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Tue, 5/17 12:20PM • 46:25

SUMMARY KEYWORDS

caravan, people, coffee, felt, work, molly, midlife, ocean beach, hospitality, women, san francisco, friends, business, rugby club, building, grueling, visualize, day, love, sitting

SPEAKERS

Jen Marples, Molly Welton

Molly Welton 00:00

If you can't look at the big picture of everything that you think you have to do to get whatever passion off the ground, it's literally looking at one tiny little thing at a time

Jen Marples 00:21

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business and life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business and life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business or looking for a second act. Stick around as I guarantee you will be inspired. And know this, you are not too fucking old.

01:10

Hello, everyone, and

Jen Marples 01:11

welcome to the Jen Marple show today I have a dynamo and her name is Molly Welton, and she is in San Francisco and she runs California coffee. And it is a mobile Specialty Coffee Company. And she's going to tell you all about it. It's amazing. And she has organic espresso and matcha creations and you all are going to follow her after you listen to this fabulous podcast. And you will drool over her Instagram and all the beautiful coffees and teas and things that she prepares. Molly, welcome to the show. It's so exciting to have you here because your story is going to inspire so many out there I am sure of this.

01:50

Thank you. Thank you so much.

Jen Marples 01:52

So before we get started, I have to say that I met Molly through one of my clients who runs the park James hotel. And it's one of these beautiful interactions were just meeting all these wonderful females in business. And Molly had on her vision board to have a brick and mortar store. So she's been doing mobile since the launch during the pandemic. And that was on her sort of mental vision board of you know, I do want to do a brick and mortar. And then as worlds collide, she has connected with the park James hotel, and she is going to be launching her coffees and some of her beautiful other creations that she will tell you about on Monday, May 23 in the park James Hotel. So it's one of these wonderful things where fabulous women meeting other fabulous women doing fabulous things. And it's kind of like a rah rah women thing up in here, but this is the general show. And you guys all know this is all we're about is female power, and especially women rocking it at midlife. So with all of that, I'm going to hand it over to Molly to let her tell you her fabulous story of being in hospitality and having this dream of starting her own business and how she got going, doing all of that. Molly, please tell us your fabulous story.

03:03

Thank you so much. I'm sitting here so excited hearing that it's a week away from today. Just hearing that is incredible. It makes me feel so grateful that I'm at this point in this, you know, journey with my my business. And I just kind of want to I kind of find it like almost funny because I think about when I first got my little trailer in, I think it was 2016 or 27. Yeah, 2016. I had this little seed planted partially by my husband partially by my love of coffee, my love of hospital and hospitality, working in hospitality for close to 20 years. This little seed was planted that I should maybe open my own mobile coffee setup, again in 2016. So you know prior to that, so I worked at multiple restaurants and hotels. I was doing so while I was going to undergrad in Hawaii. I went to University of Hawaii for undergrad, got myself through college waiting tables bartending came back to the Bay Area where I'm from, from Burlingame, moved to San Francisco, continued to work in hotels, and started my MFA program at St. Mary's and the East Bay for creative writing, wrote incessantly wrote a book wrote some poetry got published, but I still was always drawn to hospitality. I love connecting with people. I love food, I love beverage, I love coffee, it was just, you know, the intellectual side of academics and writing I was very much drawn to, however I kind of see it now is like a little bit of like a prior life, like one of our, you know, many lives that we live. I used writing and learning as a way to I think kind of get through my 20s and 30s. And then the older I got, I realized that you have to have to have to focus on you know, what brings you the most joy and Oh, food brings me joy. Coffee brings me joy. You know, having minor, you know little interactions with people daily at work at, you know, hotels or restaurants or wherever it was I was working. That's what I remembered at the end of the day having nice conversations with people. So when this seed was planted, my husband planted the seed, I have to give him credit. This was after driving all around Petaluma trying to find a good cafe, the fourth cafe, we find and I finally agree on going into my coffee, we were sitting outside, my husband said, you just need to open your own little like most mobile coffee setup. He said mobile because we had seen several in New Zealand just a few months prior when we were there on our honeymoon, and my husband's from New Zealand. So I went home, started looking on eBay for a vintage trailer, vintage caravan, found one that was sitting in a parking lot, storage lot in LA, communicated with the owner of it, and my mom and I drove down. This is all on a whim, this is all just a complete kind of fairy tale. Maybe I can pull this off kind of enthusiasm. Maybe I can pull this off. So you got the caravan, I drove it back, I actually didn't even know where I was going to drive it to. Just drove back to San Francisco. And then when I got back into town, I realized I can't park this thing on

the street, either. There's so many things I hadn't really thought about. But I was just determined to get this thing home. My husband's boss also happened to run the San Francisco Golden Gate rugby club on Treasure Island. And they have tons of space and says oh, just park it on target the Rugby Club. But it'll be fine. And just that is the first of probably hundreds of moments like that, where I had this idea. I didn't know what I was going to do. But I knew it was going to work. And this opportunities opened up. And I was able to bring it to the rugby club where it stayed for a solid three years, three years because I think two months later, I got pregnant with my son, which was kind of on the radar, but kind of not I was you know, I kind of devoted all of my attention into starting this coffee venture. So over the course of the next three years, I worked full time, at the Four Seasons in San Francisco as a server at night. I'd had my son was with him during the day, I chipped away very slowly on the progress of building out the caravan. Before I was like too far along in my pregnancy. I was in there with a hammer hammering the walls, stripping down the insulation, going to the dumps back and forth. This is just solo. I mean, I really pride myself on just taking it on full on on my own because my husband was at work and I worked at night. So during the day, I would just rush back and forth and chip away at tearing this thing up so that I could build it back out. And in that process that felt very grueling and laborious and just hard. I always made sure that I was keeping some of the really creative work alive, like choosing the color of my logo or choosing the color of the paint. I don't want to you know, paint this caravan someday, if it ever actually opened. It just really found that balancing, like the grueling not so fun work with the really inspiring, creative fun, you know, work so that it kept me excited about the project. So that I had, I was working at the Four Seasons after I had my son, it was too much to work nights and then be up all night nursing. And so I found a job at a restaurant in the Presidio Heights neighborhood of San Francisco at this beautiful Italian restaurant. They were closed on Sundays, I just worked four nights a week. And I really kind of started settling into family life. It was really kind of full steam ahead once COVID hit because I lost my job. I had all this free time. I really had no excuse anymore, right? I felt like I did when I was writing my book. I felt like I could have written that thing for 20 years. And I could have worked on the caravan for 10 years. And I really kind of need needed the kick in the butt of COVID to get me get me over that last hill. So fortunately, the San Francisco Public Health Department and public works which handles like the locations of food trucks in San Francisco, we're still accepting applications. And I just tried it through all of their paperwork. Finally, it was done under the care. I mean, I looked around the caravan was ready to be inspected. And I applied for my permit applied for my inspection and the inspector came out and he was like, This is so cool. This is like crazy. And the funny thing was when he we you have to have some kind of you have to have a few kind of phone calls as you're building out the caravan or building out any food truck. I actually opted not to do that. The end that'll be totally honest, I knew that there wasn't really a vintage coffee caravan or vintage coffee truck built out anywhere in San Francisco or really the Bay Area. There were mobile bars I have found that I found in Napa and Sacramento, but nothing that you actually need like full plumbing for, or like a water heater for us was, you know, fueling an espresso machine with generator power. Hot water fridge is really, like hard, just to figure out the logistics of how these things work. I mean, I would I would be up like all night, just like how am I gonna do this? What is the generator? I went? How Does it even work? Do I bring it to the get I just had no idea what any of this meant. So I kind of chose to just build it out. And then what is it asked for forgiveness after you know, but I also follow up this guideline public the construction requirements, I followed it to the tee, if it makes sense. 74 inches from floor to ceiling, I made sure it was 74 inches, I actually rebuilt the ceiling and took out some insulation just to get an extra half inch, which took another two months because I didn't have any damage time to kind of work on it. That being

said, when I finally got my inspection gear was really convinced that he was going to find a problem, you know, with the build out. But I passed and he gave me that green form. And I took a picture of my three year old or maybe two year old at the time holding the sign and I said okay, this is it. And I think two weeks later, I hold my Caribbean out, I towed it you know out with my cheap, which, by the way, towing something without any experience. It's quite a challenge. I smashed a few taillights, I still have a few nicks on the Jeep from reversing when I meant to, you know, be in Drive. But I mean, a year and a half later, I can do anything with that car, I can park it anywhere, I can reverse it up a driveway and kind of have to turn it at a 45 degree angle. And so just thinking sitting here now talking about this brick and mortar coming to those early days, it's just it's such a cool time to reflect on the journey. Well, I

Jen Marples 12:12

love this story for a multitude of reasons. And first and foremost is that you just knew it was gonna work. Yeah, yeah. Because I think that is such an effing for any entrepreneur, entrepreneur listening, it's like, because why else? Are you going to do it? Right? Because you have so many sort of obstacles, right? And you had a young child, and you're like, it's gonna work. And especially with COVID Coming, you're like, I didn't even have a job. So it's like sink or swim is divine timing, right? And you're like, it's gonna work. And so that's such an important piece of all of this. It's like just knowing it's going to work because it's the universe, it's then it's going to work, right? Absolutely. And you've expressed that in a previous conversation expressed that even with coming to this brick and mortar, like, I know, I'm going to that's going to happen, and boom, it's happening. What I do want to ask you is, so you're working pretty much full time. And then it was really COVID that you had it. It was like the force stopped working that everyone was in, you know, obviously, everyone in the hospitality industry was severely impacted COVID When everything shut down, and we didn't know what was going on. But I love that you already had your this business in the back of your head, and you're already going for it.

13:20

Yeah, I was probably three quarters of the way there. And I just needed that last

Jen Marples 13:25

you got that kick in the pants, and you got it. Let's jump off the cliff. What's the COVID Cliff? Well, you know, because why

13:30

not right. And it was perfect, because the only place people felt safe was outside. And people have lost so many things that they love to do on the daily like, go to their local favorite cafe and sit down or just go get a treat from someplace that makes them think feel a little bit more special than just the really grueling like, I just have to go to the grocery store and come home. I knew that Okay, this time is actually really good to open a mobile coffee setup, oh, by the beach, where there's tons of people going because it's one of the few places where you can go and enjoy a beautiful day and feel safe in the midst of COVID.

Jen Marples 14:05

So now take us all through, you know, you started serving was it every day, was it on the weekend? And did you immediately know like, did the customers say wow, this is amazing. Was it like a smash hit

right away? Or did you tweak things based on any of their feedback? I'm sure you probably have added things because maybe they asked for things. It'd be interesting to know.

14:26

I think it was I could really only do weekends because my husband works. You know, he's an electrician, and he never stopped working. And so with my son, I couldn't really figure out you know, dropping him off at night driving to pick up the caravan getting out to Ocean Beach at 11 it takes 45 minutes anyway so i i start i just did weekends and day one because if anyone that's listening, if you go and look at the caravan, the you know my website or my Instagram, it's just so charming. It's so cute. And it's so unique. So I think the synthetics of just the caravan, you know, people would look and say what is that? And then they realize it was actually, you know, a mobile cafe. I still see that if I have a truck now, but if I have my caravan at Ocean Beach, my sales are always higher than my truck than my coffee truck just because it's so cute. And people are curious about what I've so many people. How did you do this? What? How did this is so cute. How long did it take you? So from day one, it was absolutely welcomed by the community. People said almost every day oh my god, we need this so badly out here because ocean beaches. It's very residential from the cliff house all the way down to slope, this residential, there's a few places but there's kind of a desert of open space, perfect for COVID. And then but not so good if you want to find something to drink or eat real quick, and I opted for selling Dynamo donuts. Another female entrepreneur Sara, I forget her last name, but she's amazing. We chit chat often, because my family and I used to go down to the marina kiosk and get our dynamic Dynamo donut and coffee and it was just always such a treat. So I kind of recreated that feeling or wanted to recreate that feeling that we have out of ocean beach. But from day one, it was just a hit. And people kept asking are you gonna open? Are you gonna be here Monday through Friday? I mean, they wanted more days. So yeah.

Jen Marples 16:22

So now is it still the weekends? Or are you you're doing the weekends

16:25

at Ocean Beach? Well, now the Caribbean is up at Stinson Beach. They have two locations. Yep, yep. And then the coffee truck. The one that we've the second truck we bought is at Ocean Beach on the weekends. I was going to actually add days I was going to start doing maybe Thursday through Sunday, but then the park James opportunity came up. And now I'm just kind of full steam ahead there because that'll be seven days.

Jen Marples 16:49

So you are a one woman show. So you're running everything. And then obviously you have some people working within each of the locations.

16:56

Yes, but that's my next I have to kind of let go of the control of this side of the business. I am still the one that brings the truck out to Ocean Beach. And so what that means is I'm up at 415 every Saturday and Sunday. I have my coffee, I go to Safeway do that this is the part of it's very strange, not strange, but interesting. The part that is like the most grueling has actually is probably the part that I'll miss the

most, for some reason. Because the world is so quiet I can have I'm out the door before the sun comes up. I'm in Safeway, and I say hi to my, you know, the cashier there. I say hi to security guard. And it's just this again, it's the same thing that I experienced out when I'm working at Ocean Beach, these little interactions with people that somehow it feel really special. And then I go and get the truck I drive down the Bayview and I get the truck, fire up warmer up, load up the milks, listen to my music, drive around to OSHA beach, and then I get set up and I wave to the runners I've gotten to know that are doing their early morning run. However, I didn't work this last Sunday, because beta breakers kind of ran through my regular location. And I had like an entire family day and it was amazing. It wasn't I mean, we had breakfast together. I cleaned the hall it was I just I need to get back to that. And that's that's my goal in the next six months. I'm gonna allow myself to have Sundays off.

Jen Marples 18:22

Well, there's that poll and that's for any entrepreneur, especially in a building phase. It's you know, making sure you're taking that time for yourself. You know, I preach it as much as I tried to take my own advice as well. Because when you're in a building phase and you're so passionate about I mean it's so clear that you love what you're doing that you also have to look at it like I know you're growing and expanding that you have to give yourself some of that because it's the long game it's not the short game we don't want you burning out because we want you know we want to enjoy

18:50

your family at school fees. Yeah,

Jen Marples 18:53

I just love I just said that because everyone in the in the hospitality business. I mean, you're really in it because you love being with people. Yeah, and that's why everyone in that business is so amazing. It's why everybody like all my kids are gonna go wait tables, and they're all going to work in hospitality. I did it. boots on the ground, but you're not going to learn in college kids have customer service and dealing with real people.

19:15

Absolutely. Fatality. Absolutely. It's very humbling and everyone should do.

Jen Marples 19:21

100% now changing from working for like, you know, the corporate sort of hotels to restaurants to now being on your own was that mentally hard kind of leaving? And maybe this is the self? Maybe the questions been answered because COVID kind of threw everything out of like what we all thought was secure, especially in the hospitality business. But was it a mental like a harder mental shift for you to go from being at these established places to then being like, I'm an entrepreneur now and it's all on me?

19:52

No, well, there's two sides to that. No, because I've always been kind of like a rebel of always been a little bit of a rebel. And so the real structured corporate style of you know, hospitality really didn't sit well with me because I mean, everything is counted, like to the minute, you know, I mean, it's very tight, especially like in the Union, which is wonderful in so many ways, but everything is counted like to the

minute and it just felt very restricted. I mean, you may have to work every Christmas and every New Year's and every Thanksgiving, even if you've worked at a place for 10 years because of seniority. And it's just felt very much like I was in a cage, you know, however, I also was able to have my son and have the best medical insurance and not pay a penny. And so there's definitely benefits to that, jumping to being on my own. It was scary, yes. But I think what I was afraid of the most was losing the social side of working in an actual restaurant, because I would go to work and socialize with my friends. So then you say is, what was it hard to kind of let go, I think only two months ago, I stopped working at the restaurant, the Italian restaurant that I had last worked at, I was still there Tuesday nights, because I couldn't give it up. I didn't need it anymore. My business is doing well. But I couldn't give up that routine of getting in the uniform. I don't know what it was I just, and maybe the security just knowing that you, you know, definitely you're gonna have that income, you know, God forbid, something happens with the truck or something happens with the caravan. And I just love the food and love the people that work there. And I just felt like I was losing a little bit of a family. And then it just got to be too much. Every Tuesday, I was like, Oh, God, I have to go to the restaurant, I have so much to do. But I would say I think if you're going to open your own business, and you're going to commit to opening your business, you're probably the type of person that can take that leap and say goodbye to where you were. And you have if you've if something inside you that has, you know, this endless voice, it's like, you got to do this, you got to do this, I think you're already halfway there, then you can make the leap.

Jen Marples 22:06

That is really interesting. So I'm going to ask you a question just based on that, because there are a lot of women listening who are either working right now full time, and they do have something, there's a passion, I always I always tell them, it's like just try it on the side, take it out for a spin, and then see see, you don't have that pressure on it. And then there's some women who are just like, they just know kind of what you're saying, like, they're just gonna go out there and just go do it. And it's safe for them to do it. Because there's all different financial situations, and depending where everyone is on the spectrum of risk, and there's all of that that's wrapped into it.

22:40

Absolutely. What would you say? Like, what

Jen Marples 22:43

would be your biggest piece of advice for that woman who is let's say the woman who's actually been at home and actually hasn't worked for a while, and is like, okay, the kids, my kids are a little bit older, they're a little bit more self sufficient feeling that edge they used to do whatever it was, what would you say to that woman to help her

23:02

figure it out? I would say that you can't look at the big picture of everything that you think you have to do to get whatever passion off the ground. It's literally looking at one tiny little thing at a time. One tiny little thing, whether it's finding where you might want to launch your business or finding it, there's so many so many things. And that's I think what's so overwhelming when a woman or anyone wants to do something new and different and super adventurous and maybe risky, is that it just seems like there's so much to do. But I think part of what really helped me was just saying, Okay, you just have to do one

thing every day, one little thing. And then over the course of, you know, a year, two years, three years, that becomes like 1000s of things that you've done. And then you have this this final product. And I also want a really good friend of mine, because I felt like it was taking me too long. I felt like I should have been done already. And that I was dragging it out. And I was kind of like a loser because I would always talk about this. And I noticed after like three years people were like, Oh, you're still doing that. Oh, cool. Like they kind of got tired of me here like talking about it. But my one really good friend of mine just said it'll happen when it's the right time. Just keep chipping away and it'll happen. I will say don't ever listen to anyone that gets in your head about maybe it not working. I always I would always get really like I felt I would we feel really insulted when someone would say like, well, what if it doesn't work? And like I had no room for that. I like wouldn't even allow that into my mind. Like no, it's gonna work. It's gonna work. You only talk to like last week about you know, manifesting, and I that word has kind of become like this hokey kind of cliché word. But I remember whenever I feel really overwhelmed with the tasks and maybe you know the finances When I'm spending all this money on, something I don't even know is going to give me a return. I just kept visualizing me inside of the Caribbean, handing someone a coffee, and them saying thank you and then giving you their money. It's like, **I mean, you have to stick with this vision. It's like 99% of I think what why it actually comes to fruition is believing in that vision of seeing it happen. Because I didn't do anything but that and I, I'm not extremely, you know, organized, or I'm very unorganized, actually. But I kept with a vision and just focus on one task at a time,** and took absolutely no, no credit criticism from anyone. No, no bullshit. Oh, I'm

Jen Marples 25:47

so glad you said that was a couple of things. So you're saying we just had another guest on who calls it the peanut gallery. It's like the people out there, your mom will say, you know, there's people that don't want you to take risks. They don't they just want you to be okay. Like, so it's hard for people who aren't entrepreneurs, we all know that we have friends like that parents who are like, I don't know how you can do that. I could never do that. We all get that. So you have to like shut out those outer voices, and being so strong in your conviction. And you know, shame on that person who said, what if it doesn't work? We have no time for negativity, people, let's say like, what if it does work, you know,

26:21

and it sits with you? It really does. It sits with you? And you think oh, wait, maybe yeah, what if it doesn't Oh, man, maybe I should. And you don't need that. There's no, it doesn't help you in any way. And you're right, and that it's coming from a place of love. But it also just needs to just be like, brushed aside.

Jen Marples 26:37

So you need to tune those people out. And then align yourself with the people. Like your friend like that was such a wise sage advice that she gave me it's gonna happen when it's going to happen. Go friend go because that was the right thing. And then visualization you all have heard me talk about this a ton. I'm a huge abraham hicks fan. And really, truly the universe doesn't know if it's real or not. So your visualization of seeing yourself in the actual caravan making the coffee serving the customer the smile on their face, them get paying you for. That's so so so powerful, because it's going to happen. Yes, yes, it really is not going to not happen if that's how strong that visualization is. I've had that happen to me. And that's what I counseled to people all the time. I'll take people through visualization exercises, I've

got my own. But I'll sit back if things go crazy. I just you know, you close your eyes, and you go back to that vision. And I'm sure you go back every single time and the you're probably visualizing serving people any brick and mortar and boom, here we are.

27:40

Now I'm visualizing now that I have the actual space that I see, pertain to hotel, for example. Now I'm putting people in that room. And in my mind, I mean, I will be totally honest, like yesterday, I just thought, oh my gosh, and hiring people. And I feel like I owe them something. Now I'm going to owe them I'm giving them this. I'm talking about this cafe that's opening. And they're going to be working here. And there. As of right now there is no working. So it's this like, I'm just, I'm just selling this idea. And I had to sell this idea to myself for three years when I was building it out. And now I'm kind of trying to sell it to others. And but again, I'm just I'm hearing the the steam wand. I'm hearing that, you know, the blender for the smoothie bowls, and I'm just sticking with that. Because otherwise I get really freaked out. I don't like the feeling of the alternative. Yeah, it's

Jen Marples 28:34

because the universe doesn't know the difference. So if you're focusing on and you've got the environment going and you're like, it is successful, these are wonderful employees. We're all having a great time we're serving people. That's exactly what's gonna happen. Absolutely.

28:45

I love that. Did you is that your that universe doesn't have a difference?

Jen Marples 28:51

Um, no, it's actually you know, I'll just throw it in right now. I talk about it so much. It's his book, Abraham Hicks. And you Google Abraham Hicks and I'll put it in the show notes on my favorite book is asking it is given. But it's all about this. So it's like the universe doesn't know the difference. Right? Right. Right. That's a male. If I picture myself on a TED stage, speaking to women, the universe doesn't know that it's doesn't it's not happening because it actually already is happening. And we're sort of like catching up to I can go I could go really off piste right now, and I love it. I love down the road. But it's so powerful. And you know, athletes use it like all high performing people use visualization, they visualize a race, they visualize a fight, they visualize a third drive, you know, in a car race or whatever it is they visualize the play in football. I mean, it's not it's not revolutionary and new. It's for some reason, we just don't talk about it a lot in business and day to day life. But it's so powerful because you could have the best coffee, you know, the best logo, the cutest Instagram, but if you're not visualizing the future, and also not believing in yourself, what's gonna happen, nothing's gonna happen, right? Or it's gonna happen kind of in a half assed way you're not going to really get to where you want to go. Right, so I'm just so glad you brought that up and you're living proof everyone living proof, just, it's gonna work, it's gonna work, it has to work gonna work. And so that if you take anything from this episode, it's gonna work.

30:13

And one thing I also want another thing I've noticed, I've always tried to take the path of least resistance in this process. I mean, that doesn't mean you don't work super hard through an obstacle and have to,

you know, go back and forth and stay up super late and get up super early. That sounds like it, there's a lot of resistance, but the things that come most easily on their own just out of thin air, in a sense, those are probably the ones that are meant for you. You know, if you have to try really, really hard to navigate something and get into somebody's you know, for me, it was getting get to like, into a certain location. For example, I really wanted to get into Golden Gate Park, but I didn't, because I just, you know, there's a lease situation and rent and all these things. But long story short, I ended up they actually ended up reaching out to me, and brought me in rather than I just sat back, and I was like, okay, cool. This is funny, because I seemed really complicated, but I wanted it. And I kind of visualize it, and didn't really want to fight for it. And then it just kind of came to me.

Jen Marples 31:19

You are a kindred spirit, Molly, because I always like to teach. It's releasing to allow because a lot of times we have this grip. And you're you're saying exactly what I preach all the time. And I preach to myself, when we release that grip on perceived outcome, we allow more things to come to us. And that's exactly you know, what's happening for you with this Golden Gate Park situation. And probably a bunch of other situations, it's like, we shouldn't be fighting for people, customers locations, or whatever it is, just to release the grip a little because what's its again, it's like what meant what's meant for you is going to come to you. So and it takes a lot of hard work. It doesn't mean you're sitting, you know, in your on your living room, couch drinking coffee going to hell just going to happen. I mean, there's a lot of hard work and thought and stuff behind the scenes that goes into that, but just kind of releasing and like trusting that it's going to work and you're on the right path. So I love that you brought that up. Let me ask you this question. What do you think one of the biggest challenges are or what the biggest challenges are for women at midlife?

32:21

I think, you know, I was 3839 when I had my son. And it just happened to be right around the same time that I started to really like figure out what I wanted and, and what was important to me. And you know, opening this business, and I have an 11 year old stepson who you know, is only with us, you know, half the time. And so, as a small business, opening a business is like having another child if not more, I mean, it's, you know, there's no break well, the God as if there's a break from kids, but you know what I mean, it was just, I really felt like, I wish I had started this in my 20s when I had all this free time, and I could be anywhere any day of the week. But then again, I would have no idea how to do anything that I'm doing right now I wouldn't have the confidence, I wouldn't have the strength, I wouldn't be able to speak up for myself when I noticed that something, you know, not so cool was going down with whatever business came up. I think what we as moms, I know, I mean, I do and I know a lot of my friends experience is just this guilt, this mom guilt. Like, if you're doing anything for yourself, if you're doing anything that takes you away from being the mom that's taking care of everything that you're being selfish, or you're not, I wouldn't say that people would say that we're not good moms, but that we're doing something for ourselves other than for the family. And I still struggle with that. I mean, I really wanted to go down to the hotel yesterday, because I have a lot to do down there. And that was my plan kind of for the week, I'm gonna go out so Navy there all day. But then I realized, maybe I'll just do that over the next couple of days and cram it in and maybe be a little bit more stressed, but have this beautiful, quiet Family Day. And so I think that the obstacle is having the balance and not feeling guilty when you do say no, listen, I'm just not available right now. But then really devoting to like, you know,

putting your business aside when it's family time and enjoying that like 1,000% So the biggest obstacle was kicking out the mom guilt, I would say. And just knowing that, you know, my husband goes to work 40 hours a week. You know, my son goes to school, they get there kind of Kayden and Daniel time my stepson has his baseball, and so we can have that too. You know, we can have our time with our business and you know, focus on what makes us really happy.

Jen Marples 34:52

Yeah, I think the mom guilt and just guilt in general for everything for women is it's real. It happens to all of us even those of I've tried and tried and tried I, you know, you have mom guilt, because there's always this balance, there's a balance. But I think at the end of the day, and you said it, it's, we absolutely deserve to get to do we want to do, we get to pursue things that make us happy, because I'm a firm believer when we're doing that, and you're putting your air mask on, if you need that family day, or you need some alone time, or, you know, you're really throwing yourself into something that you love, that's going to benefit the kids, because they see you being happy, absolutely doing something that you love. And they're seeing mom who mom wouldn't be doing that in her 20s. And now she's doing that in her 40s You know, and you're creating opportunity for other people, you get to employ people, you're making people happy. So that's what a great lesson, you know, for our kids, we have to remember that and so there's, you know, late nights for all of us, and the kids are like, you're still at your desk, Mom and Dad sorta. So it's, it's always going to be that balance. And it's trying to be present when you're with your kids and then trying to be present, obviously, when you're in your business. And it's just toggling back and forth and then throw friends and husbands and all the kids just trying, maybe we should take that word guilt away. And just, it's just, it's just the ebb and flow you know, things some days are going to add more towards the family. Other days, it's Epping all towards business because there's something big coming up. And then maybe you'll get the kids involved to they're gonna be serving coffee someday, too, though, they'll have internships, their friends are gonna have internships, so

36:25

it's gonna love it the times when I do let them come in and just put the donut in the bag. I mean, the look on their face are so proud of themselves. And I'm kind of letting them do that a little bit more, because my youngest is inching towards five. So it's not quite as dangerous to have them in there. But you're right. I mean, it's they've seen me from the from the beginning to this stage, and they have to be learning some monumental life lessons watching the watching the progress

Jen Marples 36:52

100%. And the interesting thing too, about, you know, women at midlife, and I always say this, because depending when anybody has their kids, and we're talking like, you know, you're kind of like younger end of Gen X, I'm like, a little bit of the older you know, but we span there's like 50 million of us in this 40s 50s midlife, the technical midlife range. And depending when you had kids, I mean we we have kids as young as yours to like 30 graduated from college. So there's not one sort of guide book out there for all of us when you hit the surgeon today, because we all have this different thing in there and tons of blended families stepchildren, you know, so there's so much and then there's parents, and I mean, there's this whole thing. So it's this, you know, managing this balance. And there's it's just there's not one sort of straight path or easy answer. And it's just giving yourself permission, right? Exactly do

what you want to do in there. You're because once I fully believe if you're happy, and you're fulfilled doing what you there's, it's only upside. And the one thing we probably have to manage is maybe stepping back and putting that air mask on and actually having a break. So you can just maybe zone out and watch a TV show or something. Just chill out for a minute. What is that? Movie? We'll get there, we'll

38:09

get there.

Jen Marples 38:10

So let me ask you this. What do you think women can do better to support each other?

38:15

I think when your friends say, Can I help you say yes, I think that we have this idea that we are like burdening one another if we ask for too much. And I've had friends say, oh, like if you ever need help, and come you know, call me, I'll help you. And I'm like, okay, and I never have, and I never would and it's crazy because they want to, but you I don't know, there's this idea that we have to do it all ourselves. And just stay positive. Even if you think that they're doing something crazy to say you know what, whatever you think is best for you. You know, I mean, unless they're like hurting themselves, of course. And you couldn't see it. It was like a bad relationship or something. But when it comes to at least the entrepreneurial side or business side of things, just say how can I help and then accept the help if someone's willing to give it to you?

Jen Marples 39:06

I think that's very powerful, powerful advice. And I was just having this conversation with someone because I think it needs to become part of our day to day, what we do like every time like how can I help you? And so we're constantly asking that back and forth. And then if someone says, let me know if I can help, actually, yes, you can be just like you. We all think we're this island and we can all do it on ourselves and we burn ourselves out. And then conversely, we want to be out there helping our friends and supporting our friends exact so how can I help you? How can I help you get to where you need to go? It could be sending an email making a connection to somebody I mean, there's a million ways we can help each other but so I love that so ask for help and take the help. Awesome. Yep. What do you wish for women at midlife?

39:52

Oh God, they just can see that. Like, there's like, we're not like on this like, you know, nearing the end like we're not like you You know, you kind of think it's like, Oh, 30. And then it's like the opposite. I feel like, the older I get, the more I realized that like, I mean, again, sounds so cliché, but we can do whatever we want. And again, finances aside, like, I meant to mention this earlier, but I had in my mind to a worst case scenario, you you're losing money, right? I mean, worst case scenario, if you invest money into a project, and you lose it, like, as long as you can bounce back from it, the worst thing that can happen is, you lose money, but there's no pride loss. So I think, I feel like the older I get, the more capable I think I am of doing anything. I think we're getting older, it is getting older and wiser, and giving less of a shit about what other people think that is that that's the greatest blessing, I'm getting older. I

really don't care what other people think about what I'm doing. Because I know what I'm doing is the best thing for me and my family. And, and I wouldn't be doing it if I didn't think it was the best thing.

Jen Marples 41:03

That's great. You're not the first or last person who said that. But it's just not caring. So yeah, there's all this research coming out, too. I love it. I'm going to dig into all this, that saying the woman's brain, actually, we get better. As we get older, really, all this stuff starts to come together. And like once you hit menopause, something happens to and then even I had another guest on saying when we hit 70 Our brains are like, the left and right are firing right at the same time. So we have so many years to go before we even are at our best. Yeah, I mean, so it's just do what you want to do. Don't care what people think and know you have a lot of wisdom. And especially for the women who haven't been working for a while, that doesn't mean anything,

41:46

it only means that you are you get this amazing, fresh start. And you can launch from from wherever you are into whatever you want.

Jen Marples 41:56

100% endless possibilities. So a couple final questions for you. Do you have a favorite book or resource you want to share with my listeners?

42:05

I mean, my resource to be perfectly honest, when I need to be grounded and centered. And it's why it's in my logo is I am a firm believer and finding a place in nature. And sitting, you know, by yourself and just pausing completely. I mean, I have a master's in creative writing. I could, you know, list a bunch of writers, but I think that the best kind of meditation and like, you know, focus that I can find myself get myself to is I go up to the redwoods. And I try there's a redwood in my logo. And I sit and it's just like absolute medicine for me. And I feel like if I have a question I need answered, I just kind of put it out there and just say I can't you know this, this one's maybe too much for me. I just think getting out in nature and slowing down can do so much for our our souls. But I think yeah, I'm just gonna stick with that.

43:03

I love that.

Jen Marples 43:04

Molly's only homework is to go sit next to a tree, a tree. I think we can all do that. Good. We can do that homework assignment. There we go. Do you have a ritual or practice every day that you rely on to get you through the day? Besides drinking coffee,

43:18

listening to my music, I listened to this, I listened to Ciara Ferrell, she's kind of my go to girl right now. She sounds like Dolly Parton and I love her voice. And I can just go from being like this mediocre and just you know, getting through the day to blasting her music and I'm like, full throttle. Like I'm so excited

about everything. So music for me. That's my that's my thing. Get in the car rolled on the Windows blasting music.

Jen Marples 43:46

I love that music is so power I mean it can take you down it can bring you up no one's mentioned usable for and I'm so glad you did. Because that it's it's so powerful. What it can do. Yeah, because sometimes you have to put the song on to remember who the hell you are. Just get out there and do your thing

44:02

in your car and have fun and scream and just enjoy enjoy life. You know, just enjoy it.

Jen Marples 44:09

I love it. Final question for you. What do you think the best thing is about being at midlife

44:16

having like the lifetime before us to reflect on just having what you know, all of those years to all those lessons learned. Knowing that you know, it's only gonna get easier and better. It can only get easier, the more that we you know, live and the more we learn. Yeah. I love it. I think having so much under our belts, so much experience under our belts to just get us through the next 4050 years.

Jen Marples 44:41

I love it. So final final where can we find you support you learn more about California coffee and come by coffee and just learn more about Molly.

44:51

So my Instagram is kind of where I speak to my followers and I kind of update what's going on in each location. It's California A period kovick ah ve Park James Hotel. They'll be seven days a week starting next Monday the 23rd. I'm out at Murphy's windmill and Golden Gate Park on the weekends with my coffee truck. And then I'm on the main drag and Stinson Beach Friday through Sunday but probably expanding once kind of school is out. Yeah, my menu is actually the same in all three locations. I have a little bit of a different specialty menu but you can find all my amazing espresso organic all organic I don't go as organic as I can with my espresso and matcha drinks

Jen Marples 45:35

All right, so everyone even if you're not in the bay area you have to go look at her Instagram because it's just you'll just be transported to another world and then of course you'll have to come visit the Bay Area and make you know visiting Molly one of the must stops must dues as you're planning your summer travel because obviously we're big travel destination here in the Bay Area. So she's an all the important places that you need to be. Molly, thank you so much

46:02

so much. This was fun.

Jen Marples 46:03

I'm so inspired by you and I think everyone else is going to be so inspired by you too. And it's just just go for it because it's going to work. I love that that key message like it's going to work. I mean, I can ask. keep kicking ass. I love it.

46:16

You haven't taken names.

Jen Marples 46:20

Molly, thank you so much. I'll see you soon.

46:23

Sounds good. Have a good day.