

Wichita Chamber Business Accelerator

Episode 90

Kalene Hoffman

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Don and Ebony: [00:00:00] Welcome to another exciting edition of the W C B A, powered, of course by Everygy first. Thank you for listen. Don't forget to like us love us. Share us. We truly appreciate you checking us out today. We have BodyBar Pilates. That's right. We can I say that right? Pi-lah-tees or Pi-lah-taze?

Kalene Hoffman: Pilates. You said it right.

Don and Ebony: Oh yeah.

That's way I wrote, I knew I was right. I just wanted somebody to cosign. Okay.

Kalene Hoffman: Thank you,

Don and Ebony: Kalene. How are you?

Kalene Hoffman: Good. Good I'm excited to be here.

Don and Ebony: We're excited to have you tell us a little bit about who you are and what you do.

Kalene Hoffman: Okay, so I'm Kalene. I do a lot of things. I I, my background is in mathematics and after working in the corporate world for about five years, I left to become an entrepreneur and haven't looked back.

So currently I own a hair salon. It's called Tod. I just opened BodyBar Pilates in April. and then I have a little bit of commercial real estate, so I keep myself nice busy.

Don and Ebony: Yeah, you do quite a bit. So you weren't joking when you said that, huh? Okay. So let's break this down a little bit. You started off with a degree in math.

Kalene Hoffman: Yes.

Don and Ebony: And so you're a numbers person.



Kalene Hoffman: I love numbers. If I could live my life on a spreadsheet, I would.

Don and Ebony: Oh my gosh. You're one of those.

Kalene Hoffman: Yes.

Don and Ebony: So like, do you see numbers as we talk? Like, are, are they just popping up in.

Kalene Hoffman: No, but I count everything.

Don and Ebony: Oh, wow.

Kalene Hoffman: So like, if I'm wiping the countertop, I count it.

Don and Ebony: That is

Kalene Hoffman: That's my only OCD that I have.

Don and Ebony: Okay. All it's. Alright, well, so you did that for five years, then you opened your hair salon.

Kalene Hoffman: No. So when I was working in the corporate world, I didn't grow up healthy or active. And when you're going to college, you're sitting even more so than in high school. And I went back to, so I got a job at Koch industries after graduating with my mathematics degree and then decided to go back to school for my master's in business.

So I was sitting all day at. I ran their pension department, which was so much fun. and then I would go to school at night to get my master's degree and sat all day and didn't know what healthy, like a healthy body felt like, but I just knew I wasn't feeling good in my body anymore. So I started down the rabbit hole.

Fitness, exercise nutrition, and just put myself through a transformation. Had no idea where this journey would take me, but it's what led me to leaving corporate and opening my first business, which was, a personal training studio. It's called Go Time Training. It's still in business.

I ran that for about 10 years before I sold it and then I opened the hair salon.

Kalene Hoffman: Gotcha.

Don and Ebony: Okay. And then you decided, you know what, it's time for me to get back into the fitness realm.

Kalene Hoffman: Missed fitness like crazy.

Don and Ebony: And so how did you come up with this concept of BodyBar Pilates?

Kalene Hoffman: Well, as you can probably tell, I think you could define me as a serial entrepreneur. My brain never stops. I'm always looking for the next thing that I want in my life that maybe Wichita doesn't have yet.

And. I'm a morning person. So early in the morning, I was looking up franchises. I knew at this point in my life, I no longer wanted to open a business from scratch on my own.

Don and Ebony: That part you did know. You're like, okay.

Kalene Hoffman: I wanted something with systems already set up that I could just plug and play. And I ran across, I had been taking Pilates with my husband for about a year and a half and ran across this franchise and it just.

Every box that I wanted to check off for my next business. So that's how I got started.

Don and Ebony: That is pretty awesome. So do you instruct as well?

Kalene Hoffman: I do. Right now I only fill in, I'm not on the schedule regularly, but I love it. Mm-hmm I love going in and teaching a class. I love the energy pushing [00:05:00] people's bodies to new limits.

I think. The most fun thing there is seeing when our members have been coming consistently over time and all of a sudden they can do something that they weren't able to do before, or they've lost weight or they're. I was just messaging with one of our members and she was like, oh my gosh, I have muscle that I've never had before.

Kalene Hoffman: That's awesome. And somebody caught her checking herself out in the mirror and that's one of the most fun things to experience when you see those changes in your body,

Don and Ebony: It really is, you know, it, it can be very discouraging when you don't see those changes as well. So when you do see the changes, you're super hype. So how many employees do you have

Kalene Hoffman: At BodyBar? We've got a team of 10.

Don and Ebony: Okay.

so our instructors are all contract workers besides my lead instructor. So they've got other jobs, they just work a few or teach a few classes out of the schedule throughout the week. And then I have a studio manager there who, without her, I couldn't do it right now.

Don and Ebony: Can we talk a little bit about, so you just opened this in what month?

Kalene Hoffman: The end of April?

Don and Ebony: The end of April. Okay. So it's a relatively new business and you guys are on social, right? Yes. Okay. So, how do you get the word of mouth out? How do you, how do you share what it is that you do and, and maybe tell our listeners what exactly BodyBar Pilates is.

Kalene Hoffman: Yeah. So when you hear BodyBar, you, if you are in fitness, you might think of bar like bar method.

we are a reformer Pilates studio bar B A R is how BodyBar is spelled, not B A R R E. it has no bar in it whatsoever.

Don and Ebony: Oh.

so if you have ever been. or if you've ever done mat Pilates, we take a lot of those exercises that you can do on the mat. And we do 'em on a reformer. we've got all different levels of classes.

Kalene Hoffman: Beginners to experienced people can take. but how Pilates was developed Joseph Pilates as the developer of Pilates, and he went into hospital rooms and he wanted these people to be able to move their bodies again, even though they were laying on a hospital bed and he hooked up apparatus to the bed so that they could.

Use like leg Springs to move their legs, keep their hips mobile, keep their, joints flexible, but then also keep muscle tone because as our muscle atrophies, our body just starts to atrophy. He would hook things up for them to do with their arms and just keep them as healthy as possible. And it would really rehab his patients to the point of them being able to walk again and being healthy again, where before they didn't think that they would be able to. So then he developed the reform. Which looks like a torture device. It's, it's a bed you lay on. And now we have the reformer, which is kind of the hospital bed that you lay on. You do a lot of the exercises, but you're not laying down the whole time.

our theory is high intensity, low impact. So it's very low impact on your joints. So it's good for people of all ages, but you're still gonna get your heart rate up. So you get that endurance training. With the strength training

Don and Ebony: Back on Tousled, real quick, how that's still going on, right?

Yep. And you, how long have you had that?

Kalene Hoffman: So November will be five years,

Don and Ebony: years. And Tod, why did you call it to.

Kalene Hoffman: So Tousled started as just a blow dry bar. So this goes back to me trying to bring in to Wichita business ideas or concepts that we don't have here yet. And on the coast they have dry. Or blow dry bars where women just go in for occasions or on their typical weekly routine and get their hair washed, blown out and styled.

Well, Wichita just isn't quite there yet. And right before the pandemic, nobody knew the pandemic was coming. I decided to change it to a full service salon.

Don and Ebony: Okay.

Kalene Hoffman: And thank God I did because the pandemic took all of our events away. And that was a big majority of our business. charity events, weddings, people weren't getting married.

We weren't having live charity events. So we, I did change that business structure before COVID hit. And now we are full service. Women's hair salon. We specifically focus on luxury hair extensions.

Don and Ebony: Women only. Yep. Okay. Wow. I was gonna see if I could walk up in there, but apparent I was gonna, you know, I almost made a comment, but you know what?

Kalene Hoffman: What

Don and Ebony: See.

I didn't know. I'm just thinking about the locks. She said that's I know that's where I was going, but she already then sent me out the door. I can't even walk up in there. Okay. what high school did you go?

Kalene Hoffman: To, I went to Campus High School in Haysville.

That's okay. It's okay. It treated me good.[00:10:00]

Don and Ebony: Nice. Nice. Excellent. So you born and raised in Wichita.

Kalene Hoffman: I was born in Iowa, but we moved to Haysville when I was young, so excellent. Wichita's home.

Don and Ebony: Nice. Nice. So you mentioned you a serial entrepreneur. I can definitely relate to that. What, why.

What makes you be a serial entrepreneur? Why? I mean, what's your why?

When it comes to entrepreneurship,

Kalene Hoffman: I, I feel like my why number one is to bring things here in my city that I travel to other cities and love.

Don and Ebony: Okay.

Kalene Hoffman: But then number two, I love building up my team. So for example, at the hair salon, many stylists work, 10 plus hours a day on their feet. Just making barely enough to get by. And I wanted to completely change the game for my hair salon. And what's been so fun in the last five years is building up my team.

So for example, my lead stylist right now, she started with me right out of cosmetology school. So about four and a half years ago, she's making more than her husband now. Nice. And she went from working two jobs. and just like barely getting by to working only at the salon three and a half days a week, making a very good income.

Don and Ebony: Wow.

Kalene Hoffman: So now I've watched her grow. She's married now, you know, they're talking about having a family and they've built a home and it makes me so proud that I've been able to give her that environment to set her up for success. So same thing at, at BodyBar. That's what I want to do with my team. There is just show them that you can do what you love.

As long as you have passion and strategy behind it. You don't have to hustle and work so hard to the point that you're burnt out. And you're resentful because I've experienced that before myself.

Don and Ebony: And that's a beautiful thing. As an entrepreneur, you can impact folks lives and make them reach their goals that they wanna.

and

That's the good part. Now let's look at the not so good part. Like when COVID came and everything, what kind of pressure did I put on you to take care of your employees?

Kalene Hoffman: You know, I wish I would've handled those two months off so differently now having, you know, hindsight is 2020 at the time I only had my hair salon and then I had some residential, properties, which I've since sold because the market was amazing.

Mm-hmm So at the salon we were told we were only gonna be shut down for two weeks. So we

went through the salon, we cleaned everything up. Like I was prepared to come back in two weeks with a fresh start. We were having team meetings, talking about marketing themselves, how to just come back bigger and better.

Well, two weeks led into three weeks and, and it was never told it was going to be eight plus weeks of a shutdown. We had no definitive time. and we had to keep rescheduling our clients. So the hardest part of that for me, was just keeping my team energized. Right. And encouraged. I gave them a lot of. That we, that kept them busy and allowed them to still make some income outside of going through unemployment.

we did home deliveries for products. We tried to just stay as in touch with our clients as we could, but it was a challenge

Don and Ebony: Not to get in your business, but I know there was a lot of incentives and support given for businesses. Were you able to take advantage that? Cause I've talked to some folks and they said, no, that just didn't work for my business plan or whatever, not to get in your proprietary part, but can you share with the listeners what you did?

Kalene Hoffman: Yeah, I definitely got to take advantage of it. It was not the amount that I got to take advantage of funding wise was enough to help me pay my rent throughout those two months. I'm in the waterfront. So our rent is really expensive outside of that.

It, it didn't help me cover any other bills. It didn't help me pay my employees, but. that's what cash reserves are for. That's why every month I put a set amount into savings so that if something does come up, I can float us by. But yeah, paying that rent was, I took it and I was so grateful for it.

Don and Ebony: That's Excellent. That's that rainy day fund. Mm-hmm well, friends, it's time to hear a word from our sponsors. We'll be back to hear more from Kalene Hoffman and BodyBar Pilates. [00:15:00]

Welcome back friends. We're here with Kalene Hoffman and BodyBar Pilates. And we're learning a little bit more about her story. So Kalene, as we've heard as an, serial entrepreneur, but I'm curious, you, you were born in Iowa. And, but you grew up in Wichita. What makes Wichita unique?

Kalene Hoffman: Oh my goodness. So many things I feel like Wichita is, I mean, I'm gonna say small, but we're not really that small, but we have.

So much here from restaurants and opportunities to so many small business ventures there. If you like really dig into Wichita, you can find some really amazing gems. And then as somebody that lives here, I feel like it's such a great place to not only live cost wise, but to open a business and thrive.

Don and Ebony: Yeah. As you are opening these multiple businesses, how do you like balance your work community and family?

How, how do you balance your life in that

Kalene Hoffman: balance? So my family life is a little unique. I am married and we have two French bulldogs, but we have no children.

Don and Ebony: Okay.

Kalene Hoffman: So we have a lot of time since we don't have children. My husband is also an entrepreneur. He's very busy in his business and we communicate very well.

He had a goal about five years ago, a growth goal for his business. And we sat down and, and he said, this is what I'd like to do, but this is what it's going to take from our relationship. So we're just very open and honest and supportive of one another. I don't know that balance. Is ever achieved. I feel like you're always giving to one more area or one area of your life, more than other areas, but I definitely do have daily routines, rituals, whatever you wanna call them built in.

Because if I don't set myself up for success, then I'm not gonna show up my best for my husband, my team, the little bit of family that I do have here, I have to take care of myself.

Don and Ebony: Yeah. Do you travel?

Kalene Hoffman: We do. Yeah.

Don and Ebony: Quite often, cuz this is where you go out and see all these wonderful ideas and figure out this is what Wichita needs and this is how I can make my, you know, impact on the Wichita community and make it better.

And that's what I really like about this story, right. Because it's not like. so often we hear people say, you know, why can't we have this? Or why don't we? But instead of you just saying, why can't we have this? You find a way to make us have it. Mm-hmm and that is so awesome. So thank you for that work.

Kalene Hoffman: Yeah, you're welcome.

Don and Ebony: Yeah. So are you on TikTok?

Kalene Hoffman: No, I can't, it's just one more thing. And for me, maybe it's hilarious or I don't know.

I just feel it would be a time suck for me.

Don and Ebony: Okay. All right. time. Suck. You know, that's I, I can go with that. I

Kalene Hoffman: and I can't dance. So I feel like you kind of have to dance or be able to dance to be on TikTok.

Don and Ebony: Is Pilates a dance?

Kalene Hoffman: No.

Don and Ebony: Do you wear ballet shoes?

No. Do you wear slippers? Yes. Okay.

Kalene Hoffman: So then I could be on TikTok

Don and Ebony: Yeah. I'm just trying to define a way for you to be on there.

Kalene Hoffman: Okay.

Don and Ebony: Well, and take Don too. Yeah. I'm not a TikTok person. Yeah. I'm at the,

Kalene Hoffman: I feel like we'd have to take lessons. Oh

Don and Ebony: Yeah. Yeah. Yeah. Dance lessons for real. You just be yourself. Mm-hmm little bit of Don go long way.

Nobody want that. All right. We'll move on. Okay. so where can we find you at like, are you on Instagram? How do we, how do we follow you? How do we know what's up? What's going on with you?

Kalene Hoffman: So BodyBar is on Instagram, it's BodyBar, East Wichita, just in case we ever open a west location. You never know.

Don and Ebony: I like that.

and Instagram is probably the best way to engage with us. We post stories every day. So you can get a little insight into what the classes look like.

what our demographic of members looks like, especially for somebody who. Thinking about getting into a fitness routine. It's scary at first. Yeah. And so you can watch our stories and feel like you already know it a little bit before you come into class, people can try their first class free.

So you can book that, in our link tree, you'll see our website.

Kalene Hoffman: You can book your first class free on there. It's not intimidating at all. All of our instructors are amazing. All of our members are amazing. So

Don and Ebony: How long is the class for, the intro?

Kalene Hoffman: The intro class. It depends on which one you join. If you join an express class, it's 40 minutes. Any class that does not say express is 50 minutes.

So at the beginning we did, what's called a BodyBar 1 0 1 class where that was the intro class for all non-members. We don't offer those now because we [00:20:00] really feel like you can just fit right into a class. You'll feel a little lost your first class, but after you get through that first one, it's.

Don and Ebony: Easy, easy peasy.

Yeah.

Kalene Hoffman: Not that you won't be worked, not that your muscles won't feel it and you won't sweat,

Don and Ebony: But I won't be lost, you know, in some places where you go, you're trying to figure out what's the next step and everyone's into it and you have no idea what's going on and you just feel out of place. So there it's pretty, yeah. Self. Okay.

All right. Well, I'll, I'll keep that in mind.

Kalene Hoffman: You can come anytime.

Don and Ebony: Okay. Thank you. Thank you for that invite. . So anything coming up with the BodyBar that we need to know about any fun things?

Kalene Hoffman: Yeah. So outside of the first class free, we are doing a member appreciation party, as well as just an open house party at chicken and pickle on October 23rd from one to three.

Don and Ebony: Okay.

Kalene Hoffman: We do ask for RSVP on that. So if you go to our Instagram page and you want to come, there's a link tree on there. You can just RSVP there so that we know you're coming. And play pickleball with us.

Don and Ebony: sweet. So October 23rd, from one to three, one to three at Chicken and Pickle, we'll be able to come and meet the team and, you know, learn a little bit about who you guys are and, and play a little pickleball.

Are you good at pickleball? Cause I feel like I'm a champ.

Kalene Hoffman: Oh, are you,

Don and Ebony: Oh,

Kalene Hoffman: Do you play pickable?

Don and Ebony: I, no, not, well I played tennis and so I assumed that I could do yes. Pick a.

Kalene Hoffman: So I picked up tennis after COVID.

Don and Ebony: Oh.

Kalene Hoffman: I had never played before and I love it. I'm not the best, but I'm not terrible. And when I play pickle ball, I love to slam the ball.

Don and Ebony: Oh, you one of them tennis.

Kalene Hoffman: You know, you're used to hitting it pretty hard, so it's different, but I think you would pick it up very

Don and Ebony: Sounds. Sounds aggressive. Well, I'll be there. Don sounds aggressive. I challenge you'll pass. Y'all too aggressive for me. I'm too old to be aggressive.

Okay. You've been here quite a while. Who you get your inspiration from? You're this serial entrepreneur 1, 2, 3 times, I

Kalene Hoffman: Yeah. Couple.

Don and Ebony: Yeah. Who you get your inspiration from locally,

Kalene Hoffman: Locally?

Don and Ebony: Start with locally.

Kalene Hoffman: Yeah. So I would say my group of friends. Locally is who I get my inspiration from.

They're the ones that I always share my crazy ideas with first. And they pick it apart with me. for example, my studio manager at BodyBar, she's been a friend of mine and she's worked in some of my other businesses before she will be devil's advocate. And I need that because I have a big vision and I know that I can make anything.

But I kind of need that person to say, what if this, what if that.

Don and Ebony: Ifs? Yes.

Kalene Hoffman: Also one of my good friends, Austin owns 86 Cold Press. And I love, I know I love his juices, but I love meeting up with him because even if we're solely focused on talking about his business, I take away so much inspiration for myself and my businesses.

Don and Ebony: Excellent. I don't think I've met him before.

Okay, so nationally, who do you take your inspiration from?

Kalene Hoffman: So I read a lot of books and I think I take my most inspiration from self-help self-development books. One of my biggest inspirations has been Tony Robbins. I've gone to his seminar. I've read almost all of his books.

Don and Ebony: Oh wow.

Kalene Hoffman: And from him, I've just really learned that the power of your mind can set you up for success or failure.

We all have stories that we've been through, lived through and, and you can either let that hold you down or fuel you forward.

Don and Ebony: mm-hmm

Kalene Hoffman: So his has probably been the biggest impact on my life,

Don and Ebony: Serial entrepreneur. What's next that you can tell us on the frontier. We know there could be a BodyBar west one day, maybe a north, maybe a south,

Kalene Hoffman: Maybe a Scottsdale.

Don and Ebony: Scottsdale.

Kalene Hoffman: My husband and I love traveling to Scottsdale, so.

Don and Ebony: Okay. Scottsdale. So what's next. If there's anything you can share, that's next

for body, BodyBar.

Kalene Hoffman: Yeah. So possibly a second location. I can't tell you where that would be, but possibly a second location. That would be the next step for BodyBar.

Don and Ebony: Excellent. Is there anything else that you can share serial entrepreneur?

Kalene Hoffman: Oh my gosh. I feel like there's so much I could share. I just feel if somebody is, has it a calling in their heart and in their soul to do something different than what they're doing right now, you have to listen to that. No matter how scary it is, or if your friends and your family are telling you that you'll fail, you [00:25:00] always have something that you can fall back on.

And if you don't try it, you'll always say what.

So I'm glad that even when my mom told me I would fail and it was out of love, she didn't know any different. She wanted me to stay working corporate. That was the only way she knew to a successful life.

Don and Ebony: Mm-hmm

Kalene Hoffman: I still went for what my heart was calling me to do. And she's so proud of me now.

And I would never look back and change it.

Don and Ebony: Excellent. That's awesome. I'm sure she is proud of you. Yeah. Five years from now, what will you be doing?

Kalene Hoffman: I will be spending a lot more time with my family. My, I have a nephew and a soon to be niece, so I will have a lot more free time to spend with them. Definitely traveling more. Right now I spend a lot of time working, which I love what I do. So it doesn't feel like work, but I do want to see this world while I'm here.

Don and Ebony: Yeah.

Kalene Hoffman: And who knows. I, I might have a few more businesses to bring here.

Don and Ebony: Sure you will. Exactly. Anything else see? Well, no, I really have, enjoyed our conversation today and really appreciate you sharing, you know, hope with others who are considering open up businesses and, you know, being vulnerable enough to share the fact that sometimes people, you know, they, they don't understand how successful you may be and they may.

I guess be in line with your dream dream. but to continue to move forward, that's really powerful. Excellent. So, I heard you were on Good Day Kansas. yes. Tell me about that experience.

Kalene Hoffman: Well, Jillian's amazing. She's been out to all of my businesses with good day, Kansas. And with. With BodyBar, for example, she got to experience a little workout. You guys should go check it out. It's a

Don and Ebony: She was pretty good. She did those lunges and.

Kalene Hoffman: So strong.

Don and Ebony: She's, she's amazing. Yeah.

Kalene Hoffman: But the experience with her and with Good Day Kansas is always good.

Don and Ebony: Excellent. We like to hear that, Every sponsors this podcast and of course we sponsored Good Day Kansas. We've been with them since day one.

And I just found out, I think it's public that, yeah, it was just public that they just won another award. Yeah. So Jillian's good people. And did you know, we share a birthday. Whoa. That's why she's. Four six. That's why we that's how we Ares' role. Okay. yeah. Now I'm gonna look at her differently, you know, dang.

You know what? With that it's time to close. You've dealt with Ebony long enough. Now it's time to have some fun. You ready? We're an association and I'll give you one word to gimme one word back. That's not wrong, cuz it's your word. Are you ready?

Kalene Hoffman: Yes.

Don and Ebony: Excellent leader.

Kalene Hoffman: Strong.

Don and Ebony: Success.

Kalene Hoffman: Self-aware that's two words,

Don and Ebony: That's alright.

That's okay. That's hyphenated.

College.

Kalene Hoffman: Dedicated.

Don and Ebony: Excellent. Least you didn't say K state
beverage. She have.

Kalene Hoffman: Beverage. Oh gosh. Coffee.

Don and Ebony: Failure.

Kalene Hoffman: I'm bad at one word, non-existent.

There you

Don and Ebony: go. hyphenated. That's hyphenated. Wichita.

Kalene Hoffman: Amazing.

Don and Ebony: Nice. Vacation.

Kalene Hoffman: Hawaii.

Don and Ebony: Ooh, hero,

Kalene Hoffman: Hero, inspiration.

Don and Ebony: Chamber.

Kalene Hoffman: Connection,

Don and Ebony: Family.

Kalene Hoffman: Love.

Don and Ebony: Last but not least fun.

Kalene Hoffman: Joy.

Don and Ebony: Excellent. Thank you for showing up. Yay on the show. Thank you very much.
Thank you.

We appreciate you. Well, friends we've come to the end of today's podcast. If you would please
make certain that you share and like this and share it with someone who may find value. We

certainly hope that we'll see you at the BodyBar Pilates.

Join me for, that intro class and join Don. Don. That'll be hilarious. Always shade. well, till next time, peace.