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Martha Londagin - Startup Junkie

SUMMARY KEYWORDS

people, northwest arkansas, arkansas, startup, junkie, business, podcast, cherokee nation, small business, springdale, called, hear, martha, listening, incredible, buying, husband, event, northeast oklahoma, big

SPEAKERS

Randy Wilburn, Martha Londagin

00:00

Randy Wilburn 06:01

Hey folks, and welcome back to another episode of I am Northwest Arkansas. I'm your host Randy Wilburn and I'm excited today because I am sitting here in the beautiful offices in the prior center for startup junkie. I connected with a woman named Martha, London, and Martha. So very, very interesting individual and someone that is very well known in the community and a lot of people have heard about startup junkie but I thought it would be good to sit down with these guys and specifically with Martha and she was kind enough to oblige us and just learn a little bit more about her and about startup junkies mission and what they're trying to do you know as we've discussed over and over again here on the podcast about Northwest Arkansas, that there are so many entrepreneurial opportunities that happened here in this area, and there is a lot of growth happening. Of course we know all of the big businesses that exist here but there are a lot of small businesses that will eventually be big and I think a lot of it has to do with the work that Martha and her team and other people are putting are doing here in Northwest Arkansas it certainly does take a village to to to raise up an industry, it takes a village to raise up businesses and it takes an organization like startup junkie to help out those that have a dream and have an idea of something that they want to create and these guys can certainly help you bring it to pass so without further ado, Martha Londagin How are you doing this morning,

Martha Londagin 07:24

I'm doing wonderful I'm on the square in Fayetteville, Arkansas and it's fall. That's right yes we are in the lovely prior center I've actually been in here a few times for a couple of other events they had an event to, to talk about the LA massacre la Yeah, I saw yeah it's a really

Randy Wilburn 07:41

powerful event, and then I was here a couple of years ago when you guys had a pitch fest here and there were a number of different people pitching their businesses. I got a chance to participate in that. But, why don't you just tell our audience a little bit about who Martha Landrigan is and we'll get into startup junkie but you have such an interesting history. I mean, when I read your bio First



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of all, I you know I always try to do my do my research and due diligence but anybody that can say, I can trace my family back at least 160 years in a place, there's there's something to be said for that and so I certainly applaud you I, I too can can go back in certain parts of the country specifically in, in, in Virginia where my grandfather grew up and and his parents were sharecroppers but they, we can trace our family back to the late 1700s in Virginia, which is kind of cool but regardless, I just think it's interesting when you kind of know your history and where you're from, but I'd love for you just to kind of share your superhero origin story, and just share with you know, just a little bit about you.

Martha Londagin 08:44

Sure. Well, I was very fortunate. My grandfather Homer buying them lived in Palm Springs, Arkansas. For decades, and he was very big on us knowing our family history and fortunately his ancestors are a family in the Springdale area called the homes, and there was act because the family was so influential in Northwest Arkansas there had been books, there was a gentleman named Herbert hokum who his wife Henrietta has a school in Fayetteville named after her and Herbert actually wrote a book tracing our family's genealogical history, and then the Shiloh Museum in Springdale has a picture of my great great great great grandparents, which were John and Dorothy hokum and so they were, they are considered the founders of Springdale they moved into the area in the 1850s. The area was actually called hokum springs for a little while he was a minister and then change to Shiloh due to the religious connotation they wanted that name. And then when the city incorporated they went with Springdale because they thought it was more modern so yeah so I'm a sixth generation Northwest Arkansas resident, my great great great grandmother which was the 12th of the 16 hokum children was Dorothy, and she married my great great great grandfather whose nickname was hound dog buying them and he promptly took her to Oklahoma, because that side of my grandfather's family. We are citizens of the Cherokee Nation My husband is a citizen of Cherokee Nation so I was my son. And so they were in Oklahoma for years and then my grandfather came back to siloed springs because there was a chain of buying them grocery stores in Locust Grove and he came over to siloed and started his buying them grocery store. And then he went on to work at John Brown University, and then he went on to own the first Chrysler dealership in Salo springs and so we were always being drugged over to the Shiloh museum and educated about our family. And then my dad's side of the family the wool brights. They came here down here actually from Canada in the early 1900s to set up apple orchard. A lot of people don't realize that Northwest Arkansas was the number one side of Apple growing until a horrible blight came through and I think the 1930s. And so, so I'm very fortunate to have a family that was very big on drilling in history to us. I'm very proud to tell people that I own my burial plot and I will be the fifth generation buried in Oak Hill Cemetery and solemn springs when I die so I wanted to be assured to be there that was really important to me and people think it's McCall, but it's just history.

Randy Wilburn 11:23

It absolutely is so you know it's funny you you mentioned a number of things I'd love to unpack but one was just, you know, I've seen the license plates around I drive I travel a lot to Tulsa for my son he plays a lot of soccer over there and we always see the Cherokee Nation license plates and all



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that but I would love for you just to kind of talk about what your experience has been from that perspective because I know people coming here to Northwest Arkansas, don't realize how long I mean, you know, part of Fayetteville is sits on the trail of tears. Yes, so there is a lot of history of

native Native American history in this area but yes, I mean you being a part of it. What has that experience been like for you.

Martha Londagin 11:59

Well the Cherokee Nation has an incredible history. So the Cherokee Nation itself is considered to be the 14 contiguous counties in northeast Oklahoma. So, we have a home in Grove Oklahoma, my son graduated from Grove High School, which is Delaware County, and my son was actually on the Cherokee Nation Youth Council he used to drive Tahlequa which is where the headquarters are you know a lot of people don't realize that the Trail of Tears. The Cherokees have been in contact with white settlers and Europeans since the 1500s. So in order to be considered a citizen of the Cherokee Nation, you have to be able to evidence that some ancestor of yours signed up for the Dawes roles in the 1800s and, Dawes was a US Congressman, and they took a it's like a census and so your family had to sign up. In order to be counted in once your family was removed from the east coast to there and what a lot of people don't realize, you know my ancestors were living in a home, they had a farm, their land was taken by Andrew Jackson because gold was discovered in Georgia. So, the land and the homes, there were Cherokees who owned slaves, there were Cherokees that had beautiful homes, their property and their homes were taken from them stolen by the US government and they were relocated because the government was greedy and they could do it. And so, to see what the Cherokee Nation specifically and there were there for other civilized they call them the civilized tribes, which is kind of an odd name, and so they were all removed from various areas because the government wanted their land and their resources and had nothing to do with the need to come populate the Midwest. And so within those 14 counties the Cherokee Nation has created an incredible community. My son receives college scholarships because he graduated from high school in the contiguous County, the Cherokee Nation has spent millions and millions of dollars on health care they have state of the art health care facilities in there are often times a school will have a school bus break down or bridge go out and kids can't get to school and the Cherokee Nation will step in and build that community. So, the wonderful growth because of the casinos has benefited northeast Oklahoma tremendously. It is just incredible what the tribe does for its people from education to healthcare to housing. It is an incredible community within those 14 counties.

Randy Wilburn 14:32

Yeah, no, I think it's amazing what they've been able to do and I've always been curious about just that, just the whole Cherokee Nation and what they, you know, just the advancements and I know one of the things that I, I've, I've watched a number of times is locally here there are a couple of TV shows that that highlight the lifestyle and just those that are part of Cherokee nations to preserve the culture, which I think is really important

Martha Londagin 14:58

Yeah and Cherokee Nation was fortunate that it had a written alphabet Sequoia created the alphabet so the Cherokee people have a rich history of being extremely educated, of having officials who dealt with government officials and who were treated horribly. And so it's just so



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wonderful to see the tribe, educating and empowering its people and empowering the communities in northeast Oklahoma.

Randy Wilburn 15:21

Yeah, no, absolutely. And if, for people listening to this if you ever get over to Tulsa mean there's, there's a Native American Museum this Gilcrease Museum,

Martha Londagin 15:30

yes the Gilcrease is world class right I mean, world class, world class And Tahlequa has some incredible museums and the Cherokee Nation has open to the public and it is just a rich history place, and it's not far from here, no Tahlequa by car. We go south and go through West spill and through Lincoln and West bill yeah 15 minutes. Yeah, and it was a wonderful little towns college town Northeastern State University is there right yeah I, my husband I just this summer went and spent a day we my husband's a graduate of NSU okay and we spent a day back and Eloqua on it's just got some great things and there's a brand new, beautiful Cherokee Nation casino that just opened this summer. Okay, so they just upgraded theirs and their headquarters, the tribal headquarters are there, and they just had their election Chuck Hoskins from finito Oklahoma is the new chief, and the great connection to Fayetteville is the current vice chancellor for the Office of Economic Development, Stacy Leeds who was the first Native American woman law school dean here at the University of Arkansas Stacy was formerly on the Cherokee Nation Supreme Court, and she has a home here in Fayetteville and is employed by the University of Arkansas, and she also has a home in Cherokee County so Stacy is just the epitome face of the modern Cherokee Nation, and also a great presence in Northwest Arkansas and connection for us in Northwest Arkansas to the Cherokee Nation. Yeah, and I'm glad you mentioned that because there is such a connection here with Northwest Arkansas that you know because I tell people all the time I'm just a stone's throw from Oklahoma, you know there's a lot that happens in northeastern Oklahoma that's connected to Northwest Arkansas so I appreciate you sharing that, well you're, you're somewhat of an underachiever yourself I mean you got a Bachelor's you got a Law degree. You've taught school. I mean you've, you've had some varied experiences and now you're here at Startup Junkie and how did you end up here? So, yeah, so, I love it. People say you've had so many very careers yes I'm old, so no no no no no I'm just laughing I'm like yes I am 54 and I, I tell young people all the time, that's the value of education. Get as much education as you can when you're young, because what it gives you is chances to take opportunities to choices, it gives you choices and so my first true career after college was as a public school teacher. I am a huge supporter of public school teachers. I think they are some of the greatest professionals and servants in our society, I loved every minute I taught in public schools for seven years my husband was a high school football, basketball, baseball coach. And then I really honestly just wanted a doctorate degree, I loved education and I honestly didn't think I was smart enough to get an English doctorate. I mean my professors I had at the University of Arkansas were so brilliant and, but I had some cousins and Tahlequa Oklahoma some of my Cherokee cousins and they had law degrees and I thought if those boys can get a law degree, I can get a law degree. So, I was teaching in Broken Bow Oklahoma at the time, got out of school drove up here spent the night with my grandparents took that LSAT test found out, then you should have probably read some books and prepared, but anyway I passed and graduate from the University of Arkansas School of Law, having my law



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degree has been one of next and marrying my husband has been the best decision I've ever made. There is nothing you can do in life that is not touched by law. Every job, nonprofit for profit small large corporate everything involves the law and the analysis of information and application to process. And so I was fascinated by law, I was fortunate enough my father had a friend named friends named John in Georgia, Elrod and Danielle Elrod who had a law firm and Siloam Springs and at that time John was very closely associated and worked with the Northwest Arkansas Council

was working with our service bank and its early stages and I got to be a part of a lot of the early growth of Northwest Arkansas, which was just an incredible experience for me. Working on the land condemnations for the Northwest Arkansas Regional Airport. So I got a lot of that background my husband went into the car business when we moved back here from Broken Bow. And back in the 90s Let me tell you, you could sell some cars, he worked at Darryl Hickman Chevrolet, which is owned by Darryl and Ginger Hickman from Springdale wonderful local family. And so we did that and then when we had one child and we knew we were only going to have one child and so I went back into education taught public schools in Prairie Grove and Siloam Springs. And that was a wonderful time to be with my son every day after school because his daddy was working about six days a week right selling cars and doing a great job and then we had an opportunity to buy our own Chevrolet dealership and Vanita, Oklahoma, so we moved there and bought a rundown building and built a brand new dealership, you can still see it on the highway when you drive by on the interstate it's now called Ballpark Chevrolet we sold out. Luckily before 2008, Yay, and there was a very large law firm there it's the largest law firm in northeast Oklahoma outside of Tulsa called Logan and Lowery law firm, and I started working for them and one of their biggest and best customers is First National Bank of Vanita, which is one of the oldest banks in the history of Oklahoma and I started doing a lot of banking law, wonderful family on bank, the Radcliffe family. And so I did that and then our only son graduated from Grove Oklahoma High School, came to the University of Arkansas we started coming back here. I'm a runner and a cyclist. My husband rides motorcycles, and we were here all the time. So we decided it would be really neat. I've been at my law firm for seven years then and so we bought a little house near the University of Arkansas and I started looking for jobs over here and went to work at the Walton College in Arkansas Small Business and Technology Development Center, and got to combine for the first time, my education background my law background. My husband and I, at that time had started our own small business when we sold the car dealership. And so I had small business background, and I was able to combine all that as a business consultant, doing that we got connected with Legacy National Bank out of Springdale which is an incredible family owned community bank, and they asked me to come to work with them they were setting up their Small Business Administration loan department and the Walton family ASB TTC is partly funded by the SBA so I knew just enough about the SBA to be dangerous. right, which I think the SBA loan program is an incredible opportunity for entrepreneurs to get startup loans growth loans for less money down and longer terms to, it's just a great program. So I got to work with the wonderful families that own Legacy National Bank for three years and then Startup Junkie had three of its team stolen away because they hire really good quality people and they were offered incredible opportunities and so Startup Junkie needed some help. And my public service heart, I still when people ask me what do you do for a living my first answer still is sometimes almost to say I'm a public school teacher, that's my heart and I love public service.



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Randy Wilburn 22:54

Once a teacher always a teacher

Martha Londagin 22:56

oh I just I love public school teachers and I always tell people when they say oh I had a long day I'm tired I'm like, there ain't no tired like public school teacher tired right, that is the most excited I have cleaned houses for a living, I used to clean houses and college for a job. And listen, there ain't no tired like public school teacher tired. They're just the champions of our society. And so I'm

now doing public service work for the Startup Junkie Foundation, working one on one with people who own small businesses people who want to start small businesses. We work with college students who are entrepreneurs. We do programs I two weeks ago spoke to over 450 students at the Don Tyson School of innovation, and at the regional FB LA conference. So we are here to just support entrepreneurship and the ecosystem and to empower entrepreneurs to improve our communities through small business.

Randy Wilburn 23:50

Yeah, I mean, that's perfect because I think without, the new growth of new businesses, it's hard to I mean obviously we've got the Walmart and the Tyson's and the JB Hunt and yes they employ a lot of people but it's the small businesses that are the backbone of what what's happening here so

Martha Londagin 24:07

Well the small businesses are what create a place where we all want to live right not just work right and of course the startup junkie foundation is funded, partly with one of our partners is the Walton family Foundation, the Walton family, you know, Walmart was a small business, it was Mr Sam and Helen and Walmart and JB Hunt and Tyson. All of our corporate world support small business in Northwest Arkansas because they know what makes a place where people want to live, and you know if I go home and I'm working in Silicon Valley and I met some, some Walmart people at a conference, and they offer me you know a software engineering job at Walmart and I go home and tell my husband in San Francisco, let's move to Arkansas. Right. So, and he's looking at our children and he says, do they have ballet in Arkansas, do they have a Starbucks, where are we going to eat. Do they even know what gluten free is without small business, no one's going to move here. You know and of course what I always like to say is is The Waltons see the future for us. They saw the need for the airport they saw the need, the beauty of our of our nature and the ability for us to get in it with our green waves and our mountain biking trails and our parks and. And so, it's everything, it's the jobs. It's the community, and it's small business and small business employees 47% of all people privately employed in the state of Arkansas are employed by a small business. So it's an economic engine, it's a culture thing, you know, and I'm just thrilled to so startup junkie was founded by Jeff Amerine 11 years ago he was still employed at the University of Arkansas as the commercialization officer and entrepreneurship professor and just saw the growth coming he saw the explosion in small business and was excited about that and that's why it's called startup junkie. He loved he had a passion for startups, and then four years ago the Walton family foundation approached Jeff and and discuss the idea of setting up a foundations or a foundation as a separate 501 c three and highly all good is our foundation, director, and Haley has been with Startup Junkie for five years and has helped grow this vision we have other partners like



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the Arkansas Economic Development Commission. We are launching the second year of our fuel accelerator program where we last year, recruited about 100 tech companies across the country interviewed 20 had eight of them send their CEOs and CFO for 16 weeks, every week Tuesday through Thursday to Northwest Arkansas to investigate this place. One relocated their tech company here, and we're in the process of doing that again and we're going to have the fuel program up in Bentonville at the exchange, and we bring tech companies from all over the country who get to meet with Walmart JB Hunt Tyson, and whether or not they relocate here, they go back to Chicago and Silicon Valley and East Coast and tell people about Northwest Arkansas.

Randy Wilburn 27:17

Well, that gives new meaning to planting the seed for what is possible here and I certainly applaud you guys for doing that because, to me that's the only way that you know you can let people know about this place and I say it all the time and those of you that are my regular listeners to the podcast I really appreciate you, but I say it all the time it's a pitiful fraud, it doesn't praise its own pond. And if you're not excited about where you live, then you need to maybe live someplace else.

Martha Londagin 27:45

Amen. Amen.

Randy Wilburn 27:46

So I just think it's, you know, I certainly applaud you for that and those that are listening that you know may want to get involved maybe they're working out of their home right now and you know just trying to get some ideas, moving forward with their business, what would you recommend to them. I mean, do you have any particular programs that any business could come out to, and learn a little bit more about you know how to get things done the right way?

Martha Londagin 28:12

Sure we offer workshops and trainings and seminars, you can always go follow us, especially on our Facebook page we're always listing events, and we share other people's events so when the ASB TTC has an event when the Brewer Family Entrepreneurship Hub at the Walton College has an event. When the Chamber has an event we share those events we are community collaborators, but the main thing is just come in and talk to us. So we have a team here. Haley Allgood has a chemical engineering degree and an MBA Taylor Haslee as our as our finance whiz kid it was a good guy, Tyler is a wiz. We have Caleb Tally who has an extensive marketing and journalism background, I have a law degree and small business experience. We have a really deep team here to help people and all you have to do is go to startupjunkie.org, remember we're nonprofit so it's dot org, and we have a button that says meet with us, and you can hit that button, we have office hours two days a week at the Fairlane station in downtown Springdale which is an incredible thriving community on Emma. It's right behind the the taco that beautiful colored bright colored taco stand across from black apple cider, is this beautiful new event center called Fairline station and we're there two days a week. And then we have space at the exchange, building the CO-working space there on 8th street in Bentonville two days a week and then of course here but we go out and meet with people, especially people who have a brick and mortar store I like to go meet with them in the store, and our services are never at any cost. That's why we are funded with



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grants. And so we just talked to people, idea, there is no too early stage. Yeah, there is nothing that we won't talk to you about with your business. Sometimes we go in and look at financials sometimes we just talk about ideas for growth I've been talking to a lot of people lately about whether or not they're ready to open a second location. Then with my banking background I also get ready, get people ready to have a conversation with a commercial banker, I explained to them the different kinds of loan products the difference between a P and I alone or a line of credit. The difference between the SBA guarantee program and an inhouse loan. The opportunities but also the cautions about online lending. And so, we offer a wide range of services here never at any cost and then our events are always open to the public, entrepreneurs small business owners, we like bankers to come to our events we like small business insurance people and CPA come be a part of our entrepreneur community get to know these entrepreneurs build their trust, and we can all build an incredible small business community here together.

Randy Wilburn 30:57

Yeah, no, I like, I love that and like I said I have experienced firsthand some of what Startup Junkie has done and they had an event here at the prior center I will say you guys feed people well to that. It was, it was an amazing event that I came to and it really got. I was actually blown away by some of the apps and some of the ideas of some of the people come up with, for, for, you know, to pitch, and I was you know I was really impressed and so my, you know my whole thought here is that you know a lot of people again don't realize all that's available to you right under your nose. And a lot of times you know i mean it's Well, a lot of people may know about Startup Junkie there's even more that don't. And I think it's important to just continue

Martha Londagin 31:40

You know I see us as just the starting point come and talk to us. I have people all the time that don't know about the food innovation Lab at the University of Arkansas, they're making baked goods and they're selling them at church bazaars and at farmer's markets in Fayetteville and in Bentonville, and they get offered a coffee shop says, oh, we'd love to have you make your pies and sell them in our coffee shop but you have a have a commercial kitchen. Well, they can afford a commercial kitchen, but they can go to the Food Innovation Lab at the University of Arkansas rent space, they will make you your nutrition labels, you can make your product there, there are people who make hot sauces and barbecue sauces and sell to Harps and they're using the Food Innovation Lab at the University of Arkansas,

Randy Wilburn 32:22

And it's, it's the only commercial kitchen in Northwest Arkansas. Is that correct or

Martha Londagin 32:33

As far as I know, right I could be wrong. Yeah, we, we want to collaborate and give people connections, and we'll connect business owners, you know, as long as you're not going to open that store next door to someone else we know who has the same store I constantly do email introduction someone's starting something in Bentonville and it's a lot like someone's done in Fayetteville, and I'll do an email introduction and just our small business community is very very open and that we have lots of mentors and people that assist. And when you were talking about at the event you know this year every so keep your eye out and follow our events but usually the



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second Friday of every September is when we have our startup crawl. Right. And so this year we had over, 2000 people here from 6pm to 10pm within the prior center we had 40 tables set up of startup businesses with their founders present for people to know. We gave them a little passport it looked like a US passport, and we had 12 sites around the square of businesses you could go visit. And then if you like to imbibe beer at 11 of those sites we have local craft breweries who are small business owners,

Randy Wilburn 33:42

We have no shortage of those

Martha Londagin 33:43

Yes and it's wonderful incredible if you've lived here. I mean, just to see the explosion of this. The last 20 years is absolutely amazing. And I actually worked for Georgia Elrod back in the 90s and she was the attorney that helped start, what was then called the Ozark brew pub on Dickson street

which was the first public brewery in Arkansas right, and as a law clerk I got to help her on that project and I remember how difficult it was because everybody you know what people were saying or things like well we don't drink Yankee beer here. Why don't we want a brew pub, I mean it's amazing to me how much that attitude is changed, always change tremendous yeah

34:25

actually

Randy Wilburn 34:27

I've had the guys some black Apple on the podcast, and I mean there's just there's just so many opportunities, because it's funny you mentioned the whole Apple thing and I didn't even know about yeah how prevalent apples were here until they weren't, and now black apples trying to bring it back and, yeah, so you

Martha Londagin 34:45

know definitely Rogers has a huge history with Apple yeah and in my grandparents Apple farm was out near Gentry Arkansas,

Randy Wilburn 34:52

you know, and I tell people all the time it's like I was mentioning to somebody because I was hoping to see some apple cider donuts, which are amazing. So like you know living in New England. There's a lot of Apple forums, a lot of apple orchards and they do this one thing where they make these apple cider donuts in the fall is that is the time to get them I

Martha Londagin 35:11

tell you need to go talk to Leo black apple cider. All right now. Well yeah, we need to hear about yeah I bet he and he and Missy will get some of that going.

Randy Wilburn 35:20

As a friend and listening, we need to talk about some some some apple cider donuts because



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Martha Londagin 35:25

I'm not a big sugar eater, but I would eat an apple cider donuts.

Randy Wilburn 35:30

That I eat that's the thing. That's it. They are really good but we get them by the dozens and they were really I mean they would be made fresh at the apple orchard so cider, your apple cider donuts, and

Martha Londagin 35:41

I have never heard of that. That sounds awesome

Randy Wilburn 35:43

yeah they it is awesome. So, yeah, so we'll have to check that out but, um, so what kind of advice would you give you know somebody listened to this podcast that's just about to start something or what what are what are the most common mistakes that you guys see that, that if people would

only maybe just pick up the phone and call you guys or, you know, look, go to your website which we're going to put all this information in the show notes for those of you that are listening. So you can find out how to reach out to Martha and her team and everything that Startup Junkie is doing but what are some of the most common problems that you see people run into when getting their business started that you guys can easily help them out with

Martha Londagin 36:24

You already said it, talk to someone. Yeah, well, all right up so you need to talk to someone who has owned a small business or regularly works with small businesses, and I am sorry, but your dad, and your brother, and your Aunt Sally, who have never run a small business. Be respectful, look at their opinions, they're good consumer market research, but you need to talk to people who know small business, because a lot of times what happens is people will I've seen people go out and sign leases for space before their loans been approved. Five years \$800 a month. If there wasn't a clause in that lease that said contingent upon obtaining financing, you now owe \$800 a month for five years. Yeah, I've seen people say I'm going to start a business and I'm going to sell this line of products and I'll say to them. Have you contacted the company to see what the buy in is no but I know they'll let me sell it, and then they contact him in the minimum buy in is \$250,000. Okay, so we need to talk to people and we need to at least start with a Lean Canvas plan. Yeah, and we need to test the idea, test the concept, take it to the market do some market research and be sure that this idea you have is something that's actually needed in Northwest Arkansas, that's going to be supported. And that you're willing to go through all the steps to understand that if you've been a hard working person working five days a week for 40 hours a week that you fully understand what it means to have a seven day a week, 24 hour a day job. Yeah, and they're the buck starts and stops with you, and making sure that you understand what that truly means, and we also here at startup junkie are a great sounding board I mean, we, we meet with over 800 entrepreneurs a year. It's funny will have people say well I'm a little nervous about telling you my idea. You know, other than the choo choo train in the 1800s and the computer in the 1940s. I don't know if there have really been any new ideas, but there are sure some creative twists those ideas and there are some incredible visionaries in Northwest Arkansas, and we've met and talked to a lot



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of those people I work with people just talking to them. I worked with some people The other day you have a business in Benton County and are thinking about coming to Fayetteville, I was able to tell them about every different neighborhood and viable. I lived here I went to elementary school here I run its streets I ride its streets I shop at stores, I can help people you know with something like that telling them about all the neighborhoods and send them to resources like the ASB TTC to get traffic counts in the city offices to investigate permits and licenses and, you know, so we're a really great starting point to give you a roadmap as a lot like I want I want to tell people is to really talk to you about the roadmap, talk to you about the current lending environment. So, talk to someone in small business, who is familiar with Northwest Arkansas small business first. Yeah, then start mapping out a plan, at least have a Lean Canvas, where you're putting your thoughts to paper and discussing it with other people to see how viable your concept is that that's what's most important at the get go. And then, once again It's why we're never changing the name of Startup Junkie. Because, even if you've been in business for three to five years, you need to think like a startup, you need to put pen to paper and examine your business, often and talk to people about your business and bounce, new ideas and, and I've never seen someone open a small business that didn't have major changes and products or services, surprises disappointments. It's going to

depend on the public. And so we can plan. A plan and plan and plan, but you still have to think like a startup every day to keep your business viable,

Randy Wilburn 40:24

Man, you are preaching to the choir and I'm glad I hope people that are listening to this are really taking to heart what Martha is saying I mean, it's, it is, it is so true. And and again she said it earlier I want to repeat it, there is no. If you're taking your advice from somebody that has never started a business or has only worked at a job and there's nothing wrong with that I mean don't get me wrong. I'm not disparaging anybody that's the only done that but I've started several businesses I've been in the trenches and, you know, just as as Martha and her husband have and so many others that have that are entrepreneurs or have been entrepreneurs. Just consider who you're getting your advice from and I can't think of a better place to come first of all it's just a cool place,

Martha Londagin 41:09

it is a cool,

Randy Wilburn 41:10

Cool space but better place to come just to sit down and really, you know, share your thoughts and it you brought up another thing which is really important. There's nothing new under the sun. So, if you're walking around, offering to share your idea with everyone but you want them to sign an NDA which is a non disclosure, don't do that because trust me you have no idea that hasn't been thought of before at some point in time, sadly, I just want to encourage you, don't be afraid I always tell people, whatever is truly yours is yours. You know, and so you know be be mindful of that but Startup Junkie can definitely help you out and you know one of the things that I like to do and this is why I actually created this podcast in the first place, Martha was that I wanted to, to bridge the, the, the gap between business culture, entrepreneurship and life here in the Ozarks. And there's so much of it and a lot of it is intertwined and you brought up so much of it the rich history of the



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Native Americans here. Just your legacy here in this area, what businesses are doing and all that so I really appreciate you coming on the podcast and just kind of sharing your heart, your passion for those of you that can't see it I mean she's got a lot of passion for businesses and I really encourage you to come down and visit with Martha and her team here in the Pryor Center, which is right on the Fayetteville Square and I don't care where you are. If you're in Bentonville you're in Rogers you're in Springdale Fayetteville, these guys can definitely help you out. If nothing else, they will lend an ear to you to hear exactly what you're doing because there is nothing new under the sun, and most businesses have been even, no matter what. I know you might say oh well you don't understand Randy, I'm going through something that nobody else has. I'm pretty sure somebody else has. And these guys can probably help you out so I really want to encourage you and Martha I can't thank you enough for taking time to meet with me today and just come on our podcast and share a little bit about you and a little bit about startup junkie but I hope that people get something out of this.

Martha Londagin 43:12

Yeah, well I appreciate you Randy, I appreciate your enthusiasm and how much you have taken Northwest Arkansas to heart and support and encourage people here. We need lots more move ins like you know I love seeing people from all over the country moving here and and seeing them

on fire and we need people like you to remind us what a wonderful place this is so I appreciate that. I appreciate that.

Randy Wilburn 43:36

Thank you, thank you so much for that it really is. That is my intention because I have just been blown away by what I have experienced being here and I honestly don't really want to go anywhere else I mean my wife and I've committed here through my youngest graduating from high school and then we'll see where it goes from there but this place is always going to have a, you know, it's going to hold a special place in my heart because it's really been an area that has been welcoming and anybody listening to this that's thinking about moving here whether you're coming to move here for one of the big three Walmart Tyson JB Hunt or any other company or one of the vendors that serves Walmart or Sam's. I'm telling you, come visit, check it out, you'll be surprised. There's so much to experience here in Northwest Arkansas, you'll be blown away. And, you know, look me up if you want. Check out the podcast check out Startup Junkie but there's a lot happening in Northwest Arkansas and it's only going to get better.

Martha Londagin 43:37

Yes, I tell people, you gotta come here to see us to feel us yeah and then you'll get it.

Randy Wilburn 44:40

Yep, Exactly. Absolutely. So, well that's it Martha Londagin again thank you so much for being on the podcast today. We really appreciate you. Thank you. Absolutely. Well there you have it folks, another great episode of I am Northwest Arkansas, I really want you guys to check out Startup Junkie. If you have a business if you're looking to start a business. I'll put all their information in the show notes you can get those when you go online at. iamNorthwestArkansas.com. Listen lastly I



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just would I want to thank everybody for the wonderful notes and kind words of inspiration that I continue to get whether it's on Instagram or Twitter or just emails that I received. You guys are adding fuel to my fire and allowing me to continue to do this podcast on a regular basis so I appreciate you very much. Keep them coming if there's anything you want to hear me talk about which I'm getting information or advice about people I should bring on the podcast, let me know and maybe you'll, you'll turn up one day and you'll see them on the podcast, but that's all I have for you today. I certainly want to encourage you, wherever you listen to this podcast please give us a rating, let us know how we're doing. If there's anything we can improve because this is a work in progress. So, you know, we look forward to getting the feedback from our audience because you matter more than anything else. You guys are why we do this podcast on a regular basis, but that's all I have for you this week on I am Northwest Arkansas and we will see you next Monday at noon. Take care and have a great day.