

Wichita Chamber Business Accelerator

Episode 83

Krissy Buck

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Don and Ebony: [00:00:00] Hi friends. We're taking a bit of a summer break this week, but we still have an excellent episode of the WCBA podcast for you to listen to while we're gone as always, if you like what you hear, please like it and share this podcast with your friends, coworkers, and employees. We'll be back with all new episodes in August.

Welcome to the WCBA powered by Evergy. We're happy you're with us today. And. This podcast is awesome because this is the only place where small business or those that support small business get to tell their story. Yeah, that's right. I'm excited about today's, episode we're here with Krissy Buck from WSU tech.

Woo, woo. Krissy Yes. So you know, this, this podcast is super awesome, just because it is a new network for community builders, community builders, like you and you're building community in unique ways. So tell us a little bit about who you are and your title and who you work for.

Krissy Buck: Yeah, my name is Krissy Buck and I am the program director for the digital marketing program at WSU Tech on the south campus.

And you're exactly right. My strength is community building. I love digital marketing and I love the analytics of it. And, just the little things that you can do to track, you know, a consumer's journey through your website to conversion. But my favorite part. Is the community aspect of social media.

Don and Ebony: That's that's awesome. So tell us a little bit about, how long have you been in this capacity with WSU Tech

Krissy Buck: Since December, since

Don and Ebony: December, right.



So, what did you do before that? Cuz you've always been in this type of space, right?

yes, somewhat, somewhat. So I have kind of a different journey, up through, and I find myself here in higher ed.

Krissy Buck: So, My kids when they were in high school, I was kind of a stay at home. Mom. I had like some little admin jobs and things like that, that I did, but, I had a DIY blog, so I blogged, I would do things around my house and I would take pictures and I would write about it. And, It started getting shared around the world and better homes and gardens picked up a little party that I did a, a baby shower and they wanted to share it.

And I thought I have something going on here. I'm gonna go back to school. My kids are almost, you know, my career at raising kids is almost over and, and I'm young and what, what am I gonna do next? So I'm gonna go back to school. So I went to Butler County Community College and studied web development. I got to JavaScript and that's like math and science and my brain just couldn't handle it.

So I switched over to digital media and learned video and audio and photography and graphic design and all those things. At the same time, I started a photography business. And while networking here in Wichita, I met somebody who was working for a tech startup here in town, and they were looking for somebody to do social media for five hours a week.

And I accepted it. And so working for them, the products changed three times over three years. The last product was quick and it's a video captioning tool. By the time I left in January, 2020, we were in 77 different countries in 10 months. Yeah. And so I had started out as social media manager, five hours a week.

And when I left, I was the Chief Community Officer.

Don and Ebony: Still five hours a week. just asking how you do that. now that's magic.

Krissy Buck: When you are a community manager for a global company there, it's like you're omnipresent. There is no time, right? You wake up in the morning. I remember I would wake up in the morning and as soon as I rolled over, I had messages from.

From our clients over in the UK, you know, they're, they've already been up for six hours. and I would go to bed at nine at 11 o'clock, you know, closing down my laptop, talking to clients in South Korea in Vancouver. And, it sounds like a lot, but I, they are still a part of my global network today.

Don and Ebony: That's awesome. Excellent. So now [00:05:00] WSU Tech. Yeah, you are, what is the official title?

Krissy Buck: Program director.

Don and Ebony: Program director. And so what do you do in this position?

Krissy Buck: So I am over the, the digital marketing program. my job is to create the curriculum for the students, and to make sure that they are learning the things that. That the industry needs right now.

So, we have an industry advocate team that comes alongside a lot of small businesses here in Wichita that have come alongside to make sure that what I'm teaching, is, is the standard for, for the workplace, what digital marketers are doing. In reality, we can teach theory and we can guess, but really at WSU tech, we're giving students the skills.

To go out and do the job. And so that is my job is to make sure that when they leave WSU tech, that they have the skills to go out into the digital marketing space.

Don and Ebony: I love that. And that's what's so, important, right. Is to have an institution like WSU Tech, who's teaching real world applications to students. Like you guys could even take on students like Don.

Whoa, whoa.

Krissy Buck: whoa.

Don and Ebony: And teach him how to like, do all of these wonderful things. Couldn't you

Krissy Buck: Yes, we could. Yes, we.

Don and Ebony: Wow. She co-signed on it too. Oh my God. I'm fan. Okay. I think it's my turn record question. We're happy. You're here. And we love WSU Tech. We love folks over there. Dr. Yash. Great friend. Great partner.

Krissy Buck: Amazing woman.

Don and Ebony: Yeah, she y'all. Y'all doing great things over there.

I think you have somebody else over there. Courtney send. Yeah, she she's director of foundations or something now

Krissy Buck: She sure is.

Don and Ebony: Wow. She all grown up that's and Lele yes. Oh,

Krissy Buck: my God. Lale

Don and Ebony: Lale have to give a shout out to my cousin. Gotta give a shout out. Lale used to work for me at the station too. Oh my God. So many feels over there at WSU Tech.

So it's a beautiful thing. I'm on social media, cuz I'm provoked to be by default. I mean, I, I. I'm not a social media, personal social media person. I normally push out business stuff. I don't say, you know, I, I cook this today. What you think? You know, I don't, I don't do that, but, what my company, if I had one that I needed, social media presence on, what could you help me achieve?

Krissy Buck: When I am looking at a businesses marketing strategy. The first thing I ask is who is your customer?

And where do they live?

Don and Ebony: Okay.

Krissy Buck: So not live like in a house. I mean, where do they network? Where do they socialize? Where do they go eat? Where do they go shop? Where do their kids go to school? And one of those places is social media. You know, there are so many people on social media that it just doesn't make sense not to meet them where they are gathering.

Right. Like going to where they are. That's one of my mottos go to where the people are and your customers are on one social media platform or another, even my grandma who is not on social media is on Pinterest. Okay. Looking at recipes. Oh wow. So you can reach your customer somewhere online. There's also email, you know, email marketing.

You can reach your customers somewhere online. And so using social media to create a presence and also to build community around your business online, I think is critical, especially in 2021.

Don and Ebony: I, I agree with that, cuz I mean, if somebody looked at me, they they'll say Don is on Facebook and on LinkedIn, it's not on Instagram and I'm Pinterest.

Definitely not on TikTok. So, I can see what you're saying there I'm following so far. So, who should set up and maintain my company's social media.

Krissy Buck: So it can be really tempting to, you know, hire your niece or your nephew or your grandkids or your kids because they know social media, however, They might know how to post and take beautiful pictures, but they don't understand strategy.

So they don't understand that customer journey from the first point of contact through

conversion. And so really you need to be looking for somebody who has that strategy experience or knowledge to run your social media. Otherwise you aren't going to see the ROI that you'd like to see. By hiring somebody to do your social.

Don and Ebony: Now she's talking my language.

R O I I knew I [00:10:00] popped up. Yes, yes, I got it now. So, when you're looking for that social media, I take it well, help me understand, are you looking for a person or a company? Are you looking for a person that's like in the gig economy, that's doing it on the side or doing it at home? Or are you looking for a marketing company that can do what a person can do?

I get I'm. Are you looking for a person or a company?

Krissy Buck: Yeah, I think it depends on the size of your business. So if you have a large business, an agency is probably going to be better for you because they have the resources and the people to manage all different aspects of your marketing strategy from web to video photography, social strategy, the whole gamut, for a small business.

You could probably get away with just one person that one person can handle all of those different aspects, because you're not seeing the high engagement that you would in a, in a large business or corporation.

Don and Ebony: Should I look at as individual as being limited to scale up if I need to, or how does that work?

A business versus a person?

Krissy Buck: One person can help you scale to a certain point. It's going to come to a point where you are going to need people to create content. You're going to need people to, you know, do your graphic design, manage your community, figure out your strategy, do copywriting. you'll need somebody on the back end to manage your SEO and to understand your Google a.

There are plenty of Jack of all trades kind of people in the Wichita community that can do all of those. But as you scale, if you wanna scale correctly, you're going to have to start hiring other people to come in and help, you know, with those different aspects of marketing.

Don and Ebony: Mm-hmm One more question. Can, can a person, their geography make a difference?

Like if I'm here in Wichita and I want to, my target market is let's just say tope. Can a person here super serve me by hitting Topeka market and knowing that market or do, would I need to get somebody in Topeka that Topeka market.

Krissy Buck: So I think that really depends on, on who you're trying to target Topeka. If you're trying to target people who are deeply rooted in that community, I would say you probably want somebody Topeka because they're going to understand the culture and the community better. If you are just generally trying to attract all of Topeka to your brand, then I'd say you could probably hire here in Wichita.

Now if you are attracting a global brand or even, you know, nationwide, I would say you could, you could even hire remotely.

Don and Ebony: So you, you mentioned, SEOs earlier. So can you talk to us a little bit about what that is? Isn't that search engine optimization?

Krissy Buck: It is, and it's my least favorite part of marketing.

Don and Ebony: I'm

Krissy Buck: I'm glad I, you

Don and Ebony: asked you about it's

Krissy Buck: good. That's awesome.

Don and Ebony: let's that

Krissy Buck: That. It is my least favorite part, but it is so important. so SEO is search engine optimization, as you said, it's how you rank in the Google search engine, results. So when you go. Search Everygy for example, or maybe, maybe you're new to Wichita and you search for electricity companies in Wichita.

Hopefully if Everygy has done their job, well, they're going to be first in the search results. and so there it's, it's a very long process to gain that first, second, third result in the. you know, in the search results, you can buy keywords through Google ads and you can place yourself up there. but if you're looking for an organic strategy, it takes a long time, to get there and a lot of work, so consistent work, and that can look like anything from making sure that you have alt tags on your photos, on your website.

To, making sure that your file names are readable by Google. So a little tip for you is as you create your file names for your images, put a hyphen between the words, because Google will be able to read that. they can't read camel case, but they can read words when they're separated by a hyphen.

Don and Ebony: That's interesting, huh?

Krissy Buck: Yeah. Yeah. And then also what you name the pages on your website really matters. you can also rank an SEO through YouTube. So making sure that you have, when you can, you can put a transcript on your videos on YouTube [00:15:00] and. If you use an S RT file, which is the file that goes on the back end, and that helps, show closed captions to people who can't hear.

Google can read that. It can read that text file, cuz that's what it is. S RT file is a text file of what you said.

Don and Ebony: Yeah. So Google can read that and it will know exactly what you're talking about in that video.

That's awesome. So this is great for small business for nonprofits, you know, when you're trying to get your nonprofit out there and trying to figure out strategies on how, because you know, when you're in a nonprofit, you kind of have to do everything yourself.

Krissy Buck: Yes.

Don and Ebony: Heres some tips. So that's awesome. No, I love that. Yes. You talked about that, but earlier you also talked about creating content. So let's talk about content creation. Like how can a, a small business or a nonprofit, how creative do they have to be? Can it be of them just doing whatever their daily work is and they post it, can it be as simple of them saying, hi, stop by.

Or this is what we're doing on Tuesday. Talk to us a little bit about what that strategy looks like.

Krissy Buck: So content creation, my favorite place to create content right now is TikTok. Sorry, Don.

Don and Ebony: To in, I'm not to

Krissy Buck: TikTok. That's where it's at. That's where it's at. And you know, everybody thinks that's only gen Z on TikTok, which by the way, gen Z is now they are adults.

Now they are entering college. They are buying homes. They are entering the workplace. So we need to pay attention to them. it. It is all demographics, all age ranges. TikTok is fun. It's a, it's a fun place to hang out, but so creating content back to your question, Ebony, creating content, no, you don't have to be super creative people inherently.

Are they just wanna know what is going on? I think this is why reality shows are so. Popular. I don't care about the bachelor or the bachelorette. I'm sorry. If the ratings on this podcast are bad now. I don't care about that stuff, but you wanna know the tea, you wanna know the drama, right? You wanna know who's doing what and who's arguing about

Don and Ebony: You wanna know, you wanna know the tea. Christy is out here in these streets. Okay. She's on. And she wants to know the tea, the tea that's.

Krissy Buck: I have to keep up on my slang, Ebony on social media. I have to keep up on that. that's. Yeah. So really, you know, your customers, they just wanna know about you and you don't have to have an overly produced video. In fact, there, there was a study done a few years ago, there was a real push to have overly produced video.

All of these video marketers were coming out of the woodwork with these fabulous videos and they were using all kinds of different cameras and tools and, you know, L E D backlit backdrops, and, and what they found was. People were actually turned off by that. Oh wow. They wanted to see just the, you know, like the selfie video.

Yeah. Yeah. Like what you see in Instagram stories. Those tend to, go a lot further than the overly produced video. So just putting your camera in front of you, your phone in front of you and recording a video. What you're doing a day in the life of this ex-business owner, then, you know, taking people on a journey throughout your day, will create fans of your business because people then get to learn about who you are as a business owner and people invest in people, not businesses.

And so I think that Simon Sinek actually, I think that's one of his quotes. And so show people who you are.

Don and Ebony: Mmm-hmm

Krissy Buck: Show them, you know, what's important to you and you will attract the right people through that kind of content. Now I say, I use the 80 20 rule. So if you're gonna post five times a week, make sure at least one of those times as a call to action, a CTA, you know, invite them to buy your product, sign up for your service, join your newsletter, you know, come to your event, whatever that looks like, but make sure at least one time a.

You are selling something from your business.

Don and Ebony: You know, last question, before we go into our break, I am interested in knowing about websites and web development. Like are people, is, is the idea for social media to drive them to the website, to actually buy or to come in, or are people still going to the website for the first point of contact? What does that look like nowadays?

Krissy Buck: I think you're absolutely right. People come to the web website before they will come to your, your business.

They wanna know who you are. They're gonna check you out. There's an author. His name is Marcus Sheridan. He wrote a book. They Ask You [00:20:00] Answer. And he owned a pool

company. He's been here to Wichita spoke and he, he talked about this very thing. He went out and answered all the questions that people were asking about pools. And he answered those on his blog, on his website, because what he found was people had already made the buying decision before they ever picked up the phone and called him, they already knew what they wanted and how much they wanted to pay. And so by answering those questions upfront and being transparent about your services, even about your pricing on the website will make all the difference in your business.

Don't be scared to post your pricing on your website. It will, you will get a lot more traffic from that than if you hit it.

Don and Ebony: So the key is don't be scared, in the words of Krissy Buck.

Krissy Buck: Yes. Don't be scared.

Don and Ebony: Don't be scared. I love it. All right, friends, we're gonna hear our word from our sponsor. We're gonna go away for a quick break and we'll be back with more from Chrissy buck, WSU tech. Welcome back friends. We are here with Krissy Buck, WSU tech. She is our all things, social guru. so as she laughs , but she is so excited to hear about her story and all the tips that she's giving small businesses and non-profits and individuals who are. Thinking about starting a business, which is, you know, really key.

I think we even have some enough tips and tools that Don and our, our social media game is gonna be stronger. It will be, I feel like it will be. Yeah. so Krissy, we just got done talking about some of the, strategies that you employ, or that you would advise businesses to employ. I guess one of my questions is how often should we post new content?

Is it daily, multiple times a day? Will people look at it if you do it multiple times a day? I mean, how does that work?

Krissy Buck: So really the question is, will the algorithms show it multiple

Don and Ebony: Yes, that is the real question. Okay.

Krissy Buck: Those stinky algorithms, Yeah, you wanna post I say post at least once a day, at least, but really it depends on what platform you're on.

If you're on Instagram, for instance, maybe you have a visual business, a boutique Instagram is really great for those businesses, photography businesses, you know, anything that's visual, an art business, anything where you're actually showing a product.

Stories is where you need to be. And so I say at least five stories a day, they now have reels and that's R E E L S.

And that is their answer to TikTok. And they don't want those TikTok videos on their platform. And they've even said it, oh, wow. If there's a watermark on your reel, which when you download a TikTok and you share it across other platforms, it has the TikTok watermark with your username. Instagram doesn't want that on their platform.

And so they even came out and said, we're not gonna show it to as many people.

They want you to use their tools. So, if you use 'em up, they're gonna show you to a lot more people. So use all of the tools, the whole toolbox that Instagram gives you, you know, LinkedIn once a day, but you know, really Ebony, I think.

It isn't so much about creating content and posting it. It's more about going and engaging with other people's content. You know, I mentioned that I came from the tech startup world. If you go to the social channels, they're very small. And I used to say, I'm never home. I'm always over at somebody Else's.

I was always over commenting, sharing, celebrating the content that our customers and potential customers were creating. It's a lot of work to create content and I wanted to celebrate that. So I would ask myself every morning, who can I serve today online? And I would go and I would share their content.

There's also user generated content. So if you have a product or service and somebody is sharing a testimonial about your business, or they bought something from your store and they snap a picture of it and they tag you, share it, share it, share it, [00:25:00] share it, share it, share it before you share anything that you've created, because what other people say about you speaks volumes compared to what you will say about yourself.

And the hard truth is, is that consumers don't trust brands anymore because of the internet they trust what other people say about brands? This, this is why Amazon reviews are so popular. Right? When we go on Amazon and we buy something, we read the reviews first. Don't we?

Don and Ebony: It's true. Yep.

Krissy Buck: Yeah. Cuz we wanna know what other people are saying about the product that we're about to buy.

So the same is true in small. If somebody is talking about your business, you share that you don't hide it. You don't just like it and say, thanks, you share it to your social channels so that other people know that people enjoy your products and services.

Don and Ebony: That's awesome. Wow. I'm I'm gonna turn it over to Don. And this is my very last question he asked the rest but you, you mentioned LinkedIn. And so I wanna kind of get a, a better sense of how a small business or a nonprofit can really use LinkedIn and understand

what that toolbox looks like. Because a lot of people don't understand it.

They just think you recruit there and find a job. And that's it. Is that the case?

Krissy Buck: I say, shake it up. I say, shake up LinkedIn. There are humans on LinkedIn and they wanna connect with other humans.

Sure. It's a professional space. I get on there and I talk about what I'm gonna teach that week. but I like to have fun. I like to share selfies. I like to share memes. but I also like to go on there and just connect with other people. It's not so much about just creating those connections and getting the sale.

If you're on LinkedIn, you know, the DMS are out of control right now. You connect with somebody and five minutes later, you've got a message asking them to purchase your product and service. That's the wrong way to do it. If you're doing that, you need to stop it right now.

Don and Ebony: Stop it right now.

Krissy Buck: Stop it.

Don and Ebony: I hope we're talking about the same thing, but I looked at LinkedIn as cuz when I see LinkedIn and folks do something. Silly on LinkedIn. I had to pick my, pick my word silly.

I, I see other LinkedIn folks saying this is not Facebook mm-hmm don't do that. Mm-hmm . I mean, so if you try to be fun, are you turning off? Well, I guess you would turn off, but address that for how you balance that.

Krissy Buck: I see what you're saying. I would say, treat LinkedIn, like you would treat the office so you don't walk into the office and just shake people's hands and say, hi, nice to connect you. Go into the office and you connect with people and you have fun and you tell jokes, you keep it professional.

Like you're not doing TikTok dances in the office. But, yeah, I, I say disrupt the space also video, just, launched on to, or I'm sorry, video just launched on LinkedIn a few years ago and I don't know what the stat is now, but I know about two years ago, only 1% of content creators on LinkedIn. We're creating video and they really wanna be in the video game.

They now have LinkedIn live. not everybody has that still. They're still pushing that out, but they want to be in that video game. They now have LinkedIn stories.

Don and Ebony: Yeah, we, I see that.

Krissy Buck: So use that video. When I post videos, they get so many views. I posted two

videos recently and LinkedIn sent me a notification that said you're in the top 1% of engagement on LinkedIn.

And I was like, I have 1700. How is that possible? Well that's because people aren't creating video on the platform.

Don and Ebony: Should I use social media to provide customer service.

Krissy Buck: It's the first point of customer service. So, absolutely.

Don and Ebony: So when you're saying, see, the first thing I think of. Is a bot and you asked a bot a question that's is, is that good customer service?

Krissy Buck: I just taught chat bots a few weeks ago.

Don and Ebony: Okay.

Krissy Buck: So, you know, I would say pre pandemic, there was a negative, a negative view of chat bots because you couldn't connect with people. Mm-hmm then everybody moved online.

Don and Ebony: Right.

Krissy Buck: And I think as long as a business is transparent, About the fact that it's their chat bot and not themselves pretending to be online at 3:21 AM.

Right, right. Taking care of you.

Don and Ebony: Exactly.

I think it's an amazing way to, to direct people in the right direction and, and answer questions.

Don and Ebony: How can I convert social [00:30:00] media followers? I think you hit on it, but if you can expound on. Turn social media followers into actual customers.

Krissy Buck: Now this is my favorite part. Okay. Of digital marketing.

Don and Ebony: Make it pop go.

Krissy Buck: So I actually, I teach this, to adults at conferences and, it's a flywheel.

So visualize a flywheel. And at the top you have community. And then about a third way down, you have conversion.

And then you come back up to community.

So when you bring people into your community, they're going to invite other people into your community. And as they convert into clients, followers, whatever your business looks like, they're going to become fans.

And they're going to start talking about your business. So there's three parts to that. There's accept. There's seek and then there's go. And so accept is accepting people where they're at in the buying journey, whatever your business looks like. You're going to have a potential customer out there. You're gonna have the customer avatar or, you know, whatever you call them.

There's a million names for what that looks like, and they might not be ready for your product and service. And that's. But you still wanna invite them into your digital community because they're gonna add value to the conversation. So what that looks like is, you know, inviting them into your Facebook group, commenting on their stuff.

You know, I use this analogy that if you invited somebody over to your house for dinner and they told you no, and you ghosted them, that would be weird. That's what we do in sales. We ask people for the sale. They say, no, We stop talking to them and we move on to the next potential customer. They're just not ready for you right then.

And that's okay. So you invite them along, along your journey. you know, you ask them to join your newsletter, whatever that looks like. You keep them in the fold. And when they are ready to convert, they already know your product. They already know your service. They know all of those. Tricky questions, your FAQs, if you will, they know your, they know all about you as a business owner and what you stand for and they know your community and that's an easy sell.

Don and Ebony: mm-hmm

also when you have a community, they are answering questions among themselves. I saw this a lot in the text space. We had a Facebook community. somebody would go in there. Hey, I'm having trouble with this. My community members were in there jumping on it before I could, you know, answering each other's questions.

and so there's, there's beauty in that. And, and again, that makes for easy conversion, your community is doing your marketing. Your community is doing your sales. Your community is out there doing the job for you because you are investing in them in relationship. And therefore they're going to invest in you.

Krissy Buck: Then the next step is seek. So seeking out the influencers, I come from a church background and when we, you know, send missionaries into the field, they are looking for the person of peace. It doesn't mean that they're a Christian. It means that they are the person that knows everybody and everybody knows.

They're charismatic. They have built trust with their community and almost every context has a person of peace online. They're called influencers.

Don and Ebony: yep. Nice.

Krissy Buck: They've already built trusted networks of people that buy products and services just because they say, Hey, go buy this thing. I tried it out and it's great.

And I really like it. Or don't buy this thing. Really poor quality. I didn't like it. You know, whatever that is, there is a gal up in the Kansas city area. She's got a Facebook group that has over 200,000 people in the group. She's very transparent. Whenever she shares a deal in the group that she is going to earn affiliate income off of that product.

She has built a strong community and, it's mostly women. I have a lot of friends that are in that group. I was just looking at it the other night. and they will, again, the conversation is between the community members. You know, if it's like a, a robot vacuum on Amazon, that's, you know, super cheap.

She'll post it on there. Hey, this is a really good deal. Has anybody used this before? Oh, yeah. You read the comments. Yes, I've tried it. It's great. I've had it for three years. It's still working like a charm. And so people in your community are answering those questions. And then the last one, and I've [00:35:00] already talked about, this is go, go to where the people are.

Don't expect them to come to you. The idea of building it and they will come is dead. Gotcha. You've got to go to people.

Don and Ebony: I know we're running short on time, but I think there's one more question I would like to ask is what is the biggest mistake to avoid?

Mm-hmm

Krissy Buck: Mistake? I think the biggest mistake to avoid, I was going to say not having a social media presence, but I'm going to say not having a website.

Don and Ebony: oh,

Krissy Buck: People want to know who you are, you know, what your prices are, where you're located, what your menu is. They're curious. So answer those questions for them.

Don and Ebony: Questions. Excellent. This was, this was. This was great.

This was awesome. It's kind of self-serving too, as you can tell, I mean, I was asking questions cuz I'm not a big social media person. I do it. Cuz I'm provoked.

Krissy Buck: Need to be on TikTok Don.

Don and Ebony: He needs to, I don't do that cause I can't, I can't dance. I can't that's sing. That's alright. I play records. That's all I do.

That's the only thing I can do so that Ebony, she can play the piano. She. She can sing. that tough to say that I see. No, she can sing. I mean, you know, it is just, and it's, I mean, she's very talented, but there's also some funny things on TikTok as well. I, so I'm just not a to person. So, those plays have some fun with some word association.

Krissy Buck: Yes.

Don and Ebony: Yay. Fun. this is what Don does for fun. okay. give you a word, you gimme one word back. Sure. It's not, it's not wrong. It's just your word. Okay. So, leader.

Krissy Buck: Oh, Dr. Sheree Utash.

Don and Ebony: Shout out to Dr. Sheree Utash. beverage.

Krissy Buck: Pepsi.

Don and Ebony: Wichita.

Community.

Chamber.

Krissy Buck: business.

Don and Ebony: Vacation.

Krissy Buck: Oh, the beach,

Don and Ebony: Yes. family.

Krissy Buck: Growing up.

Don and Ebony: Here's a softball one, college.

Krissy Buck: WSU Tech

Don and Ebony: Woo. Last but not least fun.

Krissy Buck: Going to coffee shops and breweries and having dinner with friends again.

Don and Ebony: Yes. Excellent. Cannot wait. There you go. E well, this was so much fun. Krissy. It was, you were an excellent guest. Thank you for joining us.

Krissy Buck: Thank you.

Don and Ebony: Conversation was quite lovely and entertaining.

Krissy Buck: Oh, thanks.

Don and Ebony: Yeah.

Well, friends, our time has come again where we're at the end of the episode, we ask that you, please, please, please make sure you share. Make sure you subscribe and make certain that you leave us a comment till next time. Peace. I love Pepsi.

That was odd and random, but I do.