

Ep 166 Final Women of Wonder

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SPEAKERS

Jessica Lonergan, Deborah Kan, Jen Marples, Dr. Karen Adams

Jen Marples 00:10

Hello and welcome to the Jen Marples Show. I'm your host Jen Marples, founder of the Jen Marples agency mentor to women worldwide and your number one champion cheerleader dedicated to helping you embrace and rock midlife. The Jen Marple show has one goal to empower you so you can go out and power the world. So each week I'll bring you conversations with incredible women who will inspire us, educate us and motivate us to live our best lives. I also pop on solo to share my best advice tips and tools to help you unapologetically go for your midlife dreams, embrace your age and become unstoppable. If you are looking for a change ready to uplevel your life and business or pivot into something new, then this is the show for you. And know this you're not too fucking old to step into the midlife spotlight and claim all that you desire. It's your time to shine and I am so glad you're here. Hello, everyone and welcome to the John Marple show today we're doing something a little different. I am replaying the women of Wonder events that I spoke out last week at the park James hotel in Menlo Park. The event organizer Jessica Lonergan was so kind and gracious. And she gave me the audio clip because I said, Jessica, it was such a fabulous conversation. I'd love to share it with my podcast listeners. And here we are. So we had a really empowered and fabulous discussion about Of course, you know, you're not too fucking old to go for what you want. And we talked about entrepreneurship. We talked about menopause, we talked about busting through barriers, and we just had a really great conversation. So I'm so happy to be able to bring this to you today. And I know it's going to pump you up and lift you up and give you tools and tips and tricks that you need to go out and rock your very best mid life. I hope you enjoy it.

Jessica Lonergan 01:56

So welcome my women of wonder. I am your moderator and hostess for the evening, Jessica loner din I know most of you out there. For those of you who do not know me, I am the founder of spur projects, and women of wonder, and the soon to be released unhinged empty nesters podcast this evening. We are graced with some real talent and brilliance. We have Jen marbles here. Marketing Experts entrepreneurial keynote speaker podcaster and leader in the midlife women's empowerment movement. And we have Dr. Karen Adams, board certified OBGYN, lifestyle medicine specialists, menopause society certified practitioner, and leader of get this Stanford has a program and menopause and healthy aging. And a dear friend of mine, Deb Khan, a global media entrepreneur. Deb is the

founder of her own media company, Deborah Kahn media, an award winning journalist and the founder of being patient. The important to have this discussion today is addressing the unique challenges and opportunities that women face in midlife. As our personal and professional growth expands into a whole nother realm. We're going to shed light on those issues and provide practical advice and inspiration. So to start out this conversation, I'm going to ask each of these wise women to share a little bit about their background and what brought them to this space. So Jen, I'm going to start with you on embracing midlife potential and your journey in the gem Marple show. Well,

Jen Marples 03:36

the first thing you need to know about me is that my tagline for life and my reason for being is that you're not too fucking old. You're not too fucking all to do whatever the fuck you want. We're just gonna start there and go all in. So I started going all in on what I'm doing. Now I've got the podcast, it's about two and a half years old. It's called the John Marple show, but I'm actually going to officially change the name sure not to fucking all to this fall to celebrate three years merch coming soon. I have been traditionally in PR and marketing for almost 30 years. And I woke up one day when I was about 51. And it was like the good Lord Himself came through him and he's like, alright, Jen, it's time to go all in on supporting men. And it's something I've always done. I've always been the gatherer of women. I've always been supporting women helping women to get jobs, basically throwing myself in to help any way I could. I didn't know how it was all going to begin and how it was going to form and morph and all the things and fast forward to now I've got the podcasts which I've had for two and a half years I got the Gen Marples agency where I'm marrying all my PR and marketing expertise and pouring into my midlife ladies, because my secondary monitor that just popped up is to step into the spotlight, so you're not too fucking old to step into the spotlight. And that's also to do whatever you want. If it's dating, if it's traveling the world if it's taking yourself to new go to a fabulous retreat you fricken deserve it. If it's starting a business, if it's expanding a business career pivoting, I know we've got probably all of you check one of those boxes in here. And so I'm here to support you in doing that. And I love every minute of every day working with women, because all women are scared, myself included. We all have to overcome fear, we have to overcome the patriarchy. It's what we've had to deal with. And as you said, Jessica, it's really important to band together and support each other. I know when women come together, we do amazing things. And we're better and stronger. When we do life together. I'm taking one for the team, I'm going to go out there, I'm going to be the ones sort of slaying the dragons on behalf of all of us and pouring my knowledge into you, and reminding you every single fucking day that you're not to fucking all to do whatever the fuck you want.

05:47

I love that. And then we have Dr. Adams here to help guide us through what the hell's happened to our bodies. Give us some insights into your intel on menopause management, sexual health and healthy aging.

Dr. Karen Adams 06:02

That is a tough act to follow. Oh, my gosh, all right, well, I'm gonna throw a few F bombs or something in all this, I don't know. It's Thank you. Thank you, thank you for having me. And for creating this wonderful opportunity. I really do believe that, you know, we're stronger together. And if you want to go fast, you go alone. But if you want to go far, you go together. This is just my cup of tea right here. I love

this. So I, gosh, I've been an OB GYN doc for 30 years and delivered babies and did surgery and did all of that. And I'm aging with my patients now you know, and so all of a sudden, at age 65 aging is really interesting to me. And I really happy to be where I am right now, in this moment in time because you'd have to be living under a rock to not know that menopause is a thing. And Healthy Aging is a thing. Literally you guys, we're going to live to be 100. And those are going to be good years and we want those to be good years. And what we're doing now really makes a difference for that. So that's the good news about not so good news is there's perimenopause between you and menopausal zest, which is a real thing. People are so much happier once they've gone through menopause. They're happier with their relationships. They're happier with their life. They're happy with their work. They're happy in all the realms. But getting there is a little bit of some rapids. perimenopause is the time when people are the most symptomatic. And a lot of times people get told, Oh, no, this isn't your hormones, because you're still having periods. And I'm telling you that's not right. That is not correct. The definition of menopause is no period for a year. Average age of that is 51. But I will tell you in the Bay Area, women are having periods and they're like 55 56 57. I think it's the California lifestyle or something everybody's exercising, everybody's healthy and your periods are kind of still going on around 56. It's been very interesting to me to see that. But in general, average is 51 no period for a year. The average perimenopause time is about four years, but it can be one to 10 years. And that's the time when people are the most symptomatic. So you get hot flushes, you get night sweats, you get mood disturbance, you get sleep disturbance, you get brain fog, you get joint pain, you get your vagina gets dry, and so sounds like fun, right? Good news, not everybody gets all those things, bad news, some people get all those things. But they're all treatable. And we're here to treat it and get you back doing all the wonderful things. But I will say I just came across this little statistic today. And that is there are certified menopause practitioners in the United States. There are 1800 of them. And there is one for every in California, one for every 6000 women.

09:12

Oh boy.

Dr. Karen Adams 09:13

This is why we need to gather we got some work to do got some work to do got some work to do. So that kind of brings me

09:19

to Deb. I mean, I think the role of media and shaping these perceptions of midlife and your work and developing patience is extraordinary. I mean, you have really developed the Alzheimer's and now dementia resource for pharmaceutical for patients for caregivers and doctors. I mean, how do you see the role of media in shaping this discussion?

Deborah Kan 09:41

So for me, actually, I was working at the Wall Street Journal I was in and out of News Corp. I had a job in media all my life. I've been a journalist I used to be a broadcast journalist, and by default, worked with Murdoch like three times because he kept buying the papers and then You know, stations that I was working for very much entrepreneurial in spirit, because the Murdoch style is like, Oh, you want to do this, okay, build this, we're not gonna give you any resources and just do it. And so you have to be

really creative. So I learned within Media, that I actually was very entrepreneurial because I was starved of resources. And in the back of my mind, I was thinking, why am I doing everything in a big company, because it's the same thing over and over again, it's like, great job. Here's a lot of resources now that it's working. And oh, by the way, next year, we have to lay off half your team. And that was like repeating itself over and over again. And I felt like I was growing out of a big company in my mind. And I, in the back of my mind, I thought, I want to be on this planet and leave something that I created. So my kids could say, my mom created this not my mom worked for this company. And it coincided with my mother being diagnosed with Alzheimer's disease, I remember that the Wall Street Journal, and my mom, my sister called and said, Mom has been diagnosed, and we kind of had our suspicions because she couldn't remember things like numbers went really quickly, like the alarm code that we hadn't changed since I was a child. And, you know, the ATM card got lost in the machine three times in one week. So we knew there was a problem. But, you know, the journalist in myself kind of wanted to know more, I wanted to know, what do we know about this disease? What have we learned in the last 10 years? And where are science going? And believe it or not, it was really hard to come by that information. I did what I know how to do, which is just pick up the phone and call people and say, can you explain this to me. And I ended up talking to 24 scientists around the world from the US, Asia and Europe, I white boarded and diagrammed where research is and I thought, why isn't this available to people because especially women, I mean, so many people were in mice, you know, you hit 40s and 50s, you have aging parents, you're facing this, this becomes a reality. And it really felt like a travesty to me that you had to figure out where the truth lies rather than having a trusted resource. And so that's that was really the birth of being patient. I did something that I didn't know I was going to do, but it felt right. And I can't describe it, because I didn't plan for it. But my boss actually pulled me into the conference room and said, Deb, give me the names of 50% of your team. You know, we're going through layoffs and everything. And it just came out of my mouth. I'm like, You can have my job. He's like, No, I don't mean that, you know, but that was the turning point in my life to say, What am I waiting for? Why am I afraid? I have this topic, and I'm just gonna go for it. What's the worst that can happen? Like, I don't succeed, but how do you define success if you're helping just one person isn't that success. So I literally closed my eyes, quit my job, and I jumped. And that's where how being patient was born.

13:14

Very inspiring. And Jen, you do this every day. You're inspiring women like Deb to just take the leap to not be scared or at least get over your fears. Because as you said, we are all scared. Can you share a success story recently from either your podcast or your agency? First

Jen Marples 13:30

of all, like well done, right, because you're exemplifying. Like what I want everyone to do. And I know it's really hard. We have a lot of stuff stacked against us. And so women that I work with women that I talked to all the time, the number one question is the fear, like how do I overcome the fear to start? And I will answer your question I promise about success stories. But it's really why I'm so passionate about the podcast because I bring on experts, I bring on all different types of women. We talk about menopause, we talk about following your intuition, overcoming fear, finding courage, because it takes all these bits, you've got to have your health in order. You're not going to feel courageous. If you've got brain fog and you can't sleep. So I'm very passionate about taking care of the whole woman. To answer your it's kind of long winded way but to short answer your question. I feel like I'm seeing success stories

every day because people DM me women respond to my newsletters, they write in and say Don't ever stop the podcast because it's helping me. My own sister. One of them was like, oh, Jen, I finally listened to your podcasts you have all these great menopause doctors on I've got a shout out Dr. Sophia in the back here because she's been on my podcast. I'm bringing those people on so their success every day to me is making an impact on women feels like first of all, she's not alone, going through any of this and midlife because there's so many things that we're dealing with, too, that someone feels courage, to take action. And three also to stop caring what people think because I do think once we hit the menopause, our ability to give a shit just goes away. It's a Can't we're just done. Like you said, take my job, I don't care. I gotta go do this thing. success happens every day. And it keeps me going. Like you said, it keeps me going if I can impact one life, and I swear to God, it's the keep the thing that keeps me going is knowing that women are reaching out. It's making a difference. There's beautiful faces in this room, I've met because of it and reached out and I overcame my own fear. What the hell, I don't know how to do a podcast, but I started it. So you got to start messy. Anything you do anything new, you're trying, you're gonna feel crazy doing it like, Oh, my God, I got so much fear. It's just your brain keeping you safe. Your brain doesn't want you to like go into danger and get attacked by lions, tigers and bears can Swan it's not that it might the worst thing might be some crazy people on the interwebs like saying some stuff. And we can't care about them. Because if you have something you want to do, you've just got to overcome it. Have fear or have courage, rather overcome that fear. And just go for what you want. And align yourself with great women, join clubs, join groups, find great women who are going to support you, because guess what those women are out there. And you get to do what you want. So I see success every single

16:07

day. That's amazing. Thank you. And one quick question. If you're just starting out on your next adventure, and where you know, we are a certain age, which tool which social media tool do you say is the easiest or the go to would you go YouTube tick tock Instagram, if you've got a product you want to promote? You're ready to go?

Jen Marples 16:25

Well, it's really individual, a key is just showing up. So that's the biggest barrier. I mean, it's a longer conversation about what you have to say and who you're saying it to. And that's part of what I work with people with are on. It's just starting to show up. When I said I woke up that one morning, I literally thought I was having a manic episode, I went to my desk, I was in my pajamas, I stayed at my desk all day I started posting on Instagram was 51. At the time, I'm 54 now is that this is me, this is what I've done. This is why I'm this is what I want to do. And other response was amazing. And I just kept doing it. Gotta keep doing it. So you got to keep showing up. So that's the best advice I can give you. If there's something they read out loud. Yeah. So say it out loud and say it often and you cannot care what people think just show up and you set a certain age. Now you can there's influencers out there killing it in their 90s.

17:13

Yeah. Speaking of all this, so let's go back to the science of it all. Dr. Adams, can you explain the significance of Montt, menopause management and how it affects your overall health.

Dr. Karen Adams 17:24

I'm so struck by how every single person up here knows their purpose. You know, I just think that's so incredibly important. If you know your purpose, if you can say if you can articulate it, and say, This is what I was put on this earth to do. This is what I was born to do. You will never question whether you're in the right place or not, you'll always know. And I have to say, I have known for decades that I was put on this earth to support women. It helps me just kind of know is this where I should be. So I'm just very touched by i Seriously, I'm gonna cry by you know, just the how your personal life has informed what got you here, and you're living your truth. So I'm happy to be part of it. What was the question

18:14

about menopause men management, why it's important,

Dr. Karen Adams 18:16

right? So you're going along, and you know, you kind of think you got it figured out, you know, people are the most unhappy in their lives in their teens and 20s. It's really hard because you're trying to figure out who they are and who they're going to marry and what kind of work they're going to do and all that stuff. By the time you're 30 you're kind of coasting and 40s pretty good. perimenopause happens, and all of a sudden, all the things you thought you knew you're not really so much no anymore. And your body kind of does that too. Because menopause is a dysregulation of a bunch of body systems that have worked a certain way for decades, and then start getting all wacky. And it's very much kind of this hormone dysregulation where your highs are higher, your lows are lower, you feel like you're losing your mind because all the things you thought you knew about yourself, or all of a sudden you're like, whose body is this? Whose brain is this? Whose vagina is this? None of these things belong to me. You know, guess what they do it. So it really is it's very much a hormonal change that impacts pretty much everything. It impacts your brain. It impacts your vagina, it impacts your ability to sleep, it impacts your, you know, people's fuses get shorter and they're just like, you know, I feel like I have PMS all the time. And the good news is it's all 100% treatable, but many people go from provider to provider to provider, trying to find somebody who can connect the dots and they get put on antidepressants and then they get a sleeping pill and then they get told to put coconut oil in their vagina which works by the way, but it does not cure shownotes. Right. So coconut oil, we can talk about that. So there's an overarching theme to this, which is it's perimenopause, and it's hormonal. And it's treatable. So that's what's happening in

20:18

that essence to I listened to one of your talks, and I love this. You have a kind of your two most important elements in life for a happy life would have the right

Dr. Karen Adams 20:27

to most important. Yeah, it's so interesting. There's a thing called the Living Well index that is done every year. And it's like eight to 10,000 people, all genders, all ages 18 to 80. And they look at factors that correlate most strongly with overall well being. And the same two things keep coming up every single year. Good sleep, and good sex. We

20:54

should all get that t shirt, right. Okay, so we have coconut oil, sleep.

Dr. Karen Adams 21:01

Okay, right. And menopausal people struggle with both of those things. They don't sleep, and they're not having good sex. So quality of life kind of sucks around that time. And what

21:11

kind of resources are we going to find it this Stanford program? I mean, what are they aiming to do with it?

Dr. Karen Adams 21:16

Yeah, so we are bringing together the cool thing. I've been at Stanford for like 10 minutes. So I got recruited out of retirement a year ago to come to Stanford and create and lead this program in menopause, unhealthy aging. And I've spent the year going around meeting the people who are doing women's brain health and women's heart health and women's bone health, and sleep and nutrition and weight management and mental health and sexual health. And everybody's there, I didn't have to recruit anybody, it's all there. And it has just been, so I am getting a chill. It has been so exciting. And people have been waiting for somebody to just come and put them all in the same room. And that's what they hired me to do. And starting in August, we're going to have this collaborative of practice, we're all going to cook up all kinds of cool things. So it's great.

22:07

Speaking of medical resources, I mean, Deb, as a purpose driven entrepreneur, you started a revolutionary Alzheimer's research and resource and media company, after the age of 50. You could have just picked up a book made your calls and just put it away. Why now why was so important to just start a whole new business here, because

Deborah Kan 22:27

I realized there was such a need, right. And I think if you realize where the need is, it's not a hard thing to do. You just have to I mean, so many of my friends were going through the same thing that I was, and we weren't getting the information that we really needed. And also when you have a parent who has dementia, you start to think about your own brain. So I started to wonder, what do I need to know, I learned so much. I told my kids, I'm going back to medical school, and they laugh, but I'm like, I feel like I have because understanding the brain is understanding how biological systems relate to one another basically. And so you need to know things about cholesterol, glucose metabolism, all of those things you need to be aware of to understand because the brain is tricky. We lift weights, we see our muscles get bigger. With our brain, you don't see it right. So you need to understand how different systems relate to the brain in order to understand how you're going to live your brain be at the optimal health. For me, sorry, I'm not even answering your question. When are you able to hear your talk? I was just really obsessive about learning more about this space. Because the brain to me is really fascinating, because there's a lot we still don't know about the brain. But a lot of people don't really understand the basics, right? So things like I mean, and this came from my journalism side, I just was calling people and talking to them and understanding more and putting the pieces together. But you know, why is exercise? Like I find there's a lot of campaigns out there saying sleep well eat well, exercise, but what

they don't tell you is why like what's happening, right? And that, to me, was kind of the essence of how being patient was born because I wanted to understand why like, oh, so when I do aerobic exercise, then I grow more white matter, grey matter in the hippocampus. It's the same thing for boosting energy sources. Okay, glucose is the natural source of energy for our brain. As we age we don't metabolize glucose as efficiently, right? And this is what pisses me off. Two thirds of Alzheimer's cases are women. They used to think it was because of age, we live longer, but now they think it's more about hormonal scan differences.

24:43

The scan was out today. Dr. Lisa? Yeah, it for those of you who decided to not turn on the internet and have your entire feed menopause. Today, there is a recent brain scan of a brain with estrogen and a brain without estrogen. It's huge. is different. It's amazing. We can even tie our

Dr. Karen Adams 25:02

shoes. This article that came out in nature today is game changing, game changing. It's research that came out of Cornell, funded partly by the NIH, partly by Maria Shriver, who is a an angel to all of us. And what they did is they looked at women pre menopause, Peri menopause and post menopause. And they just did PET scans of their brains. And guess what, as we get through this process, our brain starts to light up, because your brain is making more estrogen receptors get that as your estrogen levels are declining, your brain is trying to stop up every last little bit of estrogen that's circulating, and you're getting more receptors in your brain. And this is the first time they've ever demonstrated that it's going to be an absolute game changer for women and age.

Deborah Kan 25:55

Even more maddening, though, is women were not there were not gender based studies until the late 70s. And that is infuriating, right? Think about how much research has gone on in the context of males. And women were only really looked at in the 70s. And still to this day, I mean, you take dementia, two thirds of dementia cases are women, but it's like the gender it's not looked at enough under the gender. I mean, we're, you know, lens. And so that, to me is just infuriating. We

Dr. Karen Adams 26:29

have to do it for ourselves. Now. Right? You know, Bernadine Healy was the first woman director of the NIH. And guess what she gave us the Women's Health Initiative. So the more we do things like this, and we and we would have efforts, it's time it is time. And I think I think that's happening. I really do. I think this is all what it's about. And

26:51

I think this kind of goes back to you, Jen, when you are looking at actionable changes we can make to live a better life at every age. And you know, what you found in yourself as you're mentoring these women? Because you're also building your own business at the same time. So you're finding their challenges in your own what, what challenges have you faced as you're building your industry? Oh, my

Jen Marples 27:14

God. Well, every day is a challenge building a business. And I've got three teenagers, I have a son who just graduated from high school. So that's a big one. For me, I've been an entrepreneur since for over 20 years. So I started appear at my first PR firm in 2003. And so it's kind of in my nature. And so I'm not I'm not new to this game. So I'm I was just actually counseling a client today who was crying. I said, One day, we're Beyonce the next day, we're crazy. I mean, that is just that's entrepreneurship that's being in midlife. It's like one day, you're like, I got this. And the next day, you're like, holy shit, I call my friend Laura, like, tell me who I am again.

27:55

And that's my purpose. Like, why

Jen Marples 27:57

am I doing all this, but I'm telling you like, it kind of goes back to this, knowing my purpose. Like I've met, my husband even said, he's like, I've never seen you more on fire, like I'm willing to work. I've always worked like 13 hour days, but it's with it through a different lens. I'm really on a mission to activate over a million midlife women, like we're all kind of, we want to activate in different ways. And it's my guiding light. And I know I meant to do this. And so really, I'm taking clients through kind of my own thing of what I put myself through. So I call it like stepping into the spotlight, especially for entrepreneurs. Because I've been there, I've done that, like you're starting something new my whole career, I was putting everybody else forward, I train people to get in front of the press, or with journalists, I was the one making everybody fabulous behind. So it was scary as shit. The first day I decided to show up with me. And I actually was a spokesperson for companies, but you had a company backing you now. When I'm talking, it's my beliefs. It's my thing. It's not too fucking all. I mean, it's the whole thing. And it's really scary. So I understand where all my entrepreneurs are and women wanting to make big changes. It's scary. But aligning yourself with the right people, I will preach that it'll be on my gravestone. She aligns vivo, because it truly is what makes the world go round. Because you need you need people to get you where you want to go. And we need that interaction. And then I've jumped off the cliff and I've done the thing and I know when my clients are like, who am I to do this? It's like who the fuck aren't you to do it. It's that Marianne Williamson quote, it's like if we don't step into our fabulousness, then we're not giving other women permission to do the same thing. So there's everyday battles. Entrepreneurship is a journey. It's frosts, and you're doing big things to you're acting as an entrepreneur within your organization. I mean, we all we're all doing all these incredible things. I'm gonna shout out Laura here really quick because she's the badass who runs this hotel. And she was reminding me she said, Jen, when I was driving down I realized I started my business which is thriving over the age of 50. And they are bringing new hotels in every single like every couple months. There's new details under management. And unlike Yes, you fucking are. There's your success story right there. This

30:05

one right here in the room Mark, I kind of feel like in finding our superpowers and why and our purpose that this has given us a real opportunity. I mean, we we are a generation that is paving a whole new path. And I feel really lucky about that. I think you're down in the dumps when it first hits you and you go, Oh, my God, what, you know, Am I invisible? Am I ever gonna find my brain back? And now I'm realizing this is a whole new frontier. We're going to be living for a hell of a lot more years than we ever

can imagine. We are wise, wiser than generations before us. And we have strength and we have each other and we have money. You know, women weren't even given bank loans until 1989. I mean, that's astonishing. So imagine the generation behind us. So we have a road to pave and it's our responsibility to do it right. Do it well, and have fun doing it.