

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 1

LONG Hello, everybody. Welcome to the Head of the Table Podcast. This is Sheila Long and I am the host for today's show. We have a truly wonderful guest today on our show. Here name is Suzie Van Cleave. So welcome to the show, Suzie.

VAN CLEAVE Hi, great to be here.

LONG All right. Here we are in the throes of the Covid-19 pandemic. And we're just, we're here, we're going to inspire people to build businesses and keep their businesses going. So we want to just kind of get an update from you. You've been on the show before. Like how has your business been going?

VAN CLEAVE Well, everything has slowed down considerably. It's just, things take a while to get done. I am getting more tech savvy though. That's the upside of this. I just had a conference call with a client and the contractor instead of meeting on site. We just all called into a conference call and got everything taken care of that we needed instead of emailing because that's what we have been doing anyway. And it's so much easier to talk in person. So another site, we are going to do a Zoom meeting. I'm going to fax or, actually, not fax, I'm going to send over some sketches.

LONG Okay.

VAN CLEAVE And then we're going to try to do it over the phone and possibly by Zoom to go over some sketches which is, you know, it's kind of hard because it's a visual thing. But we're going to try to do it.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 2

LONG Okay.

VAN CLEAVE Next week.

LONG So you're an architect.

VAN CLEAVE Yes.

LONG And so like why don't you just like explain your business for the people -

VAN CLEAVE Okay.

LONG - who didn't listen to the other podcast.

VAN CLEAVE Yes, I'm an architect. I have a very small boutique office. We do almost anything you could imagine. Mostly smaller projects, kind of the projects that some of the big firms don't want to take, so they're kind of interesting. Right now, one of our particularly interesting projects is a hotel that is on Wisconsin Avenue. One the west side and we're renovating the whole façade of it, trying to get some façade grants through the city of Milwaukee, getting some signage grants. It's in a neighborhood that gets quite a bit of those grants and we're going to improve the façade and hopefully help with the neighborhood improvements.

LONG That is so cool.

VAN CLEAVE Yes, that's a really exciting project. But the, we were hoping to get it done in June.

LONG Hmm-hmm.

VAN CLEAVE For the summer, because it is a hotel, and now everything is kind of slowing

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 3

down because of this. But we'll see. We're going to try to keep things moving as much as possible. So I've with the city of Milwaukee and they want us to send the drawings over and they're going to look at them in their home offices and make [indiscernible] -

LONG Wow.

VAN CLEAVE I know, I'm amazed they're going to do that. We're going to hopefully get some approvals going just, you know, while they're working at home.

LONG All right, so they're looking at your online sketches.

VAN CLEAVE Well, not yet. I haven't sent them yet.

LONG Okay.

VAN CLEAVE But yes, that's what will happen.

LONG Scanner Pro, man, download Scanner Pro.

VAN CLEAVE That's what they said.

LONG Yeah.

VAN CLEAVE Because their office building, I mean, the Milwaukee offices are closed.

LONG That, I mean, I know it's a pandemic but, you know, we could speed up government work, you know. Get everyone online. I think the government workers would be thrilled, right.

VAN CLEAVE Yes, I agree.

LONG Yeah.

VAN CLEAVE I agree.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 4

LONG And then makes great façade grants.
Let's use them, right.

VAN CLEAVE I know.

LONG Make this, if you are -

VAN CLEAVE I'm hoping to get a big one. So we'll
see.

LONG Yeah, and you have such a great eye for
that, you know. So wow, thanks for
doing that.

VAN CLEAVE Yes, another one I'm hoping to get is
the daycare center that's on the north
side. I'm really hoping for that. So
we're getting some really unique
projects that I'm definitely looking
forward to.

LONG Okay.

VAN CLEAVE I hope that one goes through and
doesn't fall by the wayside because of
this pandemic. But it's something
that's needed there so that's why
they're pushing to do it. So we'll see
what happens.

LONG Daycare centers, I think there should
be a newfound appreciation for daycare
centers.

VAN CLEAVE Oh, I totally agree.

LONG When this is done.

VAN CLEAVE And for teachers.

LONG Teachers, yeah, teachers are awesome,
yeah.

VAN CLEAVE And maybe they'll get pay raises
because of this pandemic.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 5

LONG Yeah, there you go.

VAN CLEAVE That's what I'm hoping for.

LONG We will see.

VAN CLEAVE Healthcare workers and daycare centers.

LONG Yeah.

VAN CLEAVE And teachers.

LONG Yeah, healthcare workers, wow.

VAN CLEAVE Yes.

LONG It is so humbling.

VAN CLEAVE Yes.

LONG Okay, so you were also featured in that magazine. So that is another interesting story, how you got featured.

VAN CLEAVE Right.

LONG That kitchen.

VAN CLEAVE Yes.

LONG What was the name of the magazine again?

VAN CLEAVE It was Arts and Crafts Journal and it was their kind of yearly source manual. So it's kind of like a catalog for people who are into the arts and crafts movement. It had a lot of advertisements in it but it also had stories to get you excited about their magazine. But it was, it's a great magazine for people who like arts and crafts style bungalows. And it was, it featured our kitchen because our kitchen was done to match the rest of

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 6

the house, which was an arts and crafts bungalow. And the kitchen had never been updated. Well, actually it had a kind of an update about 20 years ago but then it wasn't done to match the rest of the house.

LONG Okay.

VAN CLEAVE So the owners really wanted to open it up so it's not an enclosed room in the back of the house, but opened up to the rest of the house. So they wanted it, so they needed to finish it out to be at the detail level of the rest of the house. So it got a lot of press, it really did. It was kitchen of the week in House.

LONG Wow.

VAN CLEAVE And then, in the House website, and then also in that magazine.

LONG That is really cool.

VAN CLEAVE Yes, it was fun to do that.

LONG So we have the magazine here at MalamaDoe.

VAN CLEAVE Good.

LONG And it wasn't like electronic, right? So you had to -

VAN CLEAVE Well, it was both.

LONG It is, okay, all right.

VAN CLEAVE Yes.

LONG Okay.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 7

VAN CLEAVE It was paper copy definitely for a while but then they finally came out with a digital one.

LONG Okay, well, send me the digital one because I -

VAN CLEAVE Okay.

LONG I have it there and people go through, I'm like, well, here's this kitchen that Suzie renovated. She got national exposure.

VAN CLEAVE Yes.

LONG It was Shorewood, which is where we're located, right.

VAN CLEAVE Yes.

LONG A Shorewood kitchen.

VAN CLEAVE It was a Shorewood kitchen, yes.

LONG Yep, and so, great. Well, congrats.

VAN CLEAVE Thank you.

LONG All right, so we kind of went over how you've been adapting with Covid-19, learning technology.

VAN CLEAVE Yes.

LONG Getting -

VAN CLEAVE I think I'm going to have a big jump in technology now. Yes, I'm just, Zoom is definitely such a great platform. I think everyone should buy stock in that company for sure.

LONG Yeah, I know. We were talking about that at our member meeting. Like things are horrible. I'm like, they're

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 8

actually, some companies are kind of doing well during the pandemic.

VAN CLEAVE

Yes.

LONG

Like Zoom.

VAN CLEAVE

And it's stretching people to use electronics and use digital means more than it ever would before. So I'm, in fact, tonight I have a meeting with about, let's see, seven people that's going to be on Zoom that I'm leading. So I'm hoping that goes successfully. So it's a garden club meeting. So we'll see.

LONG

Okay, cool. All right.

VAN CLEAVE

Some of the people in the garden club are, a couple of them don't even have computers. So I think they're going to have to just call in but we'll see how it goes.

LONG

Yeah, but that might push them, you know.

VAN CLEAVE

That's right.

LONG

To do -

VAN CLEAVE

I agree.

LONG

To do that, yeah.

VAN CLEAVE

Yep.

LONG

And it's not a bad thing. It's sometimes just change -

VAN CLEAVE

No, it isn't.

LONG

- is good. And it might be a little awkward at the beginning but then they've grown as a person too.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 9

VAN CLEAVE Right, and they've learned something new. That's right.

LONG Yep. And we all get to see each other, right.

VAN CLEAVE Yep, that's true. That is really a difference when you're actually seeing somebody.

LONG Yes.

VAN CLEAVE And speaking. You get so much more input from them instead of like a text or an email. Or even on the phone. You get the body language input which I think is so important.

LONG It is. Yeah, I can think of about five different examples right now that I've gone through in the last hour of the importance of seeing people.

VAN CLEAVE Yes.

LONG My kids are at home -

VAN CLEAVE Yes.

LONG - while I'm recording. And I just did a Facetime video or whatever it's called.

VAN CLEAVE Yes.

LONG And I saw them. They're perfectly happy. But I -

VAN CLEAVE Oh, I'm sure.

LONG I will be home soon so things -

VAN CLEAVE Yes.

LONG - things will get a little more focused when I get home.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 10

VAN CLEAVE

Yes.

LONG

Math facts and since I'm the teacher as well. All right, okay. Anything you wish you would have known when you started out?

VAN CLEAVE

You mean before Covid?

LONG

No, well, Covid, well now technology, you can scan, whatever they're called.

VAN CLEAVE

Right, right, right.

LONG

Building plans. This is kind of from when we went to UWM, remember, and we had the MalamaDoe mentors meet you where you're at.

VAN CLEAVE

Yes, yes.

LONG

This actually is one of those questions. But since you were there.

VAN CLEAVE

Yes.

LONG

You already kind of answered it.

VAN CLEAVE

And what I said there was I wish I had, one of the things that I realize now is that having younger people in your company, I'm an older person and so having younger people in your company helps you see things from a different perspective and get that younger approach and the dexterity they have with electronics. And then their ideas of how people read ads or how to even do ads, particularly digital ads. It's all so helpful to have a different perspective. Whether you're a young person to have an older person or vice-versa. An older person having a young person. So good to get some different generational input.

LONG It is.

VAN CLEAVE Into your business.

LONG And it helps you just appreciate others too.

VAN CLEAVE Yes, it does, it really does. Because it's a whole different approach usually from what they are seeing it from.

LONG Absolutely. So we have Mother's Day coming up.

VAN CLEAVE Yes.

LONG We're getting a jump on Mother's Day here. Do you have any stories about your mom or something that like an inspirational story?

VAN CLEAVE Well, to me, she was very inspirational because she's still alive so she is 87 right now.

LONG Wow.

VAN CLEAVE And she has always been a learner and wanting to learn and has never stopped learning. In fact, she is, well, maybe she's 86 still. I think this year she's going to turn 87. And she is learning to this day. And I think that's what keeps her going. And I remember when she was a nurse when she was in her, gosh, when she was in her early 20s she became a nurse and worked in, worked as an R.N., although she never did get a bachelor's degree. So she's always had that desire to get a bachelor's degree. So in her 60s, she actually went back and pretty much had to start over because they only took like maybe one or two classes of her nursing degree.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 12

LONG Wow.

VAN CLEAVE And had to start over and got a degree in child development.

LONG Really?

VAN CLEAVE And four-year bachelor's in child development in her 60s. And just really enjoyed it and has never stopped learning. But just to have that discipline to do that at that time and that's her. What can I say? That's where I get my love of learning, I think.

LONG That's great. Well, thank you for sharing.

VAN CLEAVE Oh yes.

LONG You got to share this with your mom. Does she do -

VAN CLEAVE I know.

LONG - technology, podcasts?

VAN CLEAVE She is learning, yes.

LONG Because she's a learner.

VAN CLEAVE She does stuff live. We had a wedding this weekend that was canceled so they did it in a church with Facebook Live and she was able to log on all by herself, get it going, and watch the wedding.

LONG That is so -

VAN CLEAVE And even commented.

LONG - so cool.

VAN CLEAVE And even commented on it, yes.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 13

LONG Oh, really? Wow. There you go.

VAN CLEAVE I was impressed, yes.

LONG It's another silver lining on having us all just, you know, be -

VAN CLEAVE Yes.

LONG Be alone.

VAN CLEAVE That's right.

LONG What's it called, social, not social isolation, but where you're just supposed to -

VAN CLEAVE Yes.

LONG - be, um -

VAN CLEAVE Yes.

LONG - alone. All right, but then, hey, you're going to have to learn to comment on Facebook. Great things.

VAN CLEAVE That's right.

LONG Okay, all right. So how can people get in touch with you?

VAN CLEAVE They can call me. I have my phone number is, my direct line is 847-778-1625. And that's probably the line I'm going to be answering mostly -

LONG All right.

VAN CLEAVE - for the next month or so. And that's my cell phone. And then I have a website at vancleavearchitecture.com. And then you can get me at Suzie, my email is suzie@vancleavearchitecture.com.

Head of the Table Ep 21 Suzie Van Cleave #2

Guest Interviewee, MalamaDoe

Page 14

LONG Suzie, okay.

VAN CLEAVE Yes.

LONG All right, well, Suzie, thank you for being on the show.

VAN CLEAVE Yes, it was a pleasure.

LONG I like know you so much better now, like a learner because she's really a truly amazing designer. And just anyone -

VAN CLEAVE Thank you.

LONG - who has the opportunity to work with Suzie, they are really lucky. She's really good at what she does. And she's disciplined. Now we know. It comes from her mom, right.

VAN CLEAVE Well, I'm not as disciplined as she is.

LONG I know, that's the hard thing about saying good things about your mom. You kind of end up like, yeah, I wasn't as good as my mom.

VAN CLEAVE That's right.

LONG But that's okay. We're just appreciating them for Mother's Day.

VAN CLEAVE Yes.

LONG And they're awesome, right, because women -

VAN CLEAVE Yes.

LONG - are awesome and we do do so much.

VAN CLEAVE Yes.

