Speaker 1 ([00:05](https://www.rev.com/transcript-editor/shared/qrY-L1_8l357e65xn2DaNo8HzJDqHLe_rxQ0NfAg5zPnjbBMzxRTkTYu6yaJDhuxDwf3LcfzmtMB_fdQCd58aKi4kOc?loadFrom=DocumentDeeplink&ts=5.5199999)):

Main Street Business Insights is a production of Main Street America, an organization leading a movement that's committed to strengthening communities through preservation-based economic development in historic downtowns and neighborhood commercial districts nationwide. To learn more, visit mainstreet.org.

Matt Wagner ([00:25](https://www.rev.com/transcript-editor/shared/u2ruqZDJZULpMZrSs5x0Fddn965mg9rnahSoEvknecFDPehCOf0BvOzaOGvlfamSqCSgv0UaK6jnlKZKRAqmeOFV0Qk?loadFrom=DocumentDeeplink&ts=25.95)):

Welcome everyone to the next episode of the Main Street Business Insight podcast where we feature the stories of America's downtown and neighborhood entrepreneurs. I'm your host, Matt Wagner, chief program officer at Main Street America. Today's podcast features Lindsay McDonald Goodson, owner of Keith McDonald Plumbing in Milledgeville, Georgia. The interview with Lindsay is fascinating for so many reasons. The obvious one you probably already gathered is that this is a woman-owned plumbing business, when the latest data showcases the utter rareness of this event. In fact, as a profession, women plumbers only make up 3.5% of the overall plumbing workforce, but Lindsay's story goes much deeper than that.

([01:10](https://www.rev.com/transcript-editor/shared/GxexlLZK-rOJv9ZnBIiLNB6F1ceUMGAb4o7fmLW431RGQGFsf5qA4PLMouCUdqlYWI5vcUasivc5gVkZV5stHXLDRzk?loadFrom=DocumentDeeplink&ts=70.889999)):

As you'll listen to her, you'll see it's really a journey of perseverance from struggles to find her own career pathway, and dealing with the devastating passing of her father during the pandemic, which as you will hear, thrust her into running the business at a time of one of the worst shortages in the plumbing trades. The National Kitchen and Bath Association estimates that 60,000 plumbers retire each year, and there are only 30,000 new apprentices entering the field annually. You'll be fascinated to hear how Lindsay took on that challenge. So hope you'll enjoy the discussion and we'll see you on the other side.

([01:48](https://www.rev.com/transcript-editor/shared/MBi4EGmW957Vyf3QD90E1ABIyXa46eAEi0fi83W92Qtc7jRBlgPCXlU_SCULJCSTUWR60Zy3xs-_h4wZckCYKY-pYqQ?loadFrom=DocumentDeeplink&ts=108.27)):

All right, welcome everyone. Today we've got Lindsay McDonald Goodson, owner of Keith McDonald Plumbing here in Milledgeville, Georgia. I had the pleasure of meeting Lindsay about a year ago, I think it was, when we were doing some entrepreneurial ecosystem work with Georgia Power here in the community and Lindsay was one of the participants in the focus group, and I remember just being struck by your personal journey and your approach to the business. I thought it was very innovative, very creative, and we'll sort of cover parts of that story. And that actually ended up leading to you being in the Wall Street Journal, of all places. So, more to come on that. Lindsay, thanks for joining us here on the podcast. Let's kick things off by hearing more about your personal journey, your career path, and how that evolved into joining, at the time, your Dad's plumbing business.

Lindsay McDonald Goodson ([02:57](https://www.rev.com/transcript-editor/shared/vMqqyozE7fU2g7QgAGlLQG4zEanL3PDkVWrwTYgT80aFdf-KFWwZv38a58lc69qBkXuUt0-DTFq5sGLsqc6YB8Amads?loadFrom=DocumentDeeplink&ts=177.45)):

Hello. Well, I came into plumbing back in 2009, very, very much so not what I wanted to be doing. The economy went to... Well, we all know where it went.

Matt Wagner ([03:13](https://www.rev.com/transcript-editor/shared/gG3IKYaW86uH6GLQ9bID_R7TD6qN7pjMkjRW7OsLaJuwaIuQd4_e3l4Wf7DD1Ue2aFGqB0qrEt8UGX1TSwFjcb_A-jw?loadFrom=DocumentDeeplink&ts=193.169999)):

That's right.

Lindsay McDonald Goodson ([03:14](https://www.rev.com/transcript-editor/shared/_AwFJG_OJOdFlph5to8BD3p1zUiC3hBg6JOJkgE4vibjj2iwjgMrvFbVozmxWbnKK671ZQG-DbETfWXsuukTFDy-t1I?loadFrom=DocumentDeeplink&ts=194.07)):

Into the crapper, I guess.

Matt Wagner ([03:15](https://www.rev.com/transcript-editor/shared/-lqigAJETuZbx8AmpVgK-aUA7EUWXCmSF8V6xjRzzCNeT4Ew7Hm3ecHSeYE7XkwIV6Ic_qr2il4DuoXY87Uz9eYJ9GU?loadFrom=DocumentDeeplink&ts=195.51)):

That's right. No plumbing metaphor there.

Lindsay McDonald Goodson ([03:18](https://www.rev.com/transcript-editor/shared/H4kVbTLZ8asXKd1NUg_BwbvjRTYHaENi_OKS2hzcA80hE4W2OKBnzJxcLJIHEbm1p4FvpICsbACaT4ax_zGvR0TUypo?loadFrom=DocumentDeeplink&ts=198.99)):

I had been living in Athens, lost my job, didn't really know what I was going to do, so I moved home and started working with my dad and I totally hated it. Hate's not even enough of a word for that, but I hated every bit of it. First couple of years were not great. This was always just supposed to be a transition into whatever I was going to do for real in life, which I did not have any real idea. Several years later I moved to Milledgeville, and my dad wanted to really grow the service side of our company over into Milledgeville, and that's kind of where I started really caring and realizing I kind of actually really like this and what I'm doing, who I'm doing it for, and had a lot of sense of pride in that. So that's kind of how I got here.

Matt Wagner ([04:19](https://www.rev.com/transcript-editor/shared/vJyezwBpNYpSpwFKGxi3GCncM3x6wkzt3pprp3mIn4qAsOpmeeT0IIMcFtaLCj0h50ww5KKf7orvYDDAiDEpGZSO4Xc?loadFrom=DocumentDeeplink&ts=259.08)):

To this table here. So you took over the business after your Dad's passing in 2021 during the pandemic, and I'm really interested in understanding sort of what that first year was like in transitioning from... Was working for your dad, and now being responsible for this highly successful scaling plumbing business here.

Lindsay McDonald Goodson ([04:48](https://www.rev.com/transcript-editor/shared/p7zhq0lvriMsfclphuJJj5yGY7qJ2ACsMC81klrQcAdMdR1677dw9bGZ8Lb3qMflFo_3pcUBL2mH-kIB08x2c7dTbII?loadFrom=DocumentDeeplink&ts=288.21)):

Well, it was not easy. It was lucky for me that we were already about a year and a half into his five-year plan to retire. So he was already doing some partial retiring stuff. He might only work three days this week. He might work five days the next week or two days the next week. So we were already shifting our main office from Sandersville over to Milledgeville so that I could take on more of the employees and the day to day. So that helped a lot because we already had a goal for me to be doing what I'm doing now, except for we were supposed to have a little bit more time, and he was always supposed to still kind of be around even after he quote, unquote, retired because my dad was never going to stop working no matter what. But I think that when he passed away, there was a lot of fear of all this that he had done just going away.

Matt Wagner ([05:49](https://www.rev.com/transcript-editor/shared/SDPHolcyRLwXmTH2g-WzsLZnZ-vgR_jX_CqhXR8BgLfLfgXresV417HrUPQgmMu-uV5VwE4U6ld193iqKI_RMpg7DI8?loadFrom=DocumentDeeplink&ts=349.92)):

This big weight on your shoulders of carrying on this business.

Lindsay McDonald Goodson ([05:54](https://www.rev.com/transcript-editor/shared/J01VtUe1urXIyACO8wdMEws5J6sui3g0m8giwm3CCODij8gHs6DkGQ5eFkAPWk5_N8fbfOlK7wwRtaZOQkdW77v0Xu8?loadFrom=DocumentDeeplink&ts=354.12)):

And of course I didn't have to do it. We could have sold the company, but the idea of that just broke my heart because he was way too young and it was never supposed to end anyway. So I think that the fear of failure, the fear of letting him down, just put me in straight overdrive and working day and night and making a lot of hard decisions. We made some decisions to cut certain sectors out, downsize different areas, because I knew that I couldn't manage everything that we had before. It was me and him and my mom really running a whole company, and then he was gone and my mom, at the time, was obviously grieving, so she wasn't really present very much then. So I just had to make a lot of decisions that put it in a situation where I know I can handle it and don't be sorry that I have to trim the fat or whatever it is to make it so I can be successful at it.

Matt Wagner ([06:56](https://www.rev.com/transcript-editor/shared/CTnyNKBzNw2UwIMuyIr3paPCHYQWIZ3Hqf_xUg0My46pcTFJf_-4Cnu2csgP9Iw8FYoJbXyuzOYzuq9snVNqYrZ1Byo?loadFrom=DocumentDeeplink&ts=416.1)):

Okay. Any advice? Succession planning, transitioning to a next generation is never easy, but any advice now that you've gone through this for other small business owners of your generation that might be transitioning into now running their family business?

Lindsay McDonald Goodson ([07:18](https://www.rev.com/transcript-editor/shared/lY4n0CwhnAXqbiy-0LHHPHxDDpHsQZQ2qtYq2OWML_y1evNSi6A8Jh806hI0iyQGpU9WuuN1IQvZKdh0wLWGGp9lj7A?loadFrom=DocumentDeeplink&ts=438.54)):

Me and my dad never really saw eye to eye on how things should progress. I had a lot of ideas, and ideas cost money sometimes, and money was not something we were floating in at the time. And change was not something that he did very well either, so we had a lot of arguments about how I thought things should be done and how he thought they should remain. But I guess after he passed away, I had free-range to do what I was going to do and I did it, and I'm thankful that I did. And I think that if he were here he'd be like, "Yeah, you were right. We should have done that a long time ago."

([08:06](https://www.rev.com/transcript-editor/shared/uXeWLlJ_XK_iWDTF9rcKJzfhGKdVcY7jmczpNNkXZQgSsppkRKLC7aD-vfSquok7NKZ3FB0iRao73DQWntgL-lcPw7s?loadFrom=DocumentDeeplink&ts=486.299999)):

And my mom says the same thing all the time now. She's like, "Well, that was a good idea. You had it a while ago, I wish we would've done it sooner." She does work for me now, so she helps me a lot with my business side of things. Thank the good Lord for that. But I think just, we're a younger generation and the times grow with us and the next generation beneath us, and you just have to move with it and not try to not get stuck in a rut of what you've always done.

Matt Wagner ([08:39](https://www.rev.com/transcript-editor/shared/f0R2Byp2FUG3EVIiXwJRoES9Golj8ypQ1Mb-Rgw9Xacr1Q1TXkKiiQ0KBHHrbAIYpwFoD52Jd00ORiOMecIpe84905o?loadFrom=DocumentDeeplink&ts=519.21)):

And it sounds like having confidence in either your gut or your knowledge and not being maybe afraid about making a mistake or something along those lines.

Lindsay McDonald Goodson ([08:51](https://www.rev.com/transcript-editor/shared/TcNF2bHHUPo8Td_S2RK438x_MlasDBw6LV3YnToFQcOvlrKG-8t47REjAj10sQ_Mr4hmJlX-gf7_BD6qdWxM9uXaJ84?loadFrom=DocumentDeeplink&ts=531.36)):

Yes, and I wouldn't say I'm exactly the most confident person. But what I've realized, especially in the last several months of my life, is that I make so many decisions all day long. I don't really have time to dwell on one or two. I'm just like, "This is what I think we're going to do. This is what we're going to do. And if it's not the right decision, we'll back up and punt and we'll do something different." But it's just, try not to overthink things too much and just go with what feels right. And so far it's working. I might regret something at some point, but it's working so far.

Matt Wagner ([09:24](https://www.rev.com/transcript-editor/shared/DBpStXINMghJjgwl-7FV5nwePgtU-ZEag1sQsi1-tNTdjm5bEwc7IFX8A9OJtwCo2nAfaiKpiIWWuSzTBFfnd1yc1Ew?loadFrom=DocumentDeeplink&ts=564.15)):

That's good advice. I meant don't dwell on one thing, you're going to make a hundred of these decisions. So you're just trying to have your average up there being pretty high and making the right calls. I had this opportunity recently to read an article that you appeared in, front page. Actually the last couple things, you've been in the Plumber Magazine, but also the locally published Milledgeville Scene. And I suspect a lot of people, when you introduce yourself and then your business, even today there may be this initial reaction of surprise. Tell us what it's like to be a female-owned business now in what has traditionally been a very male-dominated industry.

Lindsay McDonald Goodson ([10:16](https://www.rev.com/transcript-editor/shared/2ppZmNSgjRO7vRBZjdrviHNXlGzfyNp4JIBWvKcHturDhXgk_hje4DKVVqLtbGa0M06wzZ-G5aih54K252vR0QYjk3Y?loadFrom=DocumentDeeplink&ts=616.26)):

Well, I would actually say the first five or six years working with my dad was probably harder than anything. I mean, being the boss's daughter and working with a bunch of guys who did not want to be told what to do by me, who did not do what they did. And so it was a lot of animosity in those situations. I think that back in 2015 when my dad said, "I want you to grow Milledgeville," it was my baby. And I mean, from the hiring, the firing, the decisions and everything, so I've been the boss here. Everybody that works for us now has worked for me. I hired them. So that's helped a lot in that aspect of things.

Matt Wagner ([11:00](https://www.rev.com/transcript-editor/shared/ZByCJIB90O5lvZNQiD_eCsPDxmqLx2pQcU8Xpwxyxt3t-wVXi1S07wVShvgzkGjDF_fDHX8AF07DZcYQ2R-2md2ZR3k?loadFrom=DocumentDeeplink&ts=660.9)):

Almost like when a new coach comes on board and has their own team.

Lindsay McDonald Goodson ([11:03](https://www.rev.com/transcript-editor/shared/0Z8rkq3y1KKdxG1D012_pEJwEP7t_G-N1TPg58Tk9s7ik_J5eiE3ffP5ytpFVI_fd6nKwd5XT81lUHUqtbXXeND_EJc?loadFrom=DocumentDeeplink&ts=663.36)):

Yes.

Matt Wagner ([11:03](https://www.rev.com/transcript-editor/shared/4XZvcGgmaOJZScSBmo2RUUt9anrOC8XW_Ezyo0s_yUeC7pX65w73TKAVCBvgSB1Vo5UvRWVAIAhmPFDPKjqLyH8Jk-4?loadFrom=DocumentDeeplink&ts=663.9)):

Okay.

Lindsay McDonald Goodson ([11:05](https://www.rev.com/transcript-editor/shared/7VbXsq4rQOuFdA2b18rUiLF5cizb7aKLBorNiMuL8bMkZDqPtTZzoHm58BGCt09ggIcn59pc9tDt1lO5ZjZD-Hf-yRA?loadFrom=DocumentDeeplink&ts=665.4)):

Milledgeville is a pretty small town so people know who I am, and most of the people here already know me. I know that things are said that... Not directly to my face. There's a nice running joke around the supply house here, they're just waiting for me to go belly up and flop. But I think it's a year and 11 months, the day my dad passed away, and we're honestly doing better financially.

Matt Wagner ([11:31](https://www.rev.com/transcript-editor/shared/4Z8kbSmIpKfLjMRsNzXsy2nbPVsh8XX-EsjSkoFrzW113N9V57LARbLtLZCoqHO6fAnihFivxDKbg2VUDD7V0lCpc8E?loadFrom=DocumentDeeplink&ts=691.59)):

You have a sign up still here?

Lindsay McDonald Goodson ([11:34](https://www.rev.com/transcript-editor/shared/-uyiqu3IJsjubLSXC4Zj47sUQ6-V61Dyu7TffaGIl9LUvb0v_Ti5tipRB-j1DXr-hAg7o-oRwI_noe7-mp2vmKQJ18c?loadFrom=DocumentDeeplink&ts=694.74)):

Yeah, financially speaking, we're doing better than we've ever done since I've been here, since 2009. And I know that there's contractors that don't use me because they don't have the same faith then. But I think everything that has happened has happened and it is working, and I've had people that just still come by the office and just... I had a man the other day come by the office, like, "My son read your article and then he gave it to me, and I just thought it was so amazing." He's like, "And I just said next time I need a plumber, that's going to be my girl right there." And he wanted to come to the office to introduce himself to me and let me know that... I guess it made a difference for him.

Matt Wagner ([12:21](https://www.rev.com/transcript-editor/shared/t4oJNIpK0rytE4h86m7s3gujhpjObcv8FKPYdiSMjdBnCy5XDtisOP6nFKotyr-JM7n-ICz6c24qFVmG667_Jgsct5A?loadFrom=DocumentDeeplink&ts=741.24)):

Yeah, really struck by it. So you talked about maybe some subcontractors, or whatever, not wanting to use the business. The trades business, especially, just seems to be, kind of an outsider looking in, is very relational. A lot of contractors use the same subs, and sort of a close network. Was your Dad's network the same as yours now, or did you have to find and kind of develop a whole new set of professional relationships?

Lindsay McDonald Goodson ([12:54](https://www.rev.com/transcript-editor/shared/Cff5y02Ujea5qzNho0Es7TW6_3OY9k01fpjZCQmco20Iu67AIkoXN-7czooQ-3s7B0qLd2LROfx_M-4C-Al8PU8Kv7Q?loadFrom=DocumentDeeplink&ts=774.54)):

I would say for the most part of it, my relationships are very much the ones that have cultivated with me. Not because of me necessarily. I mean, my dad had... My dad and my company had a very good reputation for many, many years, but the big part of our company used to be a big new construction and commercial stuff, and we've been pulling away from that anyway, so a lot of those relationships naturally phased out as our focus changed.

Matt Wagner ([13:28](https://www.rev.com/transcript-editor/shared/aUDwE2E3T58ndpOceO4wmRRFvFhUmyLdesU2dOvr4ra31wZTuFJWyDm8_QXgILiWKP59QO3RzohNlO_qhBHgmq5ErA0?loadFrom=DocumentDeeplink&ts=808.08)):

As the business changed, you shifted.

Lindsay McDonald Goodson ([13:30](https://www.rev.com/transcript-editor/shared/Bg-bKUAb4FNq1PnYrJHtxojSH0t5upF-0W9Xy8_NEmaiWcMpgMc8yR2U1v2d2gdafFcBgCiCgyt3GwIs6sP8JVSszXI?loadFrom=DocumentDeeplink&ts=810.389999)):

And then so there's some contractors that we did work for then that we don't know, and there's some contractors that I still work with that we've been with since I've been here. I've picked up a lot of really great customer bases working for municipalities and school systems and things like that. So I've been doing the work here to grow these things for a really long time. So I would say they're different, but they're all really still hinged on the reputation that we've been building for 20 years.

Matt Wagner ([14:07](https://www.rev.com/transcript-editor/shared/5HsT4y4YTdXStpwW8CgXMthLgryodro7MCidfRijbgnEkth0mTbG5yb8IsrOos3fOPIWiXarCdxsds-RetYVoDOjg1A?loadFrom=DocumentDeeplink&ts=847.92)):

Yeah, you're still leveraging that brand identity that people think about when they hear Keith McDonald Plumbing.

Lindsay McDonald Goodson ([14:13](https://www.rev.com/transcript-editor/shared/ndQ_OGoamC8XopR-dCA9Z6j5TmDgRth1yN47uk73EUGM1vkBjsA6XeaxHUQc22lndgjR0Vi-VtnqkmRSTvqQWLYyNMw?loadFrom=DocumentDeeplink&ts=853.02)):

Yep.

Matt Wagner ([14:13](https://www.rev.com/transcript-editor/shared/dtsnRu2inkBKF7NBCHXnfGiftefNDAP89JKPUl4dIOdpkWpTGHbqboCNKx2EBwA19aEmtfoNrWudRtkEp5F-8hdEhuk?loadFrom=DocumentDeeplink&ts=853.47)):

Okay. So one of the legacies, I think... We've talked a little bit about this time period of the pandemic and how quickly we had trends shifting, especially demographic ones. And during the pandemic, we saw baby boomers retiring at such high numbers. It was actually tagged the great resignation or great retirement. And as such, when we do surveys of small business owners over the last few years, it seems like labor, workforce keep coming up as key concerns. And I'm wondering if you could talk a little bit about how this has impacted your industry in particular, and how you've responded to this challenge?

Lindsay McDonald Goodson ([15:04](https://www.rev.com/transcript-editor/shared/GCCi38G4OPfs5gD_h3eA25fI4xPCzZdiQNjZPM_nl0Rlzs0OAP-Lbps8s6u9nNWdXoE2vesm1Im4F0n-6_bUMho4IWY?loadFrom=DocumentDeeplink&ts=904.68)):

Well, unfortunately, even before the pandemic, plumbers were really hard to come by. I mean, our country has been focusing on higher education for the better last couple of decades. And trades...

Matt Wagner ([15:17](https://www.rev.com/transcript-editor/shared/dopyoBEEuZdBsaBQ8nDO_vNA0sG8ZUvUGzXR3BwLi_aRkaQTVrt3BpAimx1pt-y1-xrvSawijTVL1mVJ6xEOgYWMOKQ?loadFrom=DocumentDeeplink&ts=917.04)):

It's not a new phenomenon.

Lindsay McDonald Goodson ([15:18](https://www.rev.com/transcript-editor/shared/DXRbynLzZo-K38_f7gTYGFBVwAzaXjdVMy9GUUBRefPl-0H8GDWkQw8sQTejI21u_WPRe-elw__7WmqYOzUSRu8um0Q?loadFrom=DocumentDeeplink&ts=918.39)):

Right. It hadn't been... So that's already been really, really tough to find. I mean, for me to find a plumber, they're working somewhere already. Everybody's working hard to keep the people that they've got or they have their own company. So it just kind of became more about figuring out how to cultivate your own, finding the right employees who just have the right set of skills personally and a work ethic is all we were looking for. Capable and just willing to come to work and learn something. And that's where we had to stop worrying about finding the plumber and figuring out how to grow our own. Technology really, really, really had to help us in a lot of different ways.

([16:11](https://www.rev.com/transcript-editor/shared/bwxx63LheClf9f16yQb4tveNoAZFP69CfPMaL5Att9POGSH2XRPI-ZcCho8toup9URgvPedpyMNoNJ-Kmt760frxbAs?loadFrom=DocumentDeeplink&ts=971.279999)):

We used to do carbon copy work orders and 17 spreadsheets to cross reference this and that, and filing cabinets, and everything that I can do to find to cut as much of that out as possible, I do. These guys, they've got these apps on their phone that can help them price everything out. They can search for the material inside of it, which goes ahead and plugs the pricing in, marks it up, does everything. And anything to make their job easier in the field and faster means that we can do more each day. And then when we're doing less of the paperwork in the office, we can focus more on our customers and our employees and how to make their lives better. So technology is my best friend.

Matt Wagner ([16:59](https://www.rev.com/transcript-editor/shared/JvsM85fLM0YmrXlp33qfz3dSSiXm6iXGH0kMXE-55fk57zHoeoplpiHDgUTZiVLYhxF_IDIhee0_vpLldBHfE9bo8b8?loadFrom=DocumentDeeplink&ts=1019.91)):

Isn't that your best friend now?

Lindsay McDonald Goodson ([17:01](https://www.rev.com/transcript-editor/shared/x7zGeX46-l6ZQOQjMNGxhBjtucT3DKRA40HZIchwv_vromVrtEdVYDdIhxy9VLlFoRLSieauMEJ_Brj24NPmqgLjn-o?loadFrom=DocumentDeeplink&ts=1021.29)):

Yes.

Matt Wagner ([17:01](https://www.rev.com/transcript-editor/shared/YZ3ZSMbkxG5X0lutmvyL6Na-iy--9LjQYPQX0khzTWojbFKNopJOHTtOAJ62Ku8DqjiM9jMqWrl8EjnK6fUZr_-RSnQ?loadFrom=DocumentDeeplink&ts=1021.95)):

It's that sort of creativity and innovation that I picked up on in our initial focus group and obviously, what led to your exposure in the Wall Street Journal for the use of technology, and leveraging technology so that you could build more efficiency with your plumbers. And so I'm wondering what sort of changed for you since that article came out a little less than a year ago. What's it been like?

Lindsay McDonald Goodson ([17:30](https://www.rev.com/transcript-editor/shared/bMYhXNWKAQ1_H8GO1s5y4Owl5aaAsnXcv8q1S2bHsnrObG2iunp_fnHnmYRrOK9NnmlefUlFOxfui0LXDY6SdkQihfs?loadFrom=DocumentDeeplink&ts=1050.84)):

Well, I've been in more articles since then. Plumber Magazine covered that, a local Milledgeville Scene magazine here. I was asked to do, and now I wish I could remember the name of it, but it's a big French magazine. They had asked me to be part of it, but unfortunately, timing was not good for me to actually make that happen. So I kind of wish I had though. The biggest thing... But then when I got a screenshot of the article on Apple News, like the front scrolling page of Apple News, I was like, "That's cool."

Matt Wagner ([18:07](https://www.rev.com/transcript-editor/shared/zfbMaP2g0fS3InHFRpQlBOxB_eWBkerR-Ml4dffcFM7f7PCoupVb2vteBAi29UBLtgGVW7DQDFT2qu2wKCyy_XQfJXA?loadFrom=DocumentDeeplink&ts=1087.8)):

Wow.

Lindsay McDonald Goodson ([18:08](https://www.rev.com/transcript-editor/shared/pDbdpkBwE3fI2W99Du0EwrHx5ypbTI4QxH72nSkq8ZJECS3I-at7I2H3pCTzXNWj8SfBi-nY4QqBoD-uvjSGcWs6xLA?loadFrom=DocumentDeeplink&ts=1088.46)):

Front page of Wall Street Journal was the coolest obviously. But then all of a sudden here it's like you're right there on Apple News, so that was pretty cool. I think that the biggest thing that it's done is give me confidence because this is not a field that I'm traditionally meant to be part of or the front of. And it is sort of... There's always this thing in the back of my head that I want people to understand that I didn't arrive in this position the same way that the other people around me did.

([18:49](https://www.rev.com/transcript-editor/shared/Dsm1YO6mnpdpuoIEqrQH6R7isjUyKO6cxXU4octTYLqmh9kweM5DxfjA5bobymHaNTr4-eHnqXk5jisfi7oB7U32aWg?loadFrom=DocumentDeeplink&ts=1129.02)):

The other companies in town, they did everything completely differently. My dad did the hard work. He built it from the ground up, and I just wanted to see it keep going. And I was good at running the company, and it is a passion for me. So when you're out there, and all this gets thrown in your lap and you're really not sure how you're supposed to do all of it in the first place, and then you're kind of sitting there thinking to myself, "[inaudible 00:19:21] Everybody thinks I'm a joke," or "Everybody thinks I'm going to fail," or dah, dah, dah, dah.

([19:25](https://www.rev.com/transcript-editor/shared/32xKaJ_Dz2wc7ypR9mlk2ol3Wr9Zo4MjCSq0bi_OjbH62BukdLQm6NH2DwNrkbChuSarsgzoC22lnTFPdYef-TND8H0?loadFrom=DocumentDeeplink&ts=1165.559999)):

Then you get to be on the front of Wall Street Journal and it's just like, "Okay, I might not be doing it the same way everybody else was doing it, but I'm doing it my way." And that's not necessarily better, it's not worse, it's just different. And it's working. So the confidence is good even though every time somebody... This thing happens and somebody talks to me about it, I want to crawl into a little hole because I don't know how to talk about it. But yes, I think that's the biggest thing is it's let me know that I can do it.

Matt Wagner ([19:58](https://www.rev.com/transcript-editor/shared/UZsJyOLwH-upjb9kYlukQryi8vkBIy5WLPLioLgW4a4SMiRC7FsPhuLIGw0NaQMA5kw5m-FVpG3PkADJqbPyWjOPOsg?loadFrom=DocumentDeeplink&ts=1198.98)):

That's right. Maybe at a different pathway. But I think when you look at businesses overall, regardless of what sort of sector, they all have stages, they have life cycles to them, and someone needs to sort of launch and scale them. Some people take it from being very mature, but then do innovative and creative things that take it to a whole nother level. It sounds in many respects, that's certainly what you've done, and sort of proof is in the pudding. People are acknowledging that.

Lindsay McDonald Goodson ([20:32](https://www.rev.com/transcript-editor/shared/FFt9IsNBwVC0zV04r0YrpHvaxl-f4So08e39MLd2sJz_cWzM9TFyRUGn3BjJT0vtVXDFmTzI1MZ_irJsIpGx7ezl5q0?loadFrom=DocumentDeeplink&ts=1232.76)):

Yes, because people don't really... They think about a plumber when they need a plumber. That's it.

Matt Wagner ([20:38](https://www.rev.com/transcript-editor/shared/UG7C-qlSxxiH4mNPEH_J-zxLfzOF2sGDrOdujjLfucNc_U7IGrkrShMM1snXHA8TOXS7zKKltpL5YOdnD0nP-wPP0jI?loadFrom=DocumentDeeplink&ts=1238.43)):

They don't look behind the...

Lindsay McDonald Goodson ([20:39](https://www.rev.com/transcript-editor/shared/JfOUGISy3ww6zpfaS7sOCT6m3cmG9AqQbzW-Q2XPHUL15D90mkEChBg3W04cBOgfCfnE5Vmxvt42c_jU_RoeMLr8k44?loadFrom=DocumentDeeplink&ts=1239.51)):

When the toilet does not flush, that's when you think about a plumber. So it's nice to... Honestly, even bigger, it's just nice that it brings attention to trades in general, and then also letting females know, "If you want to do it, you can do it too." You know what I mean?

Matt Wagner ([21:00](https://www.rev.com/transcript-editor/shared/8P3X3iG--0apZjts2BfxbfiLzGU0WC7XKKrOX_B7NrCN8gowT2rIaaclWP77OsUoWQK87avwGe89pNDz_snYIzU4Gw8?loadFrom=DocumentDeeplink&ts=1260.0299999)):

That's right.

Lindsay McDonald Goodson ([21:00](https://www.rev.com/transcript-editor/shared/yrvZqJC9rY14Pd6XaTwjX5wzoiPOevHo0rqpFEgDUw4TqzQAUb5ZzorUVZwZNO92AHkuCohEMJH5ldMnT4dTAtswvx8?loadFrom=DocumentDeeplink&ts=1260.78)):

I don't have a single female plumber though and that is just... Makes me mad because I would really, really, really, really love that. But I guess, still traditionally, I just don't get applications, so I don't have anybody to hire yet.

Matt Wagner ([21:13](https://www.rev.com/transcript-editor/shared/YV1YW6loqlWjKpazsLYcCv6dR5uTmeyBbTQ3QALTdAu9RZWLCUq_bFMD3l7J_k7DSGpWJMDG5wfLBM-TYpRyxOnIPAE?loadFrom=DocumentDeeplink&ts=1273.71)):

Doing what you're doing is going to change that. You and I talked a little bit about, before we launched the podcast, about sort of the economy overall. And there's lots of media over the last year, "We're going into a recession." "Oh, we're going to be in a recession." "Oh, it's coming." But things have been going on for quite a while about these predictions around a challenging economic road ahead, and I'm sort of curious about how you're thinking about the economy, how you're thinking about your business, its potential impact and whether or not feature shifts are in order for your business.

Lindsay McDonald Goodson ([21:54](https://www.rev.com/transcript-editor/shared/76JM-y-8v0Ce1FEsWphVrY3pNBTgm4UEj3QVo58MpOfjdYhdt64MxQ1oNtRpAX9jIPSFOCCLjXc630-QG9bL6ofkYDo?loadFrom=DocumentDeeplink&ts=1314.99)):

Well, we went through 2008, 2009, which if it wasn't for local community bank, we should have gone bankrupt.

Matt Wagner ([22:04](https://www.rev.com/transcript-editor/shared/X38kLrEdxcL_qaYYYkjZv9p5ZURRwEw8dWElEmexLEjpbcmvZf-Vz-PIRiOChr5G7BhlJ_M58faeCTvvwTkAsqPirCY?loadFrom=DocumentDeeplink&ts=1324.05)):

Okay. The big housing crunch back in '08, '09.

Lindsay McDonald Goodson ([22:07](https://www.rev.com/transcript-editor/shared/nFIWuC_tBjprvXmC__y6dcD7_AB4eBVkWhr1WMO4X-nNC86X0htJj3hWGcHKg6VLBE7OcOtiJik4OBuF8nTVhbUQB7U?loadFrom=DocumentDeeplink&ts=1327.23)):

We definitely should have gone belly up for sure, but thankfully... Give a plug to Citizens Bank of the South for floating our company for many, many, many years.

Matt Wagner ([22:18](https://www.rev.com/transcript-editor/shared/btEMN9Z3qd05H8uiNfgVhGcNOCi1kNv_eIPhJu4dl9yQkY6aGmRVkKEvsxtza4fJdDi99f6nX1Dy2L7hww9_ow3Ub40?loadFrom=DocumentDeeplink&ts=1338.69)):

Value local banks. Nice.

Lindsay McDonald Goodson ([22:20](https://www.rev.com/transcript-editor/shared/GHKoJGRSn02FWEnG4efToBjrn9LIoESuord5OcSwQtod2ZcaT9y2cdhRv19b3VVYEsGBzhLcKgXCAZRFf28jC21CECA?loadFrom=DocumentDeeplink&ts=1340.73)):

Yes, they're amazing. But going through that has always made me just hyper aware that it's going to happen again. I mean, we see these things happen however often they do happen. It just comes and it goes. And so it's always sort of a contingency plan in the back of my head of, what's the next move? If this, then that. And always sort of having a pathway to look at if we find ourselves in a certain position. Pandemic actually was great for us. I think that people staying in their houses, using their toilets and their showers more, things broke more often, so they needed us. And people got tired of looking at the same four walls, so they remodeled, and we were doing remodels.

([23:11](https://www.rev.com/transcript-editor/shared/Cibvn70reSxfb1xHOiHETEGS0I9QmG2CjnU8uLfnMYI_SSEPOvx_ZIye-qhEsA5h5PJF9V5VsQqsAQO2bGDDzLx--sM?loadFrom=DocumentDeeplink&ts=1391.88)):

And then people from Atlanta decided they needed to come down to the lake so they can social distance with a view, and buying up properties and remodeling. So we actually just... It took off, but knowing the prices of lumber and what it cost to do these things, we knew it wasn't going to last long. And so we've been waiting, and we've been pulling away from new construction anyway and focusing on the customer themselves and not contractors. So in all of that, we've gained all of these individual customers and we've built the relationships. So now when they might not be doing the remodel, but the water heater's leaking, they're calling us back. So we've retained customers by doing that.

Matt Wagner ([24:06](https://www.rev.com/transcript-editor/shared/_jJC-iaitpuZCo1CUHQi9W8_fs4Po82pmP8iyaIelH04_egYhpFFysYXYpPYuBYp7PrhZhh9yS0hvpMoXSZt7S5TvMI?loadFrom=DocumentDeeplink&ts=1446.57)):

So it sounds like in the focus is transition from my client is the contractor where I'm really doing much more consumer engagement and building up my identity with them, so if there is a problem, I'm the first person or company they think about.

Lindsay McDonald Goodson ([24:23](https://www.rev.com/transcript-editor/shared/4XrDIDUx-ubBbJdq-SlJIx_jfAUp3m4o_HNGUVHntCbVurr6IboI61AB2pesc-WjkkwrEuBzA93rjdWlgeqt4nD-1zw?loadFrom=DocumentDeeplink&ts=1463.73)):

Right. And 2023 has been the first time I have experienced any lulls since 2015. And while there were definitely been moments of slight panic, like, "Why is the phone not ringing?" You're trying to decide to take that opportunity to really focus on what areas are we needing to work on? Do we need some training on this? What are some other avenues that we might need to be looking at that are right inside of our own wheelhouse? I mean, I'm not trying to go out and get into cleaning windows or installing gutters or anything like that.

Matt Wagner ([25:05](https://www.rev.com/transcript-editor/shared/80LG501cNXZPwuAGabO48-VLsWFJMCGSnu1uP31HBd9jxM5nCn4x59vY1NnTEtykU1ru7pWPLHl76T_wFQw4VuLXfNA?loadFrom=DocumentDeeplink&ts=1505.3699999)):

You're not going that diversion from the core business.

Lindsay McDonald Goodson ([25:07](https://www.rev.com/transcript-editor/shared/qrSZ6UPVVOjb76Rw5tQ7spxkUzQckIDtQGFBM5a7QvNOp49HwsHt79kACfhppKV4stAYm5cmKaA5O5Hm5qjh8jV0af8?loadFrom=DocumentDeeplink&ts=1507.05)):

What works right here with what we already have? What can we be doing? What can we be doing better, and how do we maybe even just expand our work area just a little bit? Not much. I'm not trying to drive two hours away.

Matt Wagner ([25:20](https://www.rev.com/transcript-editor/shared/BJ0k0b8cauoq77tLvif5qvL4Uk2DlLThUGe7wy-agHUE_67sRDx36fwdhvgrWaX4uSMutOf1EupNSSGaqvhRgMUM8lg?loadFrom=DocumentDeeplink&ts=1520.82)):

So geographically, maybe some expansion.

Lindsay McDonald Goodson ([25:23](https://www.rev.com/transcript-editor/shared/AbnLT4h0hGrFs-jRi4r5fMkq7eXieW9U-TUKN0V2XHyxz6vS9YmbBjS8RchsQmcnGSc86O6eNRIdN7p9iUSjv5NF5QM?loadFrom=DocumentDeeplink&ts=1523.01)):

Yeah, geographically a little expansion because we've really focused primarily on Milledgeville for a really long time, but we have Oconee, which is right there and with tons of people. So it's just kind of having a plan of action and utilizing that downtime a little bit to figure out the next step.

Matt Wagner ([25:43](https://www.rev.com/transcript-editor/shared/NXnzoV0VvGTZNo29Hlx5cKKRunKCkOe7y2sQnITG2X1gPJGpSc1OjGvmDNRFDNedDJoPtZli-Luth0HfojsuzSOHBaM?loadFrom=DocumentDeeplink&ts=1543.02)):

Taking a breath, thinking ahead.

Lindsay McDonald Goodson ([25:44](https://www.rev.com/transcript-editor/shared/Sn4i2fNHobcOrO1cm1N2NipXOiyoKEPhCwfQ2W4c0M3fj5H5nEFPBrRDRhPxxRsGFTfQr2O1Y4sY7xlgoJ6BJt9KEzw?loadFrom=DocumentDeeplink&ts=1544.82)):

And I've been liking the breath, honestly. I've been needing it for a long time.

Matt Wagner ([25:51](https://www.rev.com/transcript-editor/shared/tQtbhLU1iwhBMcywKcyfPxmLzQi6vspsrwSQDGdkLwFIYnO7vm9wKZVECabBCDXv2kbg5Ohl7s_sFlt3BGGAxT2mjPU?loadFrom=DocumentDeeplink&ts=1551.6)):

What aspects of being a business owner do you find most challenging, as well as rewarding? Sort of both sides of the coin?

Lindsay McDonald Goodson ([26:00](https://www.rev.com/transcript-editor/shared/MZW5qkRf-x465z34KD6Yckpa6uw6_H79hGH_Ww8ySFwwbeU5CbvWW_qoATN_wxQ2a6J08B8E8mvSF6uweu_IQ5puxxw?loadFrom=DocumentDeeplink&ts=1560.48)):

Well, the answer to both questions are employees.

Matt Wagner ([26:03](https://www.rev.com/transcript-editor/shared/kU3MBNFbXNIT_J1bjSNLBs-vSMYpZtLJoi2cTkvG8TiiJRbMJQAIGm2lJZCcfRQXciuHNtisbvmHOgR8WdAXGTqq21w?loadFrom=DocumentDeeplink&ts=1563.45)):

Oh, okay.

Lindsay McDonald Goodson ([26:05](https://www.rev.com/transcript-editor/shared/XwnFPL8ZtbvrnKH_FEB5rRUw4wmyKjRbNeJCXM6FwKMgGtkrD44k8TirDeugJPZRMaPsD00Nw5xAmZhbDdMJg61Rc1Q?loadFrom=DocumentDeeplink&ts=1565.789999)):

Employees are my biggest challenge. Most of my guys are pretty young, which is a good thing because they're capable and they get out there and they work hard, but then some days they don't want to come to work. They don't want to let you know until it's 30 minutes past their first job. But at the same time, I've hired some really amazing people who maybe have had a rough go at it for a while and was having a really hard time getting on their feet. And I've seen such amazing growth with people who maybe weren't going to get a chance with somebody else. And I really invest in them a lot, probably more than I should, honestly. But I love to see them, and so a lot of times I want to strangle them, and then I want to give them a hug. And the biggest thing right now I think...

Matt Wagner ([27:04](https://www.rev.com/transcript-editor/shared/GKnWFDrSlffXi4pHIbCnFVqO_4Ns1TobkPVbZex0G8oRgdrrK_hOhWikn5LBBXEbrMm-t9CBYoD9PiwZN_p8BK45Vy8?loadFrom=DocumentDeeplink&ts=1624.71)):

It's like a parent.

Lindsay McDonald Goodson ([27:08](https://www.rev.com/transcript-editor/shared/72s9qj5j8DOwWkwpUWV6SHROQF8u5IeTh4ORKytqkVjWmIfnmNpxtWcie7I_xiRZRU5u1zVq08htTxfamTc7wZhjv5A?loadFrom=DocumentDeeplink&ts=1628.19)):

Half of them call me mom. So it's very much like that. We are one big dysfunctional, crazy family, but we make it work. The biggest thing for me right now is even still, employee side, not so much as the workers in the field. I went from a business that had me and my dad and my mom. And me and my dad were sort of a team as far as making things happen. And my biggest thing is right now is I wish that I had that other person. I'm the one that has to sit down and do all the pricing, and I'm the one that has to make sure that all these things are getting done, the boxes are getting checked. I have so many different ideas of things that could be growth for my company. I have other ideas for other companies that I would love to venture into.

Matt Wagner ([28:02](https://www.rev.com/transcript-editor/shared/lA29aBQ9KlBhIdEg1NVvxH4ITEDYXydAimg_FxrKdLpyLuk8mbtpp_EhbeyeLGJlHF0jkOQkecQ0-BMUcYjHl8X1Phs?loadFrom=DocumentDeeplink&ts=1682.88)):

Sort of like spinoffs?

Lindsay McDonald Goodson ([28:04](https://www.rev.com/transcript-editor/shared/DL4s67WnfZfRiEYyn_A1S8r6lAAv8Q0YwUBjNncopejW6M6seTx3SzC9nqaKAv0n79L7oQe-vzlFS7z0zl9sOu9yC70?loadFrom=DocumentDeeplink&ts=1684.11)):

Yeah. And I have ideas for Milledgeville community-wise, but without having somebody here to hold down the fort so that I can have the time in those areas, that's been my biggest challenge lately. And it's been very frustrating because I have all of these things that are just brewing inside of me that I want to do and it's just...

Matt Wagner ([28:34](https://www.rev.com/transcript-editor/shared/sLCLYWx0MQCL7yR4UifRXbknoBiUJjl-7Ach7gC6Py9qSPCDydk3x3SoqqoqYnd0jNdbfK-Zu1Go729_2xxbHygRNhc?loadFrom=DocumentDeeplink&ts=1714.26)):

But no time to think through the strategy.

Lindsay McDonald Goodson ([28:38](https://www.rev.com/transcript-editor/shared/sFtI1jQg_esqREBrVxwnmhLmAPTDx3mX2d6Tnqb9tWWqc4Z8VQleS-JsIvP5DM64en6qDtefrhj6_rvJcyTfjdLmrmw?loadFrom=DocumentDeeplink&ts=1718.55)):

And then even if you do find that person, what's to say they don't leave in three years, and then we are right back to where you were? And how do you then manage everything you've added to your plate? So it's bad, I wish I had my dad back because that's somebody you can trust that's going to stay there and do the right thing. And my secretary is my other daughter. I mean, she is everything. She does so much, but there's only so much she can do. And she's not been in this for as long as I have, and she doesn't have the understanding that I do of how certain things work, so there's only so much that she can take. And then all of my guys, they're in the field and they need to be in the field. So it's like just one person, I just need one...

Matt Wagner ([29:24](https://www.rev.com/transcript-editor/shared/G5ntgVs9dCryFekAnm8WaeaPfPOCnIG0QFldwkcd4FqcT5CMIpgyOKv52GcIKY0-MFpIW2DPIQ27pt-8YIM72QJPyM0?loadFrom=DocumentDeeplink&ts=1764.45)):

Yeah. I just need to plug that one gap.

Lindsay McDonald Goodson ([29:26](https://www.rev.com/transcript-editor/shared/ih4_-BCbsKT0xxFq_vjt0YlEGv34Uw1bfwpnc0Qgn7OHfUQFTPK49b6tJf8bHEnGrjyQfK05tOvpSm7aa_8DX4N-eW8?loadFrom=DocumentDeeplink&ts=1766.37)):

And I stopped looking. We had tried for a long time to find that one person and it was disaster after disaster. And so I just said, "You know what? I'm going to stop looking." I've always found that when things are where they need to be, it somehow just falls into place. So I'm just going to let it progress the way it's supposed to.

Matt Wagner ([29:43](https://www.rev.com/transcript-editor/shared/Br8s-tsEuh8Mbbs1LDN-WIOJwANbcEQZrEjCpSYD-vKPnAP0XkoA-xC_K08pvhFHJO6Z32WT9lbFeGUp2BarR536I88?loadFrom=DocumentDeeplink&ts=1783.56)):

When it's time, it'll happen.

Lindsay McDonald Goodson ([29:44](https://www.rev.com/transcript-editor/shared/S13yVsBhuelM7Kd3ABwJ8won77VHn5Gxa6LdHvEEKiMrQwuEcXWPhx5-nFObqvM5uWa1CI8504IhyCBatIHbvs-DIIc?loadFrom=DocumentDeeplink&ts=1784.94)):

Yep.

Matt Wagner ([29:45](https://www.rev.com/transcript-editor/shared/paskYM4rrGA7aBKotBxIXHVx3fsB50YWctB06Brhhne6AMK6t7SaDf6E02zXgaPnvJ8BsHB5QdthygeaNNeGuV3BGAA?loadFrom=DocumentDeeplink&ts=1785.3)):

Yeah, I think so many small businesses find themselves in that sort of space where they've got many great ideas. There's no shortage of creativity or innovation with sort of main street small businesses, but finding the time between day-to-day operations, and thinking ahead, and growing and scaling...

Lindsay McDonald Goodson ([30:05](https://www.rev.com/transcript-editor/shared/Rbihh05LOowal0iyouAfddCc6jloJQWI308B_xGpR1U5UkjRX1BW-PngSQ1YfzRpDEC6Rv8vS_87hr6shoGi9XtRAAI?loadFrom=DocumentDeeplink&ts=1805.82)):

And then having two kids at home.

Matt Wagner ([30:06](https://www.rev.com/transcript-editor/shared/zwuDN1GpIAijuqlpBvtYha-dRbtP8hIdFdERcy0sSgroinYf9hvSfGEKmeKXTnwXOdq8x4e1ytTyPLaJywGqzwE7Z-s?loadFrom=DocumentDeeplink&ts=1806.57)):

Oh yeah, the personal life.

Lindsay McDonald Goodson ([30:06](https://www.rev.com/transcript-editor/shared/NEBN0xrldtN7QMK9FhP4f7QotEAsGYAzs0KzuSSLs9uGPLoj_zT9C2dTkVpPVrn5XGCe5gmhDb9PTEInH47zLYN1tWg?loadFrom=DocumentDeeplink&ts=1806.72)):

That whole being a mom part, baseball and gymnastics and stuff like that. So it's a lot and it's exhausting sometimes, but then at the same time you'll find yourself just wired up and just hungry for more.

Matt Wagner ([30:26](https://www.rev.com/transcript-editor/shared/OOaMuW1yjkcEv8ej6io7iw72YgINweqboPIQCDYQOB7hhFraSj52nBMW5c0KV1SSNW6O5YFDOE-QzCuLUMzVWZtVo3w?loadFrom=DocumentDeeplink&ts=1826.16)):

Totally, totally. You had mentioned you've got ideas for the community as well. And I think that's another sort of, I'll say, a natural affinity or interconnectedness between locally-owned small businesses and their community. I'm sort of curious what community means to you and to your business.

Lindsay McDonald Goodson ([30:48](https://www.rev.com/transcript-editor/shared/J_RYrkU-4BbAXkQhk6aaQcEJcuxfgK2eQ-FhmJxX5kt8czD0JxQ_7c0TLfIsnlQ_wneclxLTL9X755zpQoVYk-tpFpo?loadFrom=DocumentDeeplink&ts=1848.21)):

Well, if it wasn't for the community, I wouldn't have a business. My biggest focus is the customer. My biggest focus is my customers and my employees, and it's kind of going to transition into something else that we're going to talk about. But if I don't have those two things and I don't have a strong relationship with my community and my employees, then my numbers don't matter. They're not going to be good. And I love this town. My kids are here, they're going to grow up here. I want them to have healthy, happy lives and full of joy and fun and everything. So I want this community to be the best that it can be. And so I look at the people in my neighborhood. When somebody needs something, yep, I'm right there. The people here matter to me more than the contractor that's here from Tennessee that's only doing that one project, and then they move on to Florida or whatever. That doesn't mean as much to me. My customers, my people, this town, are my priority first and foremost.

Matt Wagner ([32:05](https://www.rev.com/transcript-editor/shared/UUu3r-nsqRrzjJ5KaMV2srG4PCXrgaFdrk4HdX_57tBBibHqntGhjjSQiDrlp7-Rs4gUmhNH1wjwSLmgnLp8nguih3Q?loadFrom=DocumentDeeplink&ts=1925.67)):

Hard to separate the two. They're so connected. Sort of closing out our discussion, what advice would you give to other businesses like yourself?

Lindsay McDonald Goodson ([32:19](https://www.rev.com/transcript-editor/shared/Tk8fOGLxS99PPS3mdlxnuf0Yqua5wOORztrM4SmUw5HCIIlCRQZCs4oQI4APzJE6yurzVnEUwX18BQqngyYK_yfRAfA?loadFrom=DocumentDeeplink&ts=1939.74)):

Well, back to being community-oriented, I mean, especially in a small town like this. We're not in Atlanta. You can go to a customer's house up there and burn their wallet up and take it, and it doesn't matter if they never call you again because you've got a population of millions to fill the backlog. So knowing what your community needs, knowing who's in your community, knowing where you need to be and how you need to be helpful is the only way you're going to get the numbers where you want them to be.

Matt Wagner ([32:54](https://www.rev.com/transcript-editor/shared/xui32a0npY5pIUz-hkGBwZmKro9DU_MtFiqcvI-KL85V2rep5XCcoV1vHJ0CZP0JWxbrFecKo8744NqEmYUT4XLw-OQ?loadFrom=DocumentDeeplink&ts=1974.21)):

Sort of like you get what you give.

Lindsay McDonald Goodson ([32:55](https://www.rev.com/transcript-editor/shared/p6immqRQcFpozPaTmnTWM3_z4rzl12tJIdP6VBponijHhg4T4h5zi6OwNy_9eBS6Ydm7xKLqdLWZ6JFmpIuyrmUgKHE?loadFrom=DocumentDeeplink&ts=1975.68)):

Right. And the third would be that, I mean, employees are your backbone. In what we do, I can't just walk up to... I can't just hire somebody tomorrow and give them two hours of training and them be able to step in and do the job. This is years worth of learning and training to cultivate a good employee. And if they leave, that's a lot of investment that is gone and not easily replaced at all. So treating them as if they're people and not just your employee is huge. And I say it all the time, and everybody that I talk to. I tell my employees, "We work to live. We do not live to work."

([33:46](https://www.rev.com/transcript-editor/shared/jCo4pisMSAq4-NGZahfGbOo_a9eGv1aDUGe3ZFms1TwlV7LQu_ZPCETOAiRhRG4Xra3yLlHNhRYtZtAmxYjMhFInBVU?loadFrom=DocumentDeeplink&ts=2026.23)):

Your life outside of this place is what ultimately matters the most. So work happiness, health happiness, your family comes first. Your goals are what your goals are. I don't expect anybody's ever going to stay with me forever. I think that people who are perfectly capable of doing things should go out and do whatever they can do to make the best of themselves. And I want my guys to know that, look, when it comes time and you're going to go do something on your own, let me know. I only help you get your foot where you need to be so you don't drown because I've been in this for a long time, and I've seen us need the life preserver big time.

([34:25](https://www.rev.com/transcript-editor/shared/YFfWlzUaKhV0ewRkP9WGuAK4m20dXNcMrcl9i0U2lbDz42Mq_Pi0Qj3oacXB6eodK1aH5bMptiyG2ApCay8LXi61MZU?loadFrom=DocumentDeeplink&ts=2065.62)):

And then the third is, worry about you. Worry about your business. What the company over here is doing doesn't matter. What the company down the street or in the next town, or the company that just moved over, doesn't matter. The only competition that you should have is yourself. And how do you make yourself better every single day? Because there's enough work for everybody. I can pick up the phone and call most any of the other plumbers in town. Just last week, one of them called me, asked me if they could borrow such and such and this. And I've got another plumber that'll pull into my driveway and, "Hey, can I grab something out of your warehouse?" "Sure." I mean, you got to have that relationship with other people. Competition is a good thing.

Matt Wagner ([35:08](https://www.rev.com/transcript-editor/shared/EllnyPPoGcAFhft77Wb3l-oQnEtS1aXkOa1LVviS_NAi70JyOY3J0uSSFNZuFu-nMtpGOdksbJJPrRp35W5ShEJ_Hpg?loadFrom=DocumentDeeplink&ts=2108.4899999)):

Yeah. Yeah. And it's also like what we tell communities from the Main Street side. You don't have to follow, be what makes you unique, be what makes you special and grow from there.

Lindsay McDonald Goodson ([35:19](https://www.rev.com/transcript-editor/shared/myKsofrtZBboJzqPH_redndzeuvLuMf3KYzNYxXchUhsPREheJSwTkAafYtRBxqqPjmMww8aphTdajnH0vjYyYnzDNk?loadFrom=DocumentDeeplink&ts=2119.29)):

My dad always said, the only thing we worry about is what's in our four corners.

Matt Wagner ([35:23](https://www.rev.com/transcript-editor/shared/kVs4rHnyyS-v-Eqr6H1-jcYkx-RGp-MyBZl7th2UimqFF0voKUcWoGuDWZjb9yKTOvs47rofXKfDB3eEcZ8lMxyd81E?loadFrom=DocumentDeeplink&ts=2123.549999)):

Yeah. Nice.

Lindsay McDonald Goodson ([35:24](https://www.rev.com/transcript-editor/shared/BXLW87-kx99lkCFbm9EwU8FTFfZE5Y3WAbpAGkn0m-FhV4kmUAVw2ZDNvV8LbXGyWwexvvuZXp2r17Z8l76kpBYMs2U?loadFrom=DocumentDeeplink&ts=2124.2399999)):

Outside of that doesn't matter. And so, family and what we do is what matters, and that's it.

Matt Wagner ([35:31](https://www.rev.com/transcript-editor/shared/7KZf0Buahbel0_PompCJ4h3iEtLZaii0JPSlrnZMtoTQ0aWm4nW50OshgXVDrH7mcSSJ5ZId52s0HiLgB-kOjvX27tA?loadFrom=DocumentDeeplink&ts=2131.53)):

Well said. I just want to thank you so much for sharing your story, for joining me today on the podcast and best of luck with everything.

Lindsay McDonald Goodson ([35:42](https://www.rev.com/transcript-editor/shared/UdxVN1hRd8mdYdKjdF0f_Pl7g52cLePJ-UekxqutMcpXZXovEtv4uNtLjpSPNcAGnE52Ret_comrHuTmIa3fez3ToFo?loadFrom=DocumentDeeplink&ts=2142.36)):

Thank you. Thank you so much.

Matt Wagner ([35:54](https://www.rev.com/transcript-editor/shared/9YrvxM4IFcGO2Qu-4iFr-UuYceNhr1tE8999GlQedjKTLGpAhoUEfYeBwai6dnsqbbIDPz_BgBgXf1l0GhsBWHekpPs?loadFrom=DocumentDeeplink&ts=2154.479999)):

So there you have it. I hope you enjoyed the conversation with Lindsay McDonald Goodson, owner of Keith McDonald Plumbing in Milledgeville, Georgia. There are so many important lessons both new and young entrepreneurs can learn from Lindsay's experience. The first is simply to believe in yourself. You'll make mistakes, but as my former boss, Patrice Fry would always say, "Don't let perfection be the enemy of good." I'm always going to remember that, Patrice. We've also gained some tremendous insight into carving your own pathway, from the importance of developing your business networks, to adopting new technologies perhaps before they're tried and true. So as always, if you're a business owner, I hope this episode has provided plenty of new insights, solutions, and inspirations. And as consumers, please continue to support your local small businesses. They're so important to our local and national economies, and most importantly, they provide and promote quality of living to the places we all call home.

([36:54](https://www.rev.com/transcript-editor/shared/5Hk4wGKAxaGXTRl1xbEpPa9h-U4C2-2DW-o4z_o5EqPm1CuQ8UyRISOqXbkxUziEXkPRdEwHbeK7ZW6uB3ca4Quht1Q?loadFrom=DocumentDeeplink&ts=2214.809999)):

That's going to do it for this episode of the Main Street Business Insight Podcast. Thanks for listening. Please rate and review us, and as always, be sure to subscribe and tell your friends, family, neighbors, and colleagues so you all can catch the next episode when I'll be in Helena, Arkansas, sitting down with Harvey Williams Jr, co-founder and CEO of the Delta Dirt Distillery, the only black-owned farm to distillery in the United States, and a business that's leading the revitalization charge in downtown Helena. And I promise I didn't do any taste testing until after the recording. Don't miss it. We'll see you then, and thanks for all the support.

Speaker 1 ([37:40](https://www.rev.com/transcript-editor/shared/lGwBIBx85eQ1qR2fdjcnGZ2GdaEUBfK70Z06X3d46SkHmH5Ymd5qi8-RCMoZ9NR1r5Y3Afo5wSB-78SbI2RqQNHSJf4?loadFrom=DocumentDeeplink&ts=2260.889999)):

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