

WTC 'WIC Week Recap' with Christi and Angela

[00:00:00] **Christi Powell:** Hey, podcast listeners, this is Christi Powell. I'm here today with Angela Gardner, Women Talk Instruction. Hi, Angela. How are you today?

[00:00:11] **Angela Gardner:** Hey, Christi. I'm great. I'm good. It's Friday.

So it's raining outside and we have a few thunderstorms happening. I'm still, it's Friday!

[00:00:24] **Christi Powell:** the weekend coming. So yes, Fridays are always nice. And By the way, because of the storms, please disregard any storm noise that you might hear in the back of this podcast today. Um, we're going to do something a little different today that we don't get to do a lot.

And that's just have a conversation between the two of us. So that you all can hear what's been going on. I'm sure you've seen because of our fantastic, what do I want to call Angela, social media concierge. She's like the bomb when it comes to, well, I'm learning from her. She's just really highlighting other people, making sure that we're serving our industry and just love her.

But I know, you know, that we've had a lot going on and we're just going to talk a little bit about. You know, Women in Construction Week, International Women's Day, and Women's History Month because we have been slammed. a good slammed, but we just wanted to talk about the real things that happen when we're slammed and why it's so important and why, you know, why we do what we do every day.

It does feed a passion, but that passion also sometimes exhausts us. So, um, I'm just going to ask Angela a few questions about, uh, what she's been up to. I podcast where Angela is going to interview me, I luckily, or Unluckily scheduled a vacation 18 months prior to women in construction week and I had no idea that was the same week.

So it was a, it was a fun week trying to relax during all the things going on.

[00:02:01] **Angela Gardner:** Oh yeah. Yeah. Let me just mention something before you get started because another reason why we're doing this is because

we, you and I both got probably at least a hundred people or more that reached out to us and wanted to collaborate, especially during just this week.

And in a way, we're kind of sharing with you what happened so that you know why we, we, this is just not a great week for us to collaborate on anything because we're already doing so much. But, um, I just wanted to say that.

[00:02:28] **Christi Powell:** Yeah, that's good. That's really good. Cause we hate to say no, especially when it comes to uplifting other women anywhere for any reason.

Like a company or anything, right? . And of course our jobs are first priority.

[00:02:42] **Angela Gardner:** Yeah. Yes. Our jobs are first priority.

[00:02:44] **Christi Powell:** But, so I guess we'll get started.

[00:02:44] **Angela Gardner:** Yes. Yeah, let's do it.

[00:02:49] **Christi Powell:** Okay. So because I was a far, very little cell phone service, standing on a picnic table on one leg and holding an arm up...

[00:03:02] **Christi Powell:** well, don't tell Michael because he was trying to take a picture when it happened.

[00:03:06] **Angela Gardner:** He might

[00:03:06] **Christi Powell:** have to ask him about it. Get it. Yes. Uh, please know, uh, women in construction week for me is exciting. It's empowering. It's fulfilling and uplifting, but also exhausting and people y and yes, that is a word I have a, I have a sign. What is it? It's a sign. How do you spell that? My husband has a sign on his dresser that says it's too peopley out there.

[00:03:34] **Angela Gardner:** Oh, I love it.

[00:03:35] **Christi Powell:** Yeah. He really does like quiet and you know, just alone time a lot. Yeah. So, but it's, so let me go back to what I was saying. So it's also exhausting, right? It's uplifting. It's amazing. We all feel energized. But it's also exhausting, people y, you know, the new word, my new word, and overstimulating.

I felt like that was a really good word to use. How do you adjust to all the hype and then go back to the normal everyday business of life and work after

[00:04:08] **Angela Gardner:** ramping

[00:04:09] **Christi Powell:** up? Probably not. But. Not for us. When I was thinking of this question, though, I was thinking of it from a perspective of we get really excited, ramped up.

Yeah. We love the attention there is on women in our industry, women in general. It's really cool to see all the people highlighting them. And then you have to go back to like reality where. We're the only, you know, all of our groups, the people that are really focused on it are the only ones talking about it again.

Right.

[00:04:39] **Angela Gardner:** Yeah. Well, you know what, I made sure that on our post we talked about the fact that this doesn't need to be just a week. Right? Or a month. Right. And I even. Made that comment on other people's posts too. And so, and I feel like that's how our audience feels and I'm talking men and women. So I guess if that kind of answers your question a little bit about that, you know, I think I feel like it should be now, of course.

Doing all this for one week, you know, because we all need to participate And take advantage of it because everyone else is right, right, right? We had our women construction forum group sharing Tommy jones was sharing every day all the cool projects at clemson Yes, and all the women on it and younger women too.

And so, you know, we we want to be a part of that That's and we're making an impact

[00:05:29] **Christi Powell:** right like that It, all we wanted when we started this was to see more women lifting up other women and showcasing the fact that they're really good at their jobs. Right. Whatever that happens to be, you could be a hairdresser.

Talk about it. You know, talk about it. You're good at it. Do it. Yeah.

[00:05:50] **Angela Gardner:** Yeah.

[00:05:51] **Christi Powell:** All the things or

[00:05:52] **Angela Gardner:** even be a CEO. Cause

[00:05:55] **Christi Powell:** we're hoping that what we're doing is encouraging other women to step up and say, Hey, I'm doing this too. I'm doing this too. I'm doing this too. And I'm helping other women. Unifying women is like a big passion of mine.

So anyway, so what I really wanted to hit on was sometimes after all that hype, I do get, I don't know if it's the exhaustion, I don't know if it's hormones. I don't know if it's, Just the let down of all the energy that just like was so fulfilling during that week. But oftentimes I'll get in a little slump after all of it is over.

And I was just wondering, like, that was, that's kind of where my question was going to lead. About the normal everyday business and getting back to life when you, you got all this energy and all this hype, and then you got to get back to your regular. Oh, I got to cook breakfast. I got to do groceries. Like, how do you adjust?

I still

[00:06:51] **Angela Gardner:** had to do a lot of the cook dinner. I did that last week too. We went out a lot. Um, you know, it, I just do it. Now, I'm not saying that I don't, you know, have days and I tell you this moments when I've just, you know, my mindset is not in a great place, but I know that about myself and I, and I even shared on social that, you know, even when I'm like, say I have a busy work day, I take a, I take a step away from my laptop and I walk around or I stretch.

I know my body needs different things now because I'm older. And I need that to, you know, get a fresh perspective and, but yeah, last week it was last week, right? Yes. It was a lot. So, but I know that we have to do that and that's what we do. Yes. And then we get a break. Yes.

[00:07:41] **Christi Powell:** Well, that's good. I just wanted you to share that because people think, I mean, you even posted something about a superwoman this morning, right?

Oh, Wonder Woman.

[00:07:49] **Angela Gardner:** Well, that, yeah. Wonder Woman. Yeah. We

[00:07:51] **Christi Powell:** really aren't Wonder Woman. We really aren't Wonder Woman. I'm an average everyday dork like that, literally. You're not a dork. That is my title in my family. So, you know, I get up every morning and I deal with the same things everybody else does. And just because social media looks like We have it all together and we're doing everything perfectly.

We don't, um, we do have days that we aren't perfect and it's okay. It really is okay. And we are surrounded by friends and colleagues and peers that are okay with that too. Us not being okay all the time. Day and being superwoman. Now we still have to be superwoman to the kids because kids don't allow us to be anything less some days, but that's why I wanted to share that question.

Telling

[00:08:38] **Angela Gardner:** your stories to the right people is our job. Building things is yours. Till house is a small woman owned full service marketing agency. C. Specializing in helping businesses realize their full potential and then grow into that potential. Telling your story is an art, and we take pride in our craft till house, where stories meet strategy.

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[00:09:15] **Christi Powell:** All right, so another thing that you did this week that I really wanted to highlight, okay. You went and talked on a panel of some amazing women at the CTE. So first of all, tell us what CTE is and then tell us a little bit about that conversation that happened on that panel.

[00:09:30] **Angela Gardner:** They had two panels, one in the morning, one in the afternoon.

And I went to that one and that was on Friday and it was awesome. I got to sit there with For other amazing women doing work, you know, in most of them in non traditional sectors, one was going to be, well, one is at Sage. She works there. I think she's the marketing VP for that company. And that's a manufacturing all over.

I think they're all over the world. And they mainly do automotive parts and then there's another woman that just recently is starting an organization in Spartanburg, and she's just a phenom. And then there's, I don't remember their name. Sorry. I'll definitely mention them in the post and highlight

[00:10:11] **Christi Powell:** them.

I just pulled up their Instagram. So I was going to talk a little bit more about them. If you don't care real quick about CTE innovation, it says GCS technology center offers new programs, aerospace, emerging automotive research, energy, networking, and cybersecurity automation or robotics. It does not say anywhere on their website, what CTE actually stands for, but I'm assuming it's communications.

Technology and possibly engineering.

[00:10:39] **Angela Gardner:** I'm I don't, I think it's center technology. I don't know, but they're doing really cool things with students. And if you ever are in that state and want to visit, that's an awesome career center in our area and Katie. Who is the quarter is amazing. I think she's a executive director.

She lifts up her students totally. And we have, we're so lucky to have a lot of career centers around in Anderson, Oconee, you know, Spartanburg, Greenville that, that do this. And, and I'm sure there are so many more out there across the U S and yes. And that's what we

[00:11:14] **Christi Powell:** need. Yeah. And if you are a career center and you're listening to this podcast, or you know, somebody that.

runs a career center anywhere in the United States. We would love to connect with them for a number of reasons, just to make sure that we are supporting you in any way that we can.

[00:11:29] **Angela Gardner:** Yeah.

[00:11:30] **Christi Powell:** So, all right, let's move on to the next one. Angela, next question, unless you have something else you want to add to that.

No, but

[00:11:36] **Angela Gardner:** I kind of wanted just to go through like what I actually did that whole week. So people, is that one of your questions? Yeah. Yeah. Well,

[00:11:43] **Christi Powell:** so you can do that, but let me ask you one more question before you do that for us. Okay. Just so y'all can see that Angela is a wonder woman. You ought to see this list, by the way.

I know you're an amazing brand builder and social media concierge. I don't even know if I spelled that right on my notes. Can you give the audience some background on how much work it took for you to be engaged all week and why it's so important during the best week in our industry for women?

[00:12:12] **Angela Gardner:** That's hard to answer.

I mean, of course, what motivates me is seeing others responses to what we're doing. I mean, I love getting feedback, you and I both, and that motivates me tremendously. Me too. And seeing success and so, you know, I just plow through it plus it's just important for everyone to see because that's the most visible week for all of us and and then we need to be doing what you and I do is we're also.

You know, liking other people's posts, and liking what other people are doing, and sharing what other people are doing. Sharing other events. Yes, it's not about us. Right. It's about others. And hopefully we express that. Maybe in an indirect way through the way we share on social or on our podcast or on our YouTube channel.

So that's what I would say.

[00:13:11] **Christi Powell:** Okay. So before Angela starts this long list, I couldn't even read fast enough to finish on time. I want to say that. I just want to say something about Angela. She's probably, she doesn't know I'm going to do this.

[00:13:24] **Angela Gardner:** Oh my goodness. We didn't, we

[00:13:27] **Christi Powell:** didn't go over this. We didn't. I wouldn't, but I just have to say that you are so inspiring to other people because you're always thinking of others first.

And I just wanted to tell you that. So everything that she's going to getting ready to list that she did this week, she does it with fervor. She does it with kindness. She does it with the best attitude. And I can be honest with you when I've got way too many things going on on my calendar. Sometimes my attitude is less than stellar, but, um, I try real hard, but Angela always has a smile on her face and she's really great at just making people feel welcome.

[00:14:03] **Angela Gardner:** Well, I feel the same way about you and you are that too. And I think that I know that's why we make a really good team go team, right?

[00:14:14] **Christi Powell:** Yeah. High Absolutely. All right. So go. Wait, wait. One more thing real quick. Yeah. If you're listening and you want to learn more about social media and how to really make a big impact, that matters where you're an impactor and not an influencer.

Take note of some of the things Angela's getting ready to say.

[00:14:31] **Angela Gardner:** Yeah. Yeah. Definitely use it. So. Okay. I'm going to get through this real quick. So Monday through Friday, I was basically totally busy. Plus we have other things going on all throughout the month. So. Okay. But of course, I needed to post every day on my personal account on the Women's Talk Construction account, and then I was also managing the Hill account to make sure it was, you know, What we needed to get out there and then which we're also

[00:14:55] **Christi Powell:** helping women confidence builders during that time.

[00:14:58] **Angela Gardner:** Oh, yeah. Women confidence builders and women construction for, um, and then the 1st day on Monday, I went to an Anderson chamber luncheon. And that was a lot of fun, so I got to connect with Mr construction because Matt came to that. And then the next day on Tuesday, I went to an ABC Carolina's breakfast where we talked about.

I know it was really cool. Brian spoke and he talked about building resilience around marketing in times of economic uncertainty. And actually I would really like to make a separate podcast on just that for you and me. So let's do it. Yeah. Okay. And then, oh, this was a Carhartt shirt that my team gave me for women.

And we gave all of our women this, um, really cool three quarter. Yeah, it's really, it's really nice. It's very hot right now, but I wanted to wear it. And then I went to a women competence builders event on Wednesday where the whole thing was awesome. But of course I did have a focused, um, share where, um, my marketing team that I work with four different consultants, they got together, did a panel on how you build your dream team, because that's what I feel like I've done with all of them and they're super wonderful.

Yeah, and I mean, that whole show was wonderful. I got to meet a lot of people that I hadn't seen face to face. So Alicia was one of them, but I'm not going to go into all that. And then I had a 6 a. m. safety meeting on Thursday, which means I have to get up at 4 a. m. You'll see my nice little video on that on Instagram if you want to check that out.

And then I also did, we had shared a, um, and I'm going to listen to this. Paramex, um, sent us, me and us, a safety vest that's specifically made for women. And so what I did was I had, and of course all the guys really like the fact that it has this really soft material on the

[00:16:54] **Christi Powell:** back. If you're watching on YouTube, you can see this, but since you're listening on a podcast, it is some soft material that like surrounds your skin on the desk.

[00:17:03] **Angela Gardner:** Yeah, well, and then you can also see it on a post, but, um, and we'll probably share about this more. I got a couple of my women to check where that, and we did a post about that for them. And then on Friday, I went to a, that was International Women's Day, and I went to an Anderson Chamber Luncheon, Women's Luncheon, which was cool.

That's where I did the CTE Innovation Center Women's Panel, which was super cool. Thanks, Katie. And then I went to dinner with two peers in construction, and that was awesome. But. You know, I want to share this too. There are other things that we, that you and I have happening to, you know, we have a, we're going to get ready to do a panel with the women in engineering at Anderson university.

I kind of pushed that out because we couldn't do everything in one week. And then what else? We have a women construction forum, happy hour. That's coming out. That's next week. And that's really, that's a lot of fun. And then of course, you know, we have, I consider these recordings that you and I get to do, you know, very special.

And we got a few of those in just a second. We're going to get on, but it's, it's, it's always a fun month and especially a fun week, but of course it's, it's super special when we can do this. all year round, right? Yes. And that's what you and I

[00:18:18] **Christi Powell:** get to do. Yeah. And I'll tell you what else I think is special that really like highlighted, um, the week for me, even though I was trying to take a vacation.

Is that the men that we work with every single day? Yeah. Three years ago looked a lot different than the, the male allies that we have today. And I felt like that was a really big celebration to reflect on that this week.

[00:18:43] **Angela Gardner:** Yeah, I agree. Yeah. It was awesome to see a lot of their comments. It's really great.

So everyone out there keep doing it, keep sharing and, um, because they really mean a lot to everyone, right? Yeah.

[00:18:58] **Christi Powell:** Yeah, it does. Well, the, the men that are supporting us as allies are, are going to be heard by the other men who are not listening or, or they just don't paying attention. Right. Maybe they're just not have been around anybody to talk about the conversation, but the men, male allies are going to be heard easier and better.

So we really want all the men that we can get involved. Yeah. Right.

[00:19:24] **Angela Gardner:** Yeah.

[00:19:24] **Christi Powell:** Well, it was a great conversation today, Angela, and it was great to hear like what went on for you all week. I know that it wasn't easy because we do it together a lot, but sometimes we were helping.

[00:19:37] **Angela Gardner:** I was helping.

[00:19:38] **Christi Powell:** I was helping a little.

You'll hear a little bit more about my story later, but yeah, Angela, for everything you did during women in construction, women history week.

[00:19:47] **Angela Gardner:** I did it for everyone. Thank you listeners. Well,

[00:19:57] **Christi Powell:** that's all for this episode. Thank you so much for listening to the women talk construction podcast with your host, Christy Powell and Angela Gardner. See you next time.