

Head of the Table - Season Two - Ep. 16
Allison Phillips - EDGE Media and Marketing

Sheila: Hello Everybody, welcome to the Head of the Table podcast. My name is Sheila Long and I will be the host of today's show. Hi everybody, this is Sheila here with MalamaDoe and the Head of the Table podcast. I'm here with Allison Phillips the owner of Edge Marketing and Media. Hi Allison, welcome. She is also with the Wisconsin Podcast Association.

Allison: I know, it's crazy. I just keep thinking of other things to do. I don't know if that's good or bad.

Sheila: It's awesome. You have to keep reinventing. So...interesting times. We're here with a new season here of the Head of the Table podcast.

Allison: Thanks for having me back.

Sheila: This is great

Allison: I know. I was excited that you came in too.

Sheila: Yeah it's wonderful to be here. It's so great to reinvent our businesses and think of new ways how to look at these interesting times that we are in, right?

Allison: Right

Sheila: So how've you been? I hear you've had some changes with your business. You guys have been growing and different things have been going on. You had a little health scare a few weeks ago.

Allison: I did but you know it's one of those things that it's - you and I started talking about before we started recording about the virus and everything -- about how to reinvent yourself and keep your business going. So we kinda found that problem because we do a lot of remote podcast with business and a lot of theaters and the DNC and we found that everyone is postponing everything so we kinda sat back and thought that either this is going to close or how do we keep reinventing ourselves and I think with businesses you kinda have to keep doing that anyway but we just kinda found ourselves needing to do it quicker and faster so you know we kinda

figured out how to do remote podcasts and we have people calling in and stuff and it seems to be working. So we'll see. It's scary times though.

Sheila: That's why I love business because you have to always reinvent and be agile enough to figure out a new way how to look at things so you remain relevant.

Allison: Yeah and you know that's really true. It's funny because I was talking to someone the other day and they were like, business is over. And I'm like don't you constantly--I constantly think what can I do better, how can I do more, how can I do -- you know if you don't stay ahead of it always and be the leader on what you are doing and be innovative in your thinking, I don't know how your business can survive any way if you stay stagnant.

Sheila: That's true. That's why you always have to be thinking. We were just driving in the car my kids were all together now. They wanted to just go get a Frosty at Wendys and I thought about that and I thought, I don't know. I don't know if we can do that anymore. I don't know if the drive thru is open so I had to break the news to 'em that that might not be possible but we can make a Frosty at home! We got chocolate!

Allison: We can still do it! (laughs)

Sheila: We're gonna have e a business, people, making smoothies to go (laughs)

Allison: With the recipe online

Sheila: There you go! Ok so you're adapting with the Coronavirus by just really letting people know about virtual. That's really where it's at.

Allison: Well you know for us -- we are lucky because all these people who are or need to stay home, who got laid off at work, who they have children at home they now have to homeschool suddenly to become teachers, you know we are still able to bring entertainment their way. And that's the kind of cool thing with podcasting because you know podcasting numbers are going up. People are listening more because of the time. So it's like how do we keep making shows and making good contact. And then on the flip side how do we keep spreading messages of people who are now stuck at home but want to talk about their businesses, wanna talk about what they can do, wanna kinda spread their messaging, keep their business going

so we have the capability of doing that. So it's kinda you know good, I mean I'm obviously not excited about the virus. I'm excited we are still able to bring in entertainment to people. So that's where we are at.

Sheila: And what a great service. Thank you for doing that.

Allison: Thank you

Sheila: So in the fall, I was in a retreat with the Doyenne group and we laid out our three year plan which really ties in nicely with the work that you are doing and part of it is just inspiring people to start businesses -- that's a big part of it -- which I think now is really a key time and you will be really instrumental in being able to do that and then taking founding CEOs who are women and really having them elevate their brand so we are looking to doing that on this season that we have here with the podcast.

Allison: O that's exciting!

Sheila: Isn't that cool?

Allison: Yeah, very cool!

Sheila: So we have weekly meetings on Monday and we had a meeting on Monday with our members and we were were discussing what to do with the Coronavirus ethically. What should you do? Should you stay at home? You still need to run your business. You still need to grow. You need to do all kinds of ways to innovate and stay relevant. This is a great tool. So thanks for staying open and for helping everyone and figuring out how to do it virtually.

Allison: Yeah and it's exciting that we are able to lend that to people who still have a voice. You know, who don't know what to do with it because there are so many questions: do I stay home, do I not stay home? You know a lot of Americans are trying to figure it out still.

Sheila: Alright! So we want to talk about moms. Moms are great right? We have Mother's Day coming up and we just want to celebrate women and how awesome they are and just talk about your mom. Is there some particular story or something you really appreciate about your mom?

Allison: You know it's funny because my mom when we were younger she worked and she always managed to, you know, work a full time job but be a full time mom and now that I am in that situation it is so hard. My mom is just always -- she came from a family that wasn't very loving and I say that like they didn't hug or kiss--

Sheila: Affectionate would be the right word.

Allison: Yeah affectionate. Thank you.

Sheila: Love - the four love languages. We could go off on that.

Allison: Yeah not as affectionate. And my mom just broke that mould. She is just so living and charismatic and funny and huggy, huggy love but I think the best thing about my mom is that she just--she lives. Even being older now - she is 75 - she just is so fun. So she always makes sure we travel and we see the world with my daughter and she just is really for me butt even talking about her right now - she just makes me happy. She just has a sense of adventure, love and laughter every time you see her. She has really installed that into me and my daughter. My dad is very serious and my mom is the polar opposite.

Sheila: That's so great.

Allison: And you know they are high school sweethearts and they love each other and still they are really happy but just thinking of her in any situation - if you are in the hospital or she just brings this joy into any room she walks in. Do I have one story? No. There are so many stories.

Sheila: That's awesome. What a great role model just growing up and seeing her working and supporting your dad sounds like and being there for you.

Allison: Always having home cooked dinners. I am not good at that so I apologize to my daughter But always having home cooked dinners - she's just the backbone of the family. She keeps everyone happy and laughing but she's also very maternal and - my daughter adores her. It's really cool to see their dynamic, you know to watch because they are just very - my daughter is now taller than her but they just get along so well. I didn't have that as much with my grandparents because they were in a different state so she is just an amazing person.

Sheila: Grandparents are just so cool. They are so important and they just really, like, help us remember our past. Like I was talking to my dad the other day about how we couldn't go visit him and he was kinda sad but he thought about it, The next day I called him and he wasn't sad anymore. I was like, you do not miss me. You've talked to five siblings and that's fine but then I had to break the news to him that school was closed for a month and he was like, you're kidding, a month! And then he remembered something from his childhood when they had different trials and tribulations go on through whatever type of epidemic and during the Great Depression I don't know if he was around but his parents might have told him stories and just being able to remember that and share that with my kids is just awesome.

Allison: It really is and to just have that line like again when I was growing up my two grandparents passed really early and then the other two didn't live in the same state, we didn't get to see them much and it's really neat because my mom is really hands on and I don't know what I would do without her They have saved me the last ten and a half years of my life so I am really grateful for that.

Sheila: That's great. So another thing we are offering here at MalamaDoe - we have private offices. Trying to think of how to have parents stay sane with the kids at home. Maybe they just want to come in and get a private office and work there and work there and maybe switch off with their kids. Trying to figure out if that is ethical though. So we will be working through that.

Allison: I think though for me I brought my daughter here the other day and it's kinda nice to get out of the house but we're still just as safe you know pretty much because you know pretty much because -

Sheila: Knock on wood

Allison: Right and because we keep everything really clean. I just think it's nice sometimes to get that escape for both our sanity out of our house and just kinda see something different so we're leaving but you're not in - obviously can't go to restaurants any more but we you can't you know, 50 people or more. Isn't that crazy? We went to a movie last Friday and how in less than a week is everything closed down? It isn't even from Friday - what today is Wednesday?

Sheila: Yes, it's St. Patrick's day yesterday. We can't remember!!

Allison: So I think it's a great service that you can offer

Sheila: Keeping it legal as well as relevant. We have 34 members right now. We have a midwife, an acupuncturist, lots of coaches, four lawyers I think I know I'm not remembering everyone right now but you really have to reinvent yourself. So that's what this series is about - how to take your business and re-invent it so that you just relevant. Because that's always been our problem. That's why you came on board. That's why I convinced Allison to join MalamaDoe. We have women who are just shy and they are afraid to share their voice and their thoughts and we need them to get online and to know their story and how they are adapting.

Sheila: So do you have any words of wisdom or anything you wish you could tell your younger self?

Allison: Two things - I think you just said it right there you know remember my younger self I've been lucky enough to have a few businesses and you know be successful but I think it's finding your voice, you know, and when you say - I remember my younger scared of that as well. You don't know if you know it so you don't want to say it. You don't want to scream it out. But once you do it might not be right but you reinvent and reformulate it to know where your voice is but you don't do that if you get it outside. So when you were saying that I thought gosh when I was younger, I would be one of those people in the corner not willing to say anything or do anything. I knew what I wanted to say but I just didn't have the guts to do it but once you do it, it comes so much easier and you figure it out even better when it's out there.

Sheila: It's so fun to watch people blossom. I remember when we did our first trade show at Biz Expo a few years ago. A few of our members had never done a tradeshow and I have done so many trade shows having worked sales for Motorola and I really didn't see a problem But they were very nervous and we had a few sessions and then they went to the trade show and they can't wait for the next trade show and they are inspiring everybody. I know it's a tough time with the pandemic but let's still try to support local businesses and women and help us all just really build our community together.

Allison: Yeah

Sheila: Thanks for being on the show

Allison: I think what you're doing is great and I think there are a lot of voices out there.

Sheila: Okay! 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!