What's the cat's name?

JUETTNER

Her name is Saffo, actually.

LONG

Saffo, okay. Hi Saffo.

JUETTNER

Yeah.

LONG

Welcome to the podcast.

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JUETTNER                    There are two cats here, but she's the one we're going to hear.

LONG                        Okay, okay. So you were talking about like how you're really into science but you're also really into spirituality. You might have gotten a Ph.D. in philosophy but it didn't work out. And you love writing. So that kind of -

JUETTNER                    Right. And my background isn't in science although I love science, but I had gotten pulled into it by people working on textbooks who needed somebody who was good with language. And they just said, Bonnie, you'll pick up the science, don't worry about that. And I was like, okay.

LONG                        All right.

JUETTNER                    So I did. And so with doing tarot, what I will often say to people if I'm talking to them about something that's very practical, I will say to them this is the part that is science, this is the part that is tarot, and this is the other part that is just what I think speaking as Bonnie.

LONG                        Cool, uh-huh.

JUETTNER                    Because I just think that's the ethical way to approach it is to say this is what I know scientifically to be true. This is what I don't know but it's what I think, you know.

LONG                        I think it's just awesome, you know. You have like a background that's like we know it's kind of a path that we could have all followed, you know. And so you're like relatable too. And so just for the record, Bonnie, did read

my tarot cards and it was like right on. Did we do that at the -

JUETTNER Oh, that was, yeah, that was -

LONG At the Pfister?

JUETTNER - might have been [indiscernible] symposium.

LONG Yep, we were there. And so it was great. And it really helped me a lot just kind of like to, again, look at it from the scientific viewpoint but also from the practical viewpoint. And then having Bonnie just weigh in. And since we work in the same place, we talk every week. We have weekly meetings. So it's just great to, you probably don't remember what my card said but to know that you're in my corner too, I don't know. So I'd recommend her. I'd highly recommend her if you're kind of struggling with like what's in store for you in the future, especially with the Covid-19 kind of changing everyone's future.

JUETTNER Yeah, yeah. I think that one thing about tarot that is really useful right now is that we all are so much in need of calm. And so for right now when I'm looking at cards, a lot of the time I'm not looking at the future, I'm always a little bit hesitant to say that I'm sure about something in the future because I think that a lot of things go into making our future and any of us making different choices at any given time could change that. But it's really helpful to me to look at a card and say something like what do I need to keep in mind right now, what would help me to manage my level of calm and my level of anxiety right now, and draw a card

and then, and then glean insight from that as to how I can best proceed and best be focused and productive. That's a huge challenge for me always to be focused and productive and I know that it is often for other people too, especially at times when people are anxious. So I have found that looking at the cards is really helpful with that.

LONG

Wow, great. Yeah, being focused is a huge, huge issue for so many people. Especially, like in our community, we have a lot of moms with kids with special needs, which is why they ended up pivoting in their careers and starting their own business. But that's a big area, just staying focused, especially being a mom.

JUETTNER

Yeah.

LONG

So that kind of brings us to our next question. Like with Mother's Day around the corner, let's celebrate special women in our lives, do you have a story about your mom that can help inspire other women?

JUETTNER

Yes, I was thinking about this. My mom and I are both, we're a lot alike but we're also different. I think of myself as an introvert. I think she told me once that she thinks of herself as an introvert as well. But she is someone who is always very comfortable talking to people. She's an educator. She's been a teacher. She's been a principal. She's been a superintendent. So she's someone who can just go stand up in front of a group of people and just start talking and just be good at it. And I've never felt that that was something that I could just do. And

when I started teaching meditation, because I'm not doing it right now for obvious reasons but I normally would be volunteering twice a month at the Milwaukee Security, I almost said meditation facility, the Milwaukee Secure Detention Facility downtown.

LONG

Wow, that is awesome.

JUETTNER

And when I started doing that, I knew that I wanted to do it because I thought meditation was a good tool that should be offered but I did not have a lot of confidence as a teacher, just sitting there and talking to people and being like a person in the room who is claiming to have some authority on a topic. That doesn't come naturally to me. And what I found was really helpful was to sort of channel my mom. I would just go in and really channel my inner Virginia Juettner.

LONG

Okay.

JUETTNER

That's my mom's name. Because she would be able to walk into a room as a teacher and know how to handle the situation like, and when I started doing it that way, then I knew, oh, I need to walk in, I need to let them know who I am, I need to let them know what I'm doing here, and I need to let them know why I'm here. And when I started thinking of it that way and I started thinking, you know, I watched mom do this any number of times. I must know how to do it, you know. It was really helpful to me to have her as a role model in doing anything that involves talking to the public. Because she just someone inherently knows how to do that.





Bonnie, another great lesson Bonnie is bringing to us, courtesy of her mom in celebrating Mother's Day. So that's awesome. So is there anything like throughout your life, you know, you've gone through a lot, obviously, but like that you wish you would have known when you started out?

JUETTNER

I wish that I had known about, I have a whole list of things I wish I had known but the one that is coming to mind right now is I wish I had known about the importance of networking. I was lucky to begin my career in writing and editing with a network because I had worked at this development house and a lot of people, there was high turnover in staff. So the people I worked with left and went to other places and so that gave me a little bit of a built-in network which was really, I could not have begun my career without it. But I didn't know that you could actually go out and network on purpose. I thought you just, your network was the people you happened to know.

LONG

Hmm-hmm.

JUETTNER

It didn't occur to me that you could like on purpose go out and meet people.

LONG

Yeah.

JUETTNER

And that it would be helpful to do that, not just helpful in terms of your career but that it would be potentially fun and potentially a way to reduce stress by spending time with people. And that you could exchange ideas about your work and talk about your challenges and learn from each other as well, you know. All of the things that

are good about networking are things that I didn't know.

LONG

All right. Well, that's important. Yeah, I've always been wondering, how did you get into this awesome like writing and editing field. And now we know. You had a built-in network. But there are, there probably are great other networks that we could join too. So if anyone out there is interested in following in Bonnie's footsteps or for writing, editing or for tarot card reading, I think you'd be interested in hearing from them. Can you give us your social media handles?

JUETTNER

Sure.

LONG

Or how people can get in touch with you.

JUETTNER

Let's see. I'm on LinkedIn as, my URL for my LinkedIn profile is Bonnie-Juettner-Writer-Editor. It's probably easier to just go on LinkedIn and search for me by my name which is Bonnie and then Juettner, spelled J-U-E-T-T-N-E-R. My Twitter handled is Quiet Bonnie, so that's easy. And my tarot URL is Quietbonnie.com for my blog.

LONG

Cool.

JUETTNER

So those are all places you can find me.

LONG

All right, great. Well, thanks a lot for being on our show. I am so happy that you were able to join us and that you shared your story because you have such a great background and you're such a wonderful person with so much to give.

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JUETTNER Oh, thank you, that's very, that's very kind of you.

LONG No problem.

JUETTNER Thank you for inviting me to do this. I would not have thought of wanting to do this on my own and this is just another example of you being one of these people who is saying to women all the time, you know, you need to grow your business, you need to get out there, you need to be seen and heard.

LONG Yeah, coronavirus, you know, we're not going to be impacted, just kidding.

JUETTNER Right.

LONG But really, like we can still do things and keep growing and still just keep, you know, bringing in money, putting food on the table and really expanding our reach so that we can influence and encourage more women. So thanks for being a part of it.

JUETTNER Thanks.

LONG And to all of our listeners out there, thanks for tuning in and for hearing this great story and we encourage you to really be heads of your own table. And what we do here is we inspire women to take charge of their destiny at the head of the table and also at our co-working community, MalamaDoe. And we really want to increase the visibility of founding CEOs who are women. So that is what our goal is. And we hope that you can join us. Our website is MalamaDoe.com. Thanks to everybody for listening to the Head of the Table Podcast. Please feel free to look for us wherever you find your podcast. Let

your friends know as well. Thanks  
everyone. [Ends]