

Episode 8

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SPEAKERS

Jason Duff, Terri Flood, Ethan DeLeon

T

Terri Flood 00:00

I think it's just important. I think sometimes people say they don't have the time. Well, we find the time to do everything else. Why not find the time to do the things that you love and enjoy?

E

Ethan DeLeon 00:18

Hey everyone, my name is Ethan DeLeon and I'm here with the founder and CEO, Jason Duff. On today's episode, we have a special guest, Terry Flood. The Vice President of Business Development for Wayne Healthcare out of Greenville, Ohio, joining us. We want to welcome you to the Small Talk Podcast, where we share some of the valuable lessons with what we have learned about entrepreneurship, real estate, economic development, and more. The point of this podcast is to create value for you, the listener, and to create a space to learn, talk about what's trending, and to inspire others.

J**Jason Duff** 00:44

Hey, thank you, Ethan. Terry, it is so great to have you in the studio today. Um, Terry is a dear friend and a small town champion., from Greenville, Ohio. And, uh, I met Terry a few years ago. Um, one of our companies, we have a billboard company called ComStar Outdoor, and we help small businesses and organizations use outdoor signs and billboards to highlight the great things that they're doing. And I got introduced to Terry and Wayne Healthcare because they provide healthcare and quality healthcare to small towns, rural communities and, and all the people that live there. So if you think about the whole spectrum of care, whether it's someone that is celebrating an exciting birth of a new child to dealing with working on pain management to, you know, just, just staying preventative, doing preventative healthcare and staying healthy, Wayne Healthcare is doing a lot of innovation and, and great things. And Terry happens to be the vice president of that organization, and, uh, we're We connected because Greenville, Ohio is very similar to Bellefontaine, Ohio. The county that Greenville is in is in Dark County, which is in Southwest Ohio, and the county seat Greenville is almost the exact same population of Bellefontaine. And for those folks that are listening, one of the things that I have learned in life is that if you can go visit other places and see what's working in those towns and communities and meet those folks, there's so many great lessons and learning and opportunity. And walking around the streets of downtown Greenville, I, of course, had to find the local coffee shop and went to The Coffee Pot, which is this amazingly, you know, small town coffee shop that is in a historic building that was a former department store that had been completely restored. And this building was restored about 25 years ago, and Amber Garrett and her husband really pioneered Main Street Greenville. And Main Street Greenville, they are a Main Street community that, you know, believes in the values of promotion and economic restructuring and, and design and I was just so impressed because Main Street in Greenville not only had one coffee shop, they had four others, and it was a town the size of Bellefontaine. So I set off on that journey to really meet the leaders and business owners and people in that community that were doing significant things, and Terry was one of those individuals. And of course, as I got to know her better and her story, she shared with me the importance of her small town. And I'd like to hear a little bit more about that, uh, for our listeners today. But, um, Terri, tell us about your life growing up in Maysville, Kentucky.

T**Terri Flood** 03:46

Sure. Well, first, before I start, I just want to say thank you for having me today. This means so much to be here with both of you and talking with you about Small Nation and about small towns, which is truly at the heart of who I am. So my journey began, um, in Maysville, Kentucky, as you mentioned, which is kind of I'd say the northeastern part of Kentucky, right along the Ohio River. And as a little girl, I recall my grandmother and I just walking everywhere. She decided not to get her driver's license until later in life. So we would walk places or we would take the city transit or, you know, just get places the best way we knew how. And a lot of time that meant going downtown. So we would walk there, you know, walk into the pharmacy, walk into the department stores, walking in the local banks and just getting to know people. And I think really at a young age, I didn't realize it, but I realize it more now as I'm older, is it was building connections and it was a sense of community and a sense of pride and family. And that still resonates with me today, even where I'm at in Greenville, Ohio. So.

J**Jason Duff** 04:55

I love that. And you know, when you think back to your grandmother, What were some of the values and the things that she instilled in you that really helps make you the person you are today?

T**Terri Flood** 05:07

Yeah, the first thing that comes to mind is strength. You know, she actually worked at a hospital. She worked in the dietary department, which now we call nutrition services. So cooking and family meals, that was always important. And she always had a nice meal for us, a hot meal. Um, but strength was one thing, and then just, um, being respectable of others. Um, she was very selective about who I could spend my time with. Um, and I spent a lot of time with her, so when it came to friendships and boundaries and things like that, she was very protective of me. Um, my mother, of course, was in the picture too, but she was working, coming from a single-parent home. So if I wasn't with my mom, I was with my grandmother. So strength, independence, um, Reading, you know, a lot of times if I would ever say I was bored, she was like, you should never be bored, you should read, read a book, you know. But those are some of the things that she instilled in me, and then just the importance of family as well.

J**Jason Duff** 06:04

And coming out of a small town like that, where did people typically work, or did they have a chance to go to college? What, what was the path for someone in Maysville, Maysville, Kentucky growing up?

T**Terri Flood** 06:17

Well, I would say, you know, there were opportunities. A lot of people that look like me, it really wasn't talked about. It wasn't pushed forward in a sense. It was starting to be a trend, I guess you could say, where the counselors would sit down and maybe talk to you really. But it was honestly me having the desire to say, okay, what can I do to research about a university? And a lot of, a lot of my friends that I was close with, they all wanted to stay closer to home. And I was that one— there was a couple of us that ended up going to Western, but I was that one that said, you know what, I love all of my friends, I love my family, but there's other places that I can go. And I wanted to stay inside the state, so I ended up at Western Kentucky University. And my first time on the Hill, what I recall most vividly is the sense of family. And so, um, I knew right then and there that even though I was going to get a scholarship and to some other institutions in the state, that I was going to Western because it was a sense of family.

J**Jason Duff** 07:15

What did you study when you were there?

T**Terri Flood** 07:16

I ended up with an undergraduate degree in family studies and a minor in psychology. But honestly, I went with the desire to become an elementary education school teacher.

J**Jason Duff** 07:26

Really? Yeah.

T**Terri Flood** 07:27

All right. And my second grade teacher was an influence for that. And if we have time, I'll share the reason why.

J**Jason Duff** 07:33

Well, you got to tell us. We have time. I'm going to sit back.

T**Terri Flood** 07:35

Yeah, well, in the second grade, actually, my great-grandmother passed away. And that was my mother's mother's mother. And I remember her very vividly. And when she passed away, it was hard, even as a small child being in the second grade. And my teacher at the time was Miss Linda Lee. And she was just amazing at that age. She took me under her wing, stayed connected to my family throughout all the years. And because of her, all throughout the rest of my schooling, I wanted to become a teacher and make the impact on children like she did on me. So unfortunately, when I got to my senior year at Western, I struggled with the praxis and some other things. And so I ended up changing my major, but I believe things happen the way that they're supposed to.

J**Jason Duff** 08:27

Mentors are, are so important to us. And sometimes when we're We don't even know that someone is a mentor until later on we reflect in life of like, wow, they challenged me, they coached me, they nurtured me. Those words tend to repeat themselves. How have those people helped you be a leader today and as you think about ways that you're serving and giving back to others?

T**Terri Flood** 08:54

Yeah, I think, They're words. Words matter. And I think sometimes people take words for granted. And, you know, some of the things she would share would be, "Something wonderful is waiting for you," or, you know, "You're positive, you're bright." Just the constant encouragement. And I think sometimes we doubt ourselves for whatever reason, but it's people like the mentors that have been in my life and then now that I'm able to mentor. It's just being a guide for them. It's that positive reinforcement, encouragement. And helping to open doors for people when they don't see the door that's right there in front of them.

J**Jason Duff** 09:31

You know, sometimes people say in small towns it can feel very lonely, um, you know, and also that small towns are insignificant. Those are things that sometimes I, I have heard. Um, how do you think about that, um, those words, and what is the truth that you found as you live your life related to where you grew up and the town you live in today.

T**Terri Flood** 09:54

Yeah, I think it's definitely a misconception. And there are so many great things that come from small town and from small people. And just like small nation, I mean, look at, look at this. So I think the sky's the limit. And I think that people are missing out if they have that understanding for, for people who come from a small town, because we're just as equally important. And we have value as well.

J**Jason Duff** 10:23

As you left the university, how did Wayne Healthcare or Greenville find you, or how did you find Greenville?

T**Terri Flood** 10:30

Yeah, when people ask me that question, I always say God, because at the time I was married, and I believe that God sent us there as an opportunity for us to grow closer together and closer to him. And, uh, things change, paths change, and that's okay. And you grow and you learn and you become who you're supposed to be. And I will tell you, having had the opportunity to be placed in Greenville, Ohio has been one of the most amazing opportunities in my life. I started out there as the Director of Marketing and Communications in 2014 and went on to be promoted to a position that wasn't a position, which was the Director of Business Development. And then later, which is the position I'm in now, as Vice President of Business Development. So opportunities continued to present themselves. I continued to say yes, and here I am today.

J**Jason Duff** 11:27

Well, we are very blessed that you found that opportunity, or they found you. And I know in meeting you and walking the streets of Greenville, what are the things that you are really proud of about your town that you think make it special and unique? Good question. I always like Oprah asked the tough questions.

T**Terri Flood** 11:48

Yeah. Well, as you know, I have a love for small towns and having served on the Visitors Bureau board and being a part of that, it's important that I learn more and more and more about our history. So I think Greenville, it's unique. You know, when I started there and read more and we would say it's a hidden gem and it is hidden. But not so much when you think about the agriculture aspect of it. But then you also think about the downtown, which is like a little city within itself. So the shops, the people, I keep circling back to people because people make everything in my, in my manner. And the community, the sense of community. When I think about the hospital since the role that I'm in and then the downtown community, And I have to add, we're celebrating a centennial at the hospital. So when I even think about how the hospital started with a group of medical individuals who didn't want support from outside the county government, the people, the community, they said, we need it, we'll get it. And so it's kind of like downtown, like it's starting to thrive or it has thrived more. So it's the people that want the businesses and the stuff that's downtown. And I think with people like Jason and people like Small Nation, we'll continue to evolve and bring more businesses to our area.

J

Jason Duff 13:11

So you're seeing revitalization over?

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Terri Flood 13:14

Yes. You know, when I walk downtown now, I see they're painting more of the buildings, they're doing more renovations, more shops are moving downtown.

J

Jason Duff 13:23

So yes. We talk a lot about developing places and people. Yes. And I appreciate you mentioning, you know, people. Investing in people as well as places has the potential to significantly compound positive returns. Um, that is really at a foundation, a core value. And I think communities like Greenville, Ohio have set the example for a lot of other towns around the state and around the country, including the work that we started here in Bellefontaine. Um, small towns are full of talent and ideas, and, um, sometimes business owners have little access to funds. When they start out. They may not understand the opportunities that exist in the local market. So we sometimes as leaders have to fill the gap and, um, you know, provide the resources, advice, and tools for them to succeed. Can you think about, as you're developing your role at WayneHealthcare, are there ways that you're supporting, inspiring people that have good ideas to maybe introduce them to resources, organizations, leaders in the area to take their ideas further?

T

Terri Flood 14:34

Are we speaking just to like small towns or just in general?

J

Jason Duff 14:37

Yeah, just anything you can think of. Maybe even — I know you're very passionate about Big Brothers and Big Sisters, and so core issues in our community exist of there are young people that sometimes are left out. Um, maybe you can speak to that of like how, how you're working with that organization to heal and solve a critical problem in communities?

T**Terri Flood** 14:59

Sure. What I would say to that, I would start just as we're talking about Big Brothers Big Sisters, I was very selective. One, I'm on the board, but two, I wanted a little sister and it took a long process. You know, I wanted to be paired with somebody actually in, in Darke County. And as we talk about diversity, yes, there's people there that look like me, but there's very limited people that look like me. And I was finally paired after like 2 and a half years later. That match didn't last longer than a year, but that was okay because I'm now paired with another little girl who is 7 years old and she's actually in Sydney. So while there's distance and I have to make additional time, she's like the perfect little, right? We have some similarities. Our birthdays are 1 day apart. 7 is my lucky number, my favorite number. So just in value or excuse me, instilling in her values that were instilled in me are important and being a part of her life. But then also there's people who are on the same career path or similar career paths from a healthcare standpoint that I also mentor and talk to. So I think all of that is important to pour into people as we talk about future leaders and future people who are going to possibly be sitting in the seats that we're sitting in today.

J**Jason Duff** 16:17

I have a question for for honestly both of you. I'm going to ask, or tee it up for you first, but what, in, as you're mentoring other people, whether it's with, you know, the program or just in your position as you're mentoring other people based off of, you know, your past experiences and people pouring into you, do you ever come across people who have a hard time accepting like that affirmation, you know, that like don't believe, you know, that they're good enough or that they can make a difference with a small town or that they're not significant enough? Like, what are some of those things that you can do to kind of push past that as you're mentoring someone else?

T**Terri Flood** 16:53

Good question. I think just it's the constant connection and figuring out where the connection between you two lie. Because the connection between me and you might be different than what our connection is. For us, it's the small town, the universities and things like that. So I think you start there and you hold on to that. And then you find those right touch points to continue to build them up to see things for themselves. And then a lot of times they're pulling things out and sharing things that you already knew was in them, but they just didn't see it for themselves. So, I mean, that's kind of what I've done with some of the people that I've mentored and continue to mentor.

J**Jason Duff** 17:30

Yeah. So intentionality with every person kind of over time.

T**Terri Flood** 17:34

Yeah. And making time is important and keeping, you know, with some people I have set times every month, you know, it's the third Tuesday at 2:30. And so I put it back on that individual, you know, if we're going to do this, Okay, here's what we're going to talk about each time. How can I hold you accountable? How can you hold me accountable? And if something happens that we can't meet at that time, it's on you to let me know so that we can reschedule. Yeah, so it's, it's all those things.

J**Jason Duff** 17:59

What about you? Has anyone ever come to you that, you know, you knew they had it in them but they don't— didn't believe in themselves, or like almost refused to believe that they were, you know, could accomplish these great things? I love, um, helping people find their superpower. And sometimes your superpower really is, you know, developed. I think the hero's journey is, is a really important lesson that there'll always be kryptonite or pain that sometimes challenges us where, you know, maybe we felt we couldn't accomplish something or we felt very lonely or we felt insignificant or even weird. I mean, I think sometimes when you're a creative or you're— you've got ideas or you're maybe going against the mold, like, it's, it's, it's a unique path. So when you find other people that can share their journey, their experience, mistakes they've made— but I like what Terry said about giving encouragement and reminding people that they're loved, they're, they're, they're cared about, like, you, you value what they've accomplished, their, their hard work. Like, it's like a fuel and an energy. And I think in life, um, we need those people. Every now and then. We also need people, and I appreciate what she was saying about putting the ball back in someone else's court, because there's a lot of folks, there's a difference between giving a handout and a hand up. And I try to support people with, if they've got something they're working on or they need something, challenging them with, have you read this book? And if you'll take time to read this book, I'd love to sit down and schedule a meeting and spend unlimited time with you. But can you at least take the step of reading this article, this book, and let me know the 2 or 3 things that you learned from it? What's tough sometimes is that a lot of people, they want access to you as a mentor, your time, but they're not willing to do any of the work themselves. And so it separates the people who really do want to implement and act. And accountability is not a dirty word. It's a positive word. Like, If you have a goal and a dream and got some ambition, go ahead and set a timeline to it, and then let's, let's try to get it accomplished and done. Great, thank you. That was just kind of a— I was thinking about that as you guys were talking. One thing, Terry, that really inspires me about you is as a, as a female Black leader in a small town is diversity and inclusion, and it's something that we in many of our towns can do a lot better. How do we be welcoming? How do we support people that look different, you know, have a different background? You know, I think that diversity is really what we are all striving to build more of. Can you speak to what it's been like being Black and being a female, you know, from a small town and now you are leading your community in many ways today and what that journey has been like for you.

T**Terri Flood** 21:08

Sure. You know, I'll be honest, as a young child, I will never forget, um, in the 5th grade our schools consolidated. We had a city school, a county school, and we also had a Catholic school. And I went to the county school because of where I lived, even though it was very much close proximity to the city school, which is where most of the Black people went, a lot of my family and things like that. So going to the county school in the 5th grade— actually, we consolidated in the 5th grade. Let me back up just a little bit. In the 2nd grade, one of the things I was going to share is I was put in the wrong classroom. There was 2 of us, me and a little girl named Jamie. Now I remember that, and at the time you kind of brush it off. But looking back, it's like, how do you get us confused? There's only two of us and you put us in the wrong class. So that has always stuck with me. And then going back to the fifth grade when the, the two schools consolidated, just the shift and the transformation that occurred between the county school, which was predominantly Caucasian people, and then you've got the, you know, the Black people coming from the city school to the county school. And I understand it from a financial situation and things like that. But a lot of my friends were actually white because we had like interests. You know, I played basketball, ran track, involved in a lot of organizations. So I can remember people saying, oh, you, you act white, you talk white, all these things that as a young person— and I was a little heavier too then. So, you know, you get all these things in your head and your self-confidence begins to go down. And you doubt yourself about, you know, it's just so much when I look back and to think about all those things that I overcome— overcame, and then where I am now. So I say all that to share that everybody's journey looks different, but it's up to you to change the path. Because I could have, you know, been down on myself and said, because of where I've come from or because of my past, I'm not going to be successful, I'm not going to succeed. But I've learned in life to surround my people with like interest, and it doesn't matter how I talk. Um, this is who I am. And I kind of just lost my train of thought.

J**Jason Duff** 23:33

No, you're fine. Um, well, just to add to that, no, I, I appreciate you being vulnerable and sharing that story of what that was like going through school. Um, and I think that we'd like to say that those things are, you know, that doesn't happen today, but we know that it does. Um, and What can we be doing in our towns and communities to make people feel more welcome, that feel like race and sex and sexual orientation and all the various categories, that we're all human beings? Like, what are things we can be doing to be better?

T**Terri Flood** 24:17

Have the conversation.

J**Jason Duff** 24:18

Yeah.

T

Terri Flood 24:19

Get to know people. I think that's the biggest things, because people are judgmental for various reasons. But I think it's having the conversations and even being in Greenville right now as I sit around the table at work with other leaders, there's only one that looks like me. And as we talk about DE&I, you know, I've brought the conversations up amongst that group and other groups. So I'm seeking things outside of my organization even so that I can learn and grow to figure out how to have additional conversations within the workplace as well as outside.

J

Jason Duff 24:54

And I think that's something maybe in small towns, like, a lot of people don't talk about it because it is uncomfortable sometimes, and so they don't know how to talk about it, and therefore they don't, and it just gets worse, you know, like, because it— like, uh, something not talked about becomes an issue, I feel like. Um, what are some, some areas or some ways that you have seen, like, maybe an effort or something that was like inappropriate? Do you ever feel like in a small town, like, they almost, like, in their effort to, like, make it better, it's almost like, oh geez, like, what are you— what are they thinking?

T

Terri Flood 25:28

Um, I can't say that I recall anything like—

J

Jason Duff 25:32

that's a good thing.

T

Terri Flood 25:33

Like, yeah, there's nothing that's resonating right now. Yeah. Um, it's just we need to have the conversation. Yeah. I think sometimes we think, oh, we're a small town and this is just who we are. No. When we talk about revitalization and building small towns, if we want people to come back to our communities, whether they used to live there or new people to come into our communities, it shouldn't matter what they look like, um, what their sexual orientation is, any of those things. You should be welcoming. So we're living in a different time, um, and I think communities just need to change.

J

Jason Duff 26:10

And you never know what someone else who is different than you can bring to the table that you have no idea.

T

Terri Flood 26:16

Absolutely.

J**Jason Duff** 26:16

Recently, Intel announced that they're making a \$20 billion investment in Ohio. And as the state is looking at the amount of new jobs and investment and other new businesses that are going to come and support around the Intel plant, we recognize that we need more people. You know, Ohio's population, you know, over the last 10, 20 years, it's actually declined in some ways. And especially declined in a lot of the smaller towns. And so we really need to find a way to embrace our— the rest of the country and bring people from the outside in. And I think to, to do that, it's, it's going to be bringing people from the South, bringing people from other parts of the country that recognize that Ohio is a great place to live. And, and so I think much of what we're discussing today of like Finding ways to help young people see that there's opportunities to have a great career, start a family, get involved in your local organizations. All of that is, is, is the work and the life and the things that, that you have done. Um, what, what's kind of next for you? So like, you and I reconnected. You're back in Bellefontaine after being here from a year ago, and we're so excited that you're going to be spending the weekend. Um, we have an Airbnb here in the downtown called The Loft Above, and I think you stayed there before. What, what is it like staying in The Loft Above?

T**Terri Flood** 27:49

Amazing.

J**Jason Duff** 27:52

So Ethan saw it for the first time today, right? Yeah, it was really cool. I, I've heard you talk about like the robes and, and the, the water set out, and there's even like a bottle of wine and things like that. And I was like, yes, I've heard all of these things, but it's like it's really cool to go above a coffee shop on one of the main streets in downtown area of a small town. And to see, you know, this granite countertop, this huge window overlooking, you know, the downtown area is actually quite spectacular.

T**Terri Flood** 28:21

It's beautiful. Like I said, like you just said, I stayed there last year and I knew I was, I knew it was coming back to Bellefontaine. It was just a matter of when. So this time I get to bring a friend. So my friend Heather is going to be joining this weekend because again, I have a passion for small towns and the Loft Above is, it truly is perfect. Like I love coffee, Grog is my favorite. So for that to be on the ground floor and then to be staying above, Loft Above, it's just awesome. So I'm excited.

J**Jason Duff** 28:55

And you're bringing a very dear friend of yours and you're like, we just want to take a weekend trip to get away and enjoy some amenities. What are you most excited the next day or two to explore and do here in the downtown?

T**Terri Flood** 29:09

Well, I'm most excited because I've introduced her to you. Yes, I did. Because you're amazing. And she's going to get a firsthand chance to see Small Nation, learn about what you guys have done here in Bellefontaine and how you've just transformed the city and what you're doing even on a local, state, and national level. So we both have some desires and interests as we talk about businesses and higher education and things like that. So we're going to talk a little bit about that, have some fun, shop, eat, you know, all that.

J**Jason Duff** 29:42

Well, we are the place to do that. We appreciate you coming in. We, uh, this week we hosted two different groups. So we had a large group that came from Chillicothe, Ohio. So Mayor Feeney and a number of his city council women and men, some local investors, they were here. And then we also had another group Yesterday, New Concord. New Concord. So that is the home for Muskingum University. And so the president of Muskingum was here, and then the mayor, and also again many of her contemporaries and leaders. But it's, it's kind of sobering when people, you know, are so excited to drive several hours away to come and experience and see Belle Fountaine. But what they don't know, the greatest joy for us is to get a chance to hear their stories, what they're excited about, what they're passionate about, and then our team gets to go visit their towns. And so I think that another key message that you were saying today is having conversations and sharing and collaborating, because that's how we grow. And I think that's where a lot of people ask, is there a secret sauce to your revitalization method? A lot of it is really in the beginning, you listen to people that have good ideas, you connect them to people who have resources, and then you set goals and timelines and expectations to go get it done. And I think, you know, that's— that is the secret sauce. But it all starts with the power of a conversation. So things that are next for you. So you've been in your current role for how long?

T**Terri Flood** 31:22

Well, from a title, from being at Wayne Healthcare, we'll say 8 years.

J**Jason Duff** 31:25

Yeah. And within that, what is kind of next that you're thinking about with your professional development? Maybe, you mentioned that maybe even starting some businesses. So like things that you're thinking about this next chapter of life.

T**Terri Flood** 31:40

Yeah. This next chapter is personal. It's definitely more personal. I'm still going to be focused on the professional for sure. But downtown, the heart of downtown is still important. So there's some opportunities there. I don't have all the details, but there's some opportunities there. And then I'm just going to continue to say yes, you know, I don't know what things look like, but I know there's some amazing things on the horizon. So, but it does have to do with, with downtown, with continued investments, foundations, and some other things like that.

J

Jason Duff 32:16

So it's giving back. Something that's important to you?

T

Terri Flood 32:20

Absolutely. Um, I started giving back to my university before I was even out of school. I served on the Young Alumni Council. So, uh, being a philanthropist is, is definitely at the heart of who I am. Uh, being a servant, you know, getting involved and, and volunteering in communities and boards is giving another sense of giving back.

J

Jason Duff 32:42

So yes, You know, sometimes I think there's a misnomer that if you don't have a lot of money, your ability to give back might be limited. Do you think that's a limiting belief in itself?

T

Terri Flood 32:55

It is, yes.

J

Jason Duff 32:57

So for someone listening that may say, hey, like, my, my financial situation is really tight right now, but I have a heart to serve, I have a heart to give, what are some examples or ideas that you might have for them to do that?

T

Terri Flood 33:09

I would say first they have to look inside themselves and sit down and figure out where their passion lies. And then there's so many organizations that they could get involved with. So, you know, for me, it's like, you know, I've served on the Red Cross board as chair, but also I'm on several committees. And I serve on the committees that I'm most desirous of learning more about or where I feel like I can make the biggest impact. Yes, I contribute financially, but I also give of my time and other things. I mean, it might be just writing thank you cards or showing up at an event for a few hours. So it's not always a financial donation, and I think some people— sometimes people misunderstand that part of giving.

J**Jason Duff** 33:52

I, I completely agree. Ethan, when you think about service and giving back, what are some things that— how do you approach that in your life? Um, for me, so I come from church world, so a lot of serving and everything is, you know, often there's a place to do that in the church. And that's, you know, my personal life, that's, you know, where I probably serve the most, um, you know, whether it's financially or with talents and abilities as well. Um, you know, for me it just happens to be like, uh, videography mainly, things like that. But I do that on a Sunday morning as well as, you know, I do it for my day job as well. Um, but you're right, that's, that's a passion of mine, and that's something that I feel like I can share, especially if I'm not in a, you know, position to give financially of different things. Um, yeah, that's probably for my— for me. A lot of towns are struggling to find volunteers right now, and part of it, I don't think it's because people don't want to serve and to give back, but I think it's sometimes just how busy people are. So when you think about your time, how do you prioritize it? How do you protect it? And how do you maximize it for the greatest good?

T**Terri Flood** 35:01

Terry, great question. I think we all struggle with with that, with time and how we give. So some things that I've started to do is just to be intentional because energy, it matters, right? So just like we plan out our day for work or our families, you have to do the same for yourself. So for me, I make it a point at least once a month, I'm spending time with my immediate family, whether it's going to see my nieces or nephew play ball, or I'm going home to visit.

J**Jason Duff** 35:30

Otherwise it won't happen.

T**Terri Flood** 35:31

Otherwise it will not happen. So I plan that out. I plan a weekend for myself where I can just decompress and do whatever I choose to do or nothing at all. And then those, those things that I'm passionate about, coming here to Bellefontaine or volunteering for an organization, I do that at least once a month. So every month I'm doing the same things just in a different capacity. So I think it's just important. I think sometimes people say they don't have the time. Well, we find the time to do everything else. Why not find the time to do the things that you love and enjoy?

J**Jason Duff** 36:06

Powerful. I love that. Good little sound bite right there. You're good at this. I don't know if anyone's ever told you that.

T**Terri Flood** 36:12

Thank you.

J**Jason Duff** 36:12

This is my first time, so you're a natural. I have a hard time believing that.

T

Terri Flood 36:16

I'm serious.

J

Jason Duff 36:18

Doing great. So what are some books, podcasts, articles, anything that has helped you along your journey, or anything that you would recommend, even if it's just like someone, you know, that you look up to?

T

Terri Flood 36:32

Well, there's a lot there. I'm trying to think. I'll be honest. I haven't read a recent book. I have a couple with me this weekend to read. But the Bible is one that I do read often. Yeah, I'm listening to some different podcasts. John Maxwell, I listen to a lot of him. Things about growth. I read different work-related things right now that are talking about—

J

Jason Duff 37:02

Do you ever get embarrassed by saying that sometimes? Like you're like so passionate about work that you listen to stuff in your free time.

T

Terri Flood 37:07

It's kind of bad.

J

Jason Duff 37:09

No, because then we just admit that we're all nerds in some ways.

T

Terri Flood 37:13

Yeah. Yeah. Yeah. So mostly right now it's just employee engagement and culture and, you know, workplace development, talent acquisition. I'm reading a lot of stuff around that. And again, most of it's work-related, but virtual home care and what the future looks like from a technology standpoint with healthcare and rural healthcare. So right now that's where my mind is because that's what's going on in my work world.

J

Jason Duff 37:37

Yeah, but it's cool. No, I think that's something we should continue to ask, you know, people as they're coming in. As, um, that's something I'm challenging myself even more. I've been really bad about reading just because through college and stuff I just you know, you read what you have to and move on. But, um, I, I picked up a book actually for the first time in a while, and I was pleasantly surprised. But I'm always curious, and you know, not everyone learns through whether it's just books or podcasts. Like, for me, it's — I learned most everything I know through YouTube. Um, so I just like, you know, asking everybody, what, what are you learning right now and where are you getting that information from?

T**Terri Flood** 38:13

So yeah, learning to listen. There's a book, I can't think of the exact title, but it's like Listen to Lead Well, I believe, is what I have with me right now. And just constantly working on myself and how I can be a better leader to my team and others. So that's kind of constant. And then emotional intelligence, I read a lot of stuff around that, articles and stuff.

J**Jason Duff** 38:38

Nice. Well, I want to tell you that this weekend, I think I'm excited to hear in the last year since you've been here, there's been a lot of changes in our town. And part of it has been by listening to what the community says that they're missing. We've had 4 new hair salons, and basically these are more than just hair. They, they do nails and makeup and, and pedicures, but just places for people to be pampered. That is definitely a new iteration. The other thing that we're so excited is having more entertainment types of activities. So whether it's the Syndicate, the live music every Friday and Saturday night that happens in the beer garden in the summer months, to the Holland Theater, our historic theater in our town, the programming has— and the list of events and things that are happening there has been significant. But we also, can you believe it or not, have axe throwing in Bellefontaine. And Tara and I were talking earlier and I said, have you ever been axe throwing? And she is like, That sounds dangerous to me.

T**Terri Flood** 39:46

Yes.

J**Jason Duff** 39:46

And I said the same thing, but like when we took our team, like what's so great about Axe Ventura— and they were actually a guest on a previous podcast just sharing about what it was like to innovate and open up an axe throwing lounge at their first location in Ann Arbor, Michigan, second location in Finley, third location in Bellefontaine. But Shannon and Anthony have really built a business around of making axe throwing cool. And they shared with us that, you know, there was a lot of confusion around it, but now that they're open and the way that their model is by putting a professional in with you to teach, train, and coach you to make it a fun and entertaining experience. Terry, I'm here to tell you, if I could do it, you can do it too, and I promise you'll have a great time. So my pitch to Heather and Terry tomorrow is that, you know, before they leave, they've got to check out Axe Ventura. But yeah, I'm excited to hear what your observations are of what's changed. So transformation is something that obviously you mentioned today that you resonate with, but I am excited to hear the feedback from what it was like a year ago to what it is today. Take notes because he will ask. Oh, I know.

T**Terri Flood** 40:55

And I'm excited to share. He knows that I will be very open and honest about what the changes are, any opportunities of improvement. So yeah, I'm excited.

J**Jason Duff** 41:05

Yeah, that's— and that's really good. I feel like, you know, we need to continue to do this because, you know, especially now as people are coming to us, you know, sometimes it can feel like we have it down, figured out, you know, with different things. But it's always good to hear people's different observations looking in. Sometimes I feel like you can't find enough, you know, to, to give feedback. So excited to have you in town. Um, shameless plug here, talking about podcasts and, and starting, you know, thinking about starting businesses and stuff. This podcast actually from what you said, um, I think this podcast was made for people like you who are passionate about small towns and, you know, just wanting to hear a little bit of development. And just even, even like for me, it's been like getting some of the basics and stuff like that. I don't know, just, um, shameless plug, I guess, for this podcast. Can you do that on your own podcast? Ethan, you're doing it for us and you're doing great. I love it. Oh, cool. Um, So normally, as we close these things out, I ask Jason for a gold nugget at the very end, whether it's related to, you know, what we talked about or just something he's learning in his own life. So to put you on the spot here, also one more thing before you do that. I already— I wanted to let you know that I exposed you to, uh, over here when we're doing the, doing the video. I said that you're— you've been non-stop, uh, talking about how excited you are to have Terry in town and do this. So I'm excited for you guys to have Good weekend. Having brunch tomorrow, right? We are. We're going to be doing brunch at the Syndicate, and there, there may be some mimosa flights.

T**Terri Flood** 42:34

I'm excited.

J**Jason Duff** 42:36

There you go. Anyway, go ahead and hit us with your golden nugget. Yeah, well, Terry said today about the power of having a conversation and maybe even doing it with people that are different from you. Um, I think that, um, that to me is, is a really cornerstone element not only to Terry's success, but, but our success here. Um, people that have a different background, um, you know, maybe labeled as unique, weird, whatever. And, you know, I'm one of those weird, unique people. Um, that diversity and that creativity and those elements— who would want to all be the same?

T**Terri Flood** 43:14

Yeah.

J**Jason Duff** 43:15

And I think for a small town, like, being able to find your voice, being able to find your weird, being able to find your unique and then being proud of it, and also being a beacon to welcome others. And I think Terry inspires me with her journey and hearing today even from Maysville and just people like her grandmother or her second grade teacher. If you really look and reflect in your own life, there are those stories. And we don't understand what gives us our grit, our courage, our vulnerability, but it usually is those people, stories, those conversations. So I just appreciate you being real and authentic and sharing today, and I hope to have you back as a guest to hear, you know, how you're evolving on that journey. You know, she shared today about the importance of learning, education, you know, getting that back and involved and serving in your community and being that big brother, that big sister to other people. We all need that in life. Yeah, the country needs more of that right now. So fist bump, awesome job today, Terry. Thank you, Ethan. Awesome for you, and just excited to spend more time with you this weekend.

T**Terri Flood** 44:36

Looking forward to it. Thank you so much.

J**Jason Duff** 44:39

All right, well,

E**Ethan DeLeon** 44:39

thank you everyone for tuning in and checking out the Small Talk Podcast with Jason Duff. And you can find us anywhere that you listen to your podcasts, including Spotify, Apple Podcasts, and even the SmallNation YouTube channel. I hope you were able to pull some value from that conversation, and we hope to see you in the next one. If you haven't subscribed already and are looking for more of this kind of content, be sure to check out the Friday Smalltalk newsletter that goes out every week. Stay tuned on to, uh, SmallNation on social media to keep up with everything that is happening there, as there are lots of exciting projects in the works. And until next time, this is Smalltalk with Jason Duff signing off. Thanks, guys.