

Wichita Chamber Business Accelerator

Episode 72

Marty and Jeremy Johnson

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Don and Ebony: [00:00:00] Welcome to another exciting edition of WCBA powered, of course, by Evergy for thank you for listening. Don't forget to like us, love us, share us. We truly appreciate you checking us out. We have in the house Johnson's Garden Center, I'm so excited. I have one of my best homies Marty here today and he brings with him, his son, Jeremy.

Marty & Jeremy Johnson: It's all the other way around. He brought me,



Don and Ebony: Well, let's get back. Do you consider her a homie or even a

Marty & Jeremy Johnson: A good friend.

know, but I always see her at Jenny Dawn Cellars. I don't know what it is.

Don and Ebony: Well,

Marty & Jeremy Johnson: that's where

Don and Ebony: that's

Marty & Jeremy Johnson: always run into each other.

Don and Ebony: nice. Excellent. As I was saying before I was rudely interrupted. We have two fine gentlemen here with us. Tell us a little bit about who you are and what you do.

Marty & Jeremy Johnson: We have Johnson's Garden Centers. Four generation business, I guess, five with, the granddaughters. We'll see. th th they do work. there and do work there, but, no, it's, I think for both of us, it's the only job we've ever had outside.

We both worked at Blue Bell nursery in Manhattan, When we went to K state, only the only place we've ever we've ever worked at the garden center. So that's what we do.

Yeah. it's, we're kind of full service garden center in, in the Wichita area. have a two retail stores and a landscape distribution center, and that keeps us plenty busy. So We've got our east stores 21st and Woodlawn.

Our west stores, west 13th, about a mile east of West street and then our distribution centers up north of the zoo.

Don and Ebony: And what was the original location?

Marty & Jeremy Johnson: The 13th

Don and Ebony: 13th street, right? Yeah. Yeah. And 13th street. Give us a little bit of history on this 13th street location and where it all began because it didn't start with Marty.

A lot of people think that it may have started with Marty. Right. But it didn't. It started before him tell us,

Marty & Jeremy Johnson: I guess, I guess we call it our original location. There were a couple locations previous. So this is maybe our oldest location. Originally.

My grandfather had a he's. he started. out, truck farming, raising fruits and vegetables. and then he had a fruit stand on the old Cannonball highway.

I'm getting blank stares that's that's what's that's what's.

Now how about 54. And it, he was at West street and Maple and the highway, the old stage coaches went and went past there back in the day, but he had a fruit and vegetable market with his. I think In-laws. It was called Johnson and Benford and then you know, we need to find the history. They moved to Oklahoma. They were down at Caw City.

My dad was in the second grade. They moved, they moved back here. And then, during when my father was overseas during world war two, Ori bought the land on west 13th, which is what is now our, our original store.

Don and Ebony: And Ori is your Grandfather.

Marty & Jeremy Johnson: Is my grandfather, yes.

Don and Ebony: That is such a dope history.

Marty & Jeremy Johnson: And the, and that building is part of our store structure.

Right now you can look in the floor of that, which is kind of neat. You can see the old foundations where they've patched it in. And, we did some remodeling several years ago and we got to see, we took down our shelving units and. there were, You know, they had patched the walls close up the windows. And so it was kind of neat seeing the, how the building was back in the day.

Don and Ebony: That is so awesome. And it began in 19 what?

Marty & Jeremy Johnson: 28 is where we go, what we, we go back to.

Don and Ebony: 1928, still going today. Very strong. And I know you're in business because my mom spends all her money there.

Like literally every day, but no, that's really awesome. And so you said five generations, but right.

Marty & Jeremy Johnson: I'm

Don and Ebony: you're a force.

Marty & Jeremy Johnson: two daughters that do work occasionally or [00:05:00] one works occasionally one works. She's on the schedule and workforce during the spring season. So,

Don and Ebony: So tell us what this looks like on the inside of this.

Do you, so when you were kids, well, you just got in the garden in the nursery and you just start working at the age of like five.

Marty & Jeremy Johnson: Not, not too far off. I have two brothers and two sisters. We live next door to the store and I think. mom would send the three boys up to the garden center. You know, we, we worked, we see that the sisters were learning to play the piano and musical instruments.

Where the boys, you know, we'd like to play outside. build Fords, dig, dig in the dirt. And, And so we went up there and just, yeah, we started, working at, at, I remember 25 cents an hour. what we were getting paid. and My dad. always. I didn't agree with that, but I think he was 25 cents an hour back in the day, but no, we went up there and played around and, and each of the, three sons, my brother Wes was he, oh my grandfather, Ori was in the greenhouse and Wes kind of worked with him and Linden and I were in the store and in the nursery. So each kind of went our own different directions and, and have made each of the three sons have made careers. In horticulture.

Don and Ebony: That is awesome. And so that's what you went to K state

Marty & Jeremy Johnson: and went to K state. Yes.

Don and Ebony: Okay, wonderful. And what age did you start him in the business?

Marty & Jeremy Johnson: I think I actually got paid less.

Don and Ebony: That's not possible.

Marty & Jeremy Johnson: you, but back when I was, was, you know, elementary school, I would I think kind of like dad and his brothers would get, get. sent to work With with dad. And, we, back in those days, we had our carry out cardboard trays that we would give to to customers to have to carry their purchases out. And those were stapled and we had this big foot actuated stapler that was taller than I was. But, each of those boxes would take a staple on every on all four corners.

And I got paid a penny a penny, a box to staple those boxes. but yeah, so, you know, I I kind of growing up. Around the stores crawling around the bags of fertilizer, and, kinda just grew up, grew up with it.

Don and Ebony: That's awesome. Well, thank you for sharing that. And so I'm going to turn it over to Don here to in a minute, but I'm really fascinated. So how many employees do you all have or do you even know how many employees it started with versus what it is today?

Marty & Jeremy Johnson: I have no idea how many we have now.

Jeremy Jeremy knows. It started. back, you know, I can remember growing up. It was Ori and Harold, and there were a handful maybe, I don't know, eight, 10 other employees you know, back in the 1960s. you know, right now we're probably, this would be our fullest employment time of the year. And we're probably at 80, to 85. people working. Full-time part-time. Yeah.

Don and Ebony: So you have growers, you have, retail. Something because everyone, anytime you walk in the store, everyone's very knowledgeable. Like, so where do you like get them from? I mean, do you have to have a background in horticulture to work there? I mean, can can Don work there and he knows, I mean, not a lot. Wow. A long

Marty & Jeremy Johnson: time

Don and Ebony: answer.

I just

Marty & Jeremy Johnson: Sure. He can.

Don and Ebony: that was a nice answer. Jeremy is shaking his head. No.

Marty & Jeremy Johnson: This time a year, it's a, You know, we, we, we do look at people with horticulture background, but we also look for people that are just personable and can deal with the public and then are willing to, about our products. We're still learning constantly. And we've been, we've been done this all our, all our lives. So you know, it's a, it's a huge field to, to learn, And, but, you know, we, the people we get in there's, there's things that happen at different times of the year.

So you you get started in the early spring and you. learn about Craig grass for vendor, and you get to be an expert about that. And then you know, it just kinda all all builds on itself. So, no, we, you know, we, we really just looked for for people that are outgoing and, and willing to dependent in a hard day's work.

Don and Ebony: Oh, that wouldn't be me. That was pretty simple for me.

Couple of questions before I get into my quiet cannon ball highway. I've never heard of that. Where was that?

Marty & Jeremy Johnson: It it's what's now. I was out of practice weekend and there's a sign that between which Tom Pratt that references the Cannonball highway. Google it.

Don and Ebony: I will, I will. Oh my God. I've never heard that.

And I've been here [00:10:00] forever. I mean, good Lord. Born and raised, been here for a long time. That's not to co-sign on.

Let's get this out the way. What high school you go to? Marty.

Marty & Jeremy Johnson: Wichita High School North.

Don and Ebony: That's okay.

Marty & Jeremy Johnson: That's that's great. I know that in Southeast, we didn't like the Southeast Buffaloes. No, I'm just saying,

Don and Ebony: Jeremy

Marty & Jeremy Johnson: I went to a Wichita Heights.

Don and Ebony: I guess I have to say that's okay. That's where my daughter went. Yeah. Okay. That's cool.

your entrepreneurial story. You've been around since 1928, you guys are the subject matter expert. Every time you turn on the TV, when it seemed like when the news want to go to a subject matter expert, they picked you guys tell us your entrepreneurial story, not what you've said, but how do you keep making it relevant and compelling?

Don and Ebony: The nursery business. Do you, what, what else do you do to make it pop?

Marty & Jeremy Johnson: Yeah, when I think of entrepreneurship? I think is someone that has an idea. They start a business. They, they grow it, expand, sell it, or just, or just keep going with where both of us, it was already going when we started. So we didn't start the business, but, but the business has Johnson's garden center has evolved.

We've kept it going a part of that, maybe the nurses necessity of keeping it going is, is keeping it fresh and coming up with new ideas and, changing the way we do things. Yeah. I think, I think we maybe are both a little bit add that maybe one kind of looking for. something New and different all the, all the time. and so that allows us to maybe not get set in one way.

And like I say, we're kind of always looking at what's working, what's not working and what, what other needs there are out there that we can have. to satisfy. And I think that's the fun part. Part of entrepreneurship is, is although we didn't start the garden center. but it's in our promotions, and just the different, you know, it's been like, how many years ago, 15 years ago, we started our distribution business where we sell to landscapers, you know, it, it's trying those types of things and we're expanding into some growing operations too.

So yeah, I think it's exciting. It's, it's an adventure.

Don and Ebony: Excellent. And I want, that's what I wanted you to share because you rolling up on a hundred years now and I want them to listeners know this isn't on autopilot. You gotta keep on re-inventing on ha. I mean, you took it what, 40, 50 years ago, and still making it relevant and compelling today, but you're not just sitting back on, okay.

It's plants and plants that do their thing and people want plants, but you're always trying to find a better way. And I think you just share that. I wanted folks to hear that. So you got about 80 employees now, what kind of culture you got over there? I mean, why are people wanting to work at Johnson's?

Well, you know, we know the kind of people you want, but why are they coming to Johnson than hanging out, went to work.

Marty & Jeremy Johnson: You know, during during COVID. you you notice that, you know, people, companies have a hard time. Finding employees, but we, we really haven't had a hard time finding a point. I think people like to work with clients, you know, every day is different at

the garden center, but, you know, plants there, there's always a category that's trendy.

And I think we're able to attract some people, that they'd rather work with rare tropical house plant than.

Don and Ebony: Yeah. Other things.

Marty & Jeremy Johnson: Other things, and, you know, I think a big part of it is our customers enjoy shopping in our stores They're doing that because they, they want, they want to, it's not, you know, it's not a situation where we're maybe a car mechanic where you've got you go there because you need something fixed people, people come to us because, I'm going to, and I think that helps to to set some of that that culture that, just, you know, it's, people have fun with.

What we sell and do and let me have the culture to where we have the employees that have been with us for some of them for decades. And so they can go into the store and they know that Sally or Steve or Joanne is going to be there to ask their questions.

Don and Ebony: Now, which one is the tree expert? Cause I've had to come in there with a couple of leaves.[00:15:00]

Marty & Jeremy Johnson: We have Steve Borst that, that works for us at our 13th street store and Steve, they had, Bourse nursery on south Broadway, Leah Borst son, and, Steve is my age, he's retired I think last year, but he always comes back.

So again, I think it's, you know, people we've,

Don and Ebony: They love it. They love it. Have you had any customers like become employees because they love the nursery so much and they're like, you know what? I want to work here.

Marty & Jeremy Johnson: Definitely. Yeah. You know, Every spring we get, get people that you start out as those customers and, you know, maybe want something.

to do for a few months and then stick around. So

Don and Ebony: Tell me, you've talked about the fun job and the nature of your work. What scares you? You've been doing this for a hundred years.

wet, rainy cold weekends in the spring You know, something you can't think about, you know, we can have, in our January and February can, it can be twice or half of normal. But we can make that up or lose that in in a bad weekend in the spring. So, I mean, I, I think it's more than, yeah, that's something that our, Our year is dependent good weather. in the, in the spring months.

Don and Ebony: Hm. I didn't even consider

Marty & Jeremy Johnson: Hail is big and, you know, insurance companies. Don't like insuring plants sitting outside. So,

Don and Ebony: Wow. And so like when it snowed, you know, randomly and you know, it was 80 degrees one day, then it's 30 degrees. The next that I'm sure affects you.

Marty & Jeremy Johnson: Our staff gets well-versed at moving plants in and out. And in the early spring, You know, most years we're going to move stuff in once or twice. Some years it's more than more than that.

But, you know, that's, and you know, it's, I don't really, it. scares this, but you know, it's, you got to make money, you know? And so it's, it's always forefront and. of your mind that you gotta be profitable. So

Don and Ebony: That's important. Yeah. Yeah. That's key. Friends, it's about time for us to hear a word from our sponsor. So we're going to take a quick break and then we'll be right back to hear from Marty and Jeremy.

Welcome back everyone. We are here with Johnson's Garden Centers and we're learning so much about their business and what they've been doing, to help our Wichita community. Amazing. So gentlemen, you've talked to us a little bit about what scares you. Let's talk about what excites you, you know, I'm an economic developer, so I love new development and new ideas.

You guys have anything going on?

Marty & Jeremy Johnson: We, at our 13th street store and our distribution, we grow some of our own plants, that really found out during COVID two years ago, there was a huge demand for plants and so we're expanding our, greenhouse production operation. We bought some land up by Bentley. And, soon we'll be putting up some greenhouses and in a couple of phases.

Yeah, we've got a, we, we did actually, through, through COVID in 2021, we built one greenhouse at our 13th street store replaced some that had been been there since I think 1975 and, found that, you know, we kind of really liked growing plants. And so yeah, we, we bought about this ground out, out Northwest and, have almost three acres of greenhouses that will be going up.

Hopefully in time for spring 2023.

Don and Ebony: How many total acres? The land,

Marty & Jeremy Johnson: 63 acres, I think is the, the land. And then we've got, like I say almost three acres of greenhouses.

Don and Ebony: That's awesome.

Marty & Jeremy Johnson: You're heard it here first.

Don and Ebony: That's a scoop. That is huge, but help me understand I'm doing my [00:20:00] math. Help me understand what's going on with the other 57 acres.

Marty & Jeremy Johnson: Right.

Don and Ebony: Can tell if it's proprietary

Marty & Jeremy Johnson: No, right right now, it's being farmed. So it's got weed on it. right now there's some old hog pins on, on part of it. So, you know, there's probably 45 acres there. That's being. being farmed. and this was enough project for us to work on for, for the next several years. But, you know, there's some opportunities. growing of trees and those kinds of things.

that this will Give us the space to be able to kind of do that all at, at one, one facility,

Don and Ebony: Three acres of greenhouses seems real big. It's a

Marty & Jeremy Johnson: It will be a football field long. Well, the second phase will be a football field long and a football field wide.

Don and Ebony: Hmm. Wow. That's a lot of

Marty & Jeremy Johnson: That's a lot of flowers.

Don and Ebony: That's a lot. which is that, I mean, congratulations. That's cool. That's cool. You are.

So that was because of COVID. Cause you couldn't get what you needed, so you grow your own.

Marty & Jeremy Johnson: I

Don and Ebony: Or how did that work?

Marty & Jeremy Johnson: You know, I feel if it was just me. We wouldn't be doing it, but because Jeremy, you know, he's, he's young and and I think it's. a, It's an adventure It's a challenge. It's it's horticulture that we both, w our company loves. And I think, you know, to, to to just keep

maybe as part of the aid, we have, but no, it's, I think it's, it's a challenge and it's a huge investment and it's just, it would just be fun telling you you mentioned starting our distribution center 15 years ago. I think there's been, maybe we've known that there's a need or an opportunity for, you know, a project like this.

You, you know, We've done growing at our 13th street store since I was a little kid. but just kind of when to take that to the next level and decided now was a good,

Don and Ebony: Now's the time

Marty & Jeremy Johnson: Yeah.

Don and Ebony: Isn't that, you know, it's amazing to hear the stories that are born out of the pandemic. you know, how it's made us all shift and think of, or go ahead and take a chance, you know, now's the time to go ahead and take that chance when you had a roadblock or the growers were unable to get you what you need it.

You said, you know, We're going to do our own, and that is what it's about. Congratulations. That makes me excited. So how do we, how do we reach you? I mean, we know where the stores are, but are you on social? Like, can I order plants from my phone? What has to happen? Or is that even not good? Do I need to come feel the plant, smell the plant touch it?

Marty & Jeremy Johnson: And that's one thing we've said for, for ever for, you know, as, as we've all grown up in E-commerce that you know, people want to come and see and smell and The experience of the plants. And, it, and I think that's going to continue being true, but, you know, we have done some, some e-commerce with, with our things in our, you know, looking at platforms on how we can more fully allow our customers to shop our stores anytime, anywhere, but just are not kind of to that place yet. but, but we do have a website. We we do kind of some pre-sales. We just had our annual flat sale here a couple of weeks ago. And we do a pre-order for that.

Don and Ebony: you put it back on sale? Cause I missed it

Marty & Jeremy Johnson: Well, you somebody.

Don and Ebony: Oh, but I don't care for that car.,

Oh my God. Is that right?

Marty & Jeremy Johnson: Tell about the story. You're friend

Don and Ebony: Just walk in and be like, Hey Marty here?

Marty & Jeremy Johnson: Marty but no, but we are on the, You know, Facebook and Instagram are probably two biggest social platforms that we use. you know, I do not my sister, Kristin, and then, several people in the office kind of helping me to help run, run that. So, and she's in St. Louis.

Don and Ebony: Very nice. Yeah. So I'm going to turn it over to Don, but I do want to know this before I give it back to to him.

Who inspires you?

Where do you get your inspiration from? Other than me

Marty & Jeremy Johnson: Always for me outside of our business people, I see doing things and adventures, other athletes. I mean, just people doing accomplishing things, maybe not in business, but. Other areas of their lives. Yeah. Only my family inspires me to try to go to work and and, you know, make life as good as I can for them.

Don and Ebony: You guys have been around a long time.

I think you're an SME on Wichita. So tell us what can we do in Wichita to make our eco system even better than [00:25:00] it is?

Marty & Jeremy Johnson: You know, I look at ecosystems and I, you know, my first thought is. the environment out, outside, you know, living things, but a business ecosystem and an outside, it has so many aspects to it and, and small things, small parts of the environment are critical to the ecosystem outside.

And I think in business, it's, it's the same way There's so many small portions of. Of business that are critical to that that you, that you don't maybe normally think it's, you know, it's, it's the customer it's, you know, the, the, your supplier is just you know, every, there's so many parts of that wheel that's that has to be in tune to, to be successful or to, to make that ecosystem work.

Don and Ebony: Well, you mentioned suppliers, are there certain types of suppliers that you think that would be beneficial if they were here in the Wichita area that we're missing?

Marty & Jeremy Johnson: You know, for, for us, like, you know, we kind of taking part of that supply issue back ourselves, with the new project, but you know, I don't know that there's a need necessarily in our business for needing more local suppliers. But, you know, I think just the shop local movement dealing with locally owned businesses is is I think key for first survival. And, you know, that's something, one thing that, you know, there's a lot of plants sold it, box stores and hardware stores. And, but it's going to be a pretty boring world. If, if people aren't supporting local garden centers, you know, I know, dad likes bicycling.

And, you know, if you're the local bike shops, you know, you can buy bikes online, you can buy them at toys R us, but, or a Walmart, but you know, the you're losing some of those things are, you know, definitely affect our quality of life. Yeah. When I want my bicycle worked on, if there's not a local bike shop I'm in trouble.

Don and Ebony: I was just going to say, you know, whatever a supplier, you said you need it here. I was about to go open up that store.

Marty & Jeremy Johnson: That everybody says that.

Don and Ebony: well, there goes my opportunity.

Marty & Jeremy Johnson: So

Don and Ebony: Let's talk about that for a moment, because I almost forgot about that fun fact. You are an athlete. Marty, let's talk about your biking. I know you don't describe it as such, but you are, you do big things,

Marty & Jeremy Johnson: I like to ride my bicycle and,

Don and Ebony: just like riding around the park.

no. I'd like to do long rides.

Marty & Jeremy Johnson: I've written from Banff, Alberta, Canada down the Lucy down the continental divide to Mexico several times.

Don and Ebony: a long rides,

Marty & Jeremy Johnson: Long ride. It takes. about a month. so I know it's, you know, I like being outside. I like. the challenge. I think people need that challenge outside of work to, you know, to learn from, and, and kind of figure things out.

And maybe clear your mind,

Don and Ebony: And that's a lot of mind clarity. Yeah. Yeah. So

Jeremy, do you do this?

Marty & Jeremy Johnson: I, not to that extent, I'm I do enjoy riding. Some years I get more miles in them than others with with, younger family and working on the business, but I do enjoy getting out. And

Don and Ebony: So pretty much you're saying he's making you do all the work while he's out riding.

Marty & Jeremy Johnson: No, and I think people that do that are more in my stage life, where they define me as you're grown, they can, they can take

Don and Ebony: more time

Marty & Jeremy Johnson: and more time off you know, Jeremy's president and COO, so I can take off when I want. Yeah.

Don and Ebony: Nice. Nice. Now you, I think I read that at one time, yet four locations, not maybe at once, but

Marty & Jeremy Johnson: w we had a store at at central and Ridge.

4 95, the 12 12 years or whatever.

We had a store back when I was in high school at Central Edgemore. There was a couple years that we had some parking lot garden centers. like, like you see presently, but just right now, is just our two retail stores and then our distribution landscape distribution business.

Don and Ebony: Excellent. So these two stores, that's a sweet spot.

You're not, you're not thinking of doing anything else

Marty & Jeremy Johnson: I'm not.

Don and Ebony: Jeremy, let me go to Jeremy, think about anything else?

you know. I think there, there are always [00:30:00] opportunities to look at, but, but at this point we're, we're not looking hard at another retail location.

Don and Ebony: But two guys has been served, super serving what to tell for 94 years if my math is right, that that seems to work. So there's no another state or another Metro area that

Marty & Jeremy Johnson: You know, people have asked about moving out of state.

And I, and you see companies that, that have businesses in other S you know, the regional but we've never tried that it's, you know, it's. I think for us, it's been easy to have three stores or two stores in which tall you can manage those. I think for me, it'd be difficult to, and more, expensive to market in Wichita, Kansas City, Salina.

I mean, you can advertise here, just add another address to it and it doesn't cost you anymore. So,

Don and Ebony: Gotcha.

you know, So much of gardening is kind of hyper-local. So if we were to go to oklahoma city, you're looking at, you know, yeah. There's some some crossover in plants that you're carrying, but there's going to be a whole nother range of different plants. You're dealing with different. Maybe weed and insect problems that that we just don't have that expertise and we can learn that but it's like, that.

Don and Ebony: okay, excellent. You got any more questions? I do. I just, well, you know, you've been talking about learning and transforming and things like that. I'm curious as to, is there anything that.

You'd like to share with the listeners, words of advice or something that you picked up from your father or your grandfather that you still use today,

or Jeremy, if there's anything from, from Marty that you still use today,

Marty & Jeremy Johnson: Oh, from Ori or Harold. I just don't know that this answers your question, but this thought came to mind. I, In our business I enjoy seeing you know, people come to work for us and, and ha. For, for a long time and to see them go on and spend their life in horticulture, they learned something from us. They they liked that business. So I think whether it's nothing that we really encourage, but, you know, when somebody comes to work for us and they decide to go out on their own, whether it's, and we've had them open their own places here in Wichita and

Don and Ebony: you support that

Marty & Jeremy Johnson: Yeah, that's fine. You know, how can we help, you?

You know, what, what, you know, it's like, we don't want to sell all the plants in town, we can't sell all the plants in town. So, but it's just fun hearing people come back. Oh, I learned so much working for your dad. or for your, Your grandfather. I learned how to work.

Don and Ebony: Wow. That's awesome.

Marty & Jeremy Johnson: You know, I, I see dad loves teaching. people. So you know, this, this winter he's been messing around with grafting evergreen trees. and, you know, they doing it because he enjoys it because he's taking a, a desirable, evergreen putting it on a a rootstock and then, you know, grafting that to, to the plan. So you know, I'll see him. teaching, You know, these high school kids, what he's doing and Same kind of at least interested or fascinated,

we've got, you know, it's fun. I think we'll get a high school intern that, that gets in in horticulture and he gets kind of excited about those people because I don't know if it's fresh meat for, and Jeremy lets me do that. He figures, well, we're not gonna lose too much money on this.

And it keeps dad busy. We had it. I went to a concert here in town, look recent. Well it's a couple of years ago and do you know, you know, Gooding Gooding, ICT. He from North High and, his, he and his best friend, his percussionists were, here. And, and I was talking to the percussionist and they're about Jeremy's age. He goes, I worked at the garden center. When I was, I was like, you did really? He goes, yeah, I remember staple and boxes and.

And And he talked about these rock. These bands always have a, a passion, you know, whether it's, whatever it is their cost well Gooding's cause is a financial responsibility at a young age, you know, teaching they'll they'll, they'll go into junior high or high school, and play music, and then they'll preach the gospel, of, you know, financial literacy, Well, but they, they, he talks about.

Talking his first shot was at the garden center telling his kids, I worked at a garden center. So it's like, huh? The garden center is, you know, not only you know, teaching horticulture, but the hope that they're teaching in a roundabout way, financial responsibility to these kids. that's. I never thought about that We were influencing these kids' lives in a, in [00:35:00] a different way.

Yeah.

Don and Ebony: Excellent. Well, you've dealt with that. For a long time now? No, I see a grandma's over there, but that's okay. we're going to have some fun going to do some word association. I give you one word. You give me one word back. Both of you can give a word if you want to. it's not wrong because it's your word.

So are you ready?

Here we go. Leader

Marty & Jeremy Johnson: Experience.

Don and Ebony: Success.

Marty & Jeremy Johnson: Safety.

Don and Ebony: College.

Marty & Jeremy Johnson: An option.

Don and Ebony: Okay. I need you go back.

Marty & Jeremy Johnson: That's what I to say. K state.

Don and Ebony: We go through this every week.

Entrepreneur.

Marty & Jeremy Johnson: Entrepreneur. Daring.

Don and Ebony: Hero.

Marty & Jeremy Johnson: Hal Russell. You no idea who that is.

Don and Ebony: That's okay. As long as you do.

Fun.

Marty & Jeremy Johnson: Work. Work's fun.

Don and Ebony: Works, putting his hands, in the dirt

Marty & Jeremy Johnson: Yes.

Don and Ebony: Family.

Marty & Jeremy Johnson: Love.

Don and Ebony: Chamber.

support network.

Don and Ebony: Excellent. Vacation.

Marty & Jeremy Johnson: Outside. Yes, please.

Don and Ebony: Yeah, Wichita.

Marty & Jeremy Johnson: Home.

Don and Ebony: Failure.

Marty & Jeremy Johnson: Not an end.

last but not least. And you have to tell the truth about it. And both of you have to answer

beverage.

Marty & Jeremy Johnson: IPA.

Don and Ebony: Okay.

Marty & Jeremy Johnson: I was just going to say beer.

Don and Ebony: Excellent. We truly appreciate you folks coming in and dealing with avenue. takes, it takes a lot, but

Marty & Jeremy Johnson: I've I've got a question for you, Dawn. I went to honors night

Don and Ebony: oh,

Marty & Jeremy Johnson: and you talking about being on live TV. Oh,

Don and Ebony: That was just me talking. Cause she, yeah, she's trying to get it. She invited herself to Pat and Sylvia dose house.

we will have a

We were live on

Marty & Jeremy Johnson: I know, I was you a hard

Don and Ebony: but it was her. Yes. welcome to my world.

I mean, this is what I deal with where and at work. Oh, I'm sorry. I'm dead. Wow. Oh my gosh. Gentlemen, thank you for joining us today.

It was a lovely conversation. Thanks for sharing your experiences and talking about your business and your lives with us.

Marty & Jeremy Johnson: Thanks for having us.

Don and Ebony: Absolutely. Well friends. That's the end of today's segment, please. If you have found value in today's episode, please share it with someone who you think would love it. And if you would please send a note to us and let us know who you want to hear from next till next time, please.