

EPISODE 141

[INTRODUCTION]

[00:00:32]

FT: Welcome back to So Money everyone. I'm your host Farnoosh Torabi. Hey, if your guilty pleasure on a Tuesday night is watching Real Housewives of New York City, well you're in luck with today's guest and I have a smile on my face cause I've been a fan of the Real Housewives franchise for a while. I dunno if "fan" is the right word, and I just, I'm kind of addicted to some of their series, like Beverly Hills, New York, New Jersey. Aside from being a favourite cast member on Bravo's popular reality series, Heather Thomson is a philanthropist, entrepreneur, and fashion designer best known for launching the shape wear fashion brand "Yummy by Heather Thompson". Now as a working mom of 2, Heather's fashion brand was grown after her personal battle to shed the baby weight and find confidence-boosting, comfortable undergarments. I can relate to that. In marketplace that was anything but that, Heather took to her sewing machine and created just what she was looking for. And over the last 6 years she has evolved her brand with plans to expand in the future.

Heather also has over 15 years of experience working with celebrities, including Sean Combs, Beyoncé Knowles, and Jennifer Lopez where she has helped create and launch their own labels just to add to her repertoire. In addition to her professional work, Heather is an involved mother of the New York Organ Donor Network and Kellner Liver Foundation, it's a cause that she holds near and dear to her heart after her son Jax received a liver transplant as a baby. Heather is a wonderful example of a powerful and successful woman, balancing work and family while still finding time for herself. We're gonna learn how she does this. As well as, some other takeaways including her money mantra that helps her avoid the materialistic pressures of living in New York, and I - being a New Yorker - I can say that it is difficult and challenges sometimes to stay away from that. Starting a business from scratch and her number one tip for anyone out there seeking to launch a company with little to no money - I love this advice. And how she triumphantly - get this - won a more than \$6 million lawsuit against a competitor and how you can too. Sometimes we feel like, as a small business owner, there's no way we can go up

against the big guys and the big gals, but you can. And she goes through how she did it. It's very, very inspiring.

Can I get a holla for Heather Thomson?

[00:02:49]

[INTERVIEW]

FT: Heather Thomson, welcome to So Money. My first Real Housewife.

[00:02:57]

HT: Thank you for having me. I'm privileged and honored. Your amazing and I love the messages that you're putting out there for everybody. Lots of education, lots of good stuff.

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FT: Oh well, thank you. This is now season - you're on your 3rd season of the Housewives?

[00:03:11]

HT: This is my 3rd season, and it's the season 7 for the New York franchise.

[00:03:15]

FT: Okay, so if you had to summarize your experience with one word, one word, what would it be?

[00:03:21]

HT: Intense! [Both laugh]

[00:03:26]

FT: And that's saying a lot coming from you because you lead a pretty intense life, relatively speaking, outside of the show as a business women, a mom, a philanthropist, an entrepreneur. How has the show helped you? A lot of people say, "If I could just get my own TV show, life would be better." Is that so true?

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HT: You know, I dunno if that's true entirely. I think that if you have something that you wanna share with the world, the opportunity of television can certainly be a platform and I think I went on the show for a lot of different reasons than normal, than I guess housewives before me went on the show for. You know what I mean?

[00:04:15]

FT: Why did you wanna go on the show?

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HT: I went on the show to promote my brands. I went on the show to promote the things that were important to me. I'm a business woman first, and Yummy by Heather Thomson was a fairly new brand and I mean, we still are fairly new. I'm in my 7th year, so we're still in the growth phase and we have a lot of plans and a lot to do. And any young company has to look at a percentage of their business that they're gonna put toward advertising, put toward brand awareness. When you have the opportunity of television, that just like blows that theory out of the water, and you have the opportunity to reach millions and millions of people that, under a natural startup budget, you just wouldn't have.

[00:05:00]

FT: Right. So let's talk a little bit about your brand further. Yummy by Heather Thomson, this is a shape wear fashion brand that you started years ago. But you've been in the fashion industry for a while.

[00:05:13]

HT: Yeah. Yummy really is about essentials. So it's really a lifestyle initiative if you will. I think that term gets overused a lot in fashion, but Yummy's really there to walk any woman through her A to B to C in life. And so essentials is something that we all need. It used to be our bra and panties, right? That was an essential. Everybody needed that before they started their day.

FT: Hopefully!

HT: Panties and a bra, right? Hopefully! Now I think the essentials for women are changing, certainly my definition of it has changed. It's about the pieces that are staples in our wardrobe, that can build any outfit that can take us from A to B. So it's not only a good fitting bra, a great fitting panty that doesn't bite you or hit you in the wrong places before you've even started. It's about a shaping product when you do need to smooth out, and it's about a great pair of leggings. It's about a super duper fitting pair of jeans, that you wanna wear your jeans again. It's about active apparel that's gonna take us, hopefully we can make the gym today. But if we can't, we still look fly and we don't look like we've been at the gym all day when we haven't reached it. And also lounge wear not only to hang out on the couch and watch the latest Walking Dead episode, but it's also to run and pick up the kids, meet up for a quick coffee with a friend, and lounge on your couch afterwards. So there's a lot of versatility we need out of our clothing today, and that's really what yummy is all about and why I started the brand with my own personal and selfish initiative, that I needed a boost of confidence. And so I created my own shape wear product, and that's how I launched the company.

[00:06:53]

FT: For moms out there, we've got a lot of listeners on the show that are parents, very ambitious women. I've surveyed the audience, they're very highly educated, very ambitious, just wanna

earn more, wanna run their own businesses. Number one advice Heather, for a very busy parent who wants to take their idea from idea phase to launch. What's your top tip?

[00:07:16]

HT: I love this question because I have been in the fashion industry for over 25 years, so I had a ton of experience before I started my own brand. But that still didn't even really give me the right to do it. You have to love what you do because you're gonna be doing a lot of it. So if you really are passionate about something and it like just pumps through your veins and you can't stop thinking about it, and it's all you think about, and you're excited to share it with the world, then you just gotta jump. Because we all have two voices, you know, the proverbial Angel and the Devil. But I say it's the proverbial "go for it" and the proverbial "you can never do it". You have to listen to your first voice, and you have to go with your gut because there's always gonna be doubt. Fear was put in our bodies in order to preserve us, right? To be a little trepidatious preserves us, you know what I mean? You have to sometimes just jump and a lot of times, or most of the time, I think those risks are rewarded.

So I had fashion industry experience, but I had never run my own business. I didn't understand a profit and loss statement. I was a creative girl. I was on the creative visionary side. So it was a learning curve for me, but now I can build a P & L. So there's always so much to learn. You have to be hungry to learn, you have to be open to learn and you have to work hard and you have to know that you are gonna fail. And it's all part of growing, you just have to fail fast. It's only a mistake if you make it twice. The first time it's a lesson.

[00:08:45]

FT: Right, right. Second time, shame on you.

[00:08:48]

HT: Yeah, exactly. Exactly.

[00:08:50]

FT: And you're right, you don't have to have - sometimes people think "I can't start a business until I have capital, a lot of it," but the first step is just getting educated and understanding your market, and then developing the elements that can give you a presence. Maybe testing it, doing group surveys, market studies, so you have to quit your day job.

[00:09:17]

HT: Yes. Exactly. I was working for Beyoncé Knowles when I started Yummy. I was really busy.

FT: Woah! Tell us about that. What was that like?

[00:09:27]

HT: Yeah, she's amazing. I mean, I worked for quite a few celebrities. I had a good portion of my career working in kind of the Hollywood life. I worked for Puffy, I worked for Jennifer Lopez, I worked for Beyoncé as their creative directors.

FT: Um, I believe he goes by "P. Diddy" now. Or Diddy.

[00:09:45]

HT: Yeah he does, you know, I call him Puff and that's cool. I've known him for 20 years, and yeah he does change his name around a little bit, but I think he's cool with anyone calling him whatever. Sean works too. Sean Combs works too. [Laughs]

[00:09:57]

FT: Sean. Okay. His birth given name, yes.

[00:10:01]

HT: His birth given name. Exactly. Sean John Combs. So he was a big part of my personal growth as a person. As was Beyoncé and Jennifer, I learned a lot from them all. But the point is is that I started my business with basically \$50. I mean really. The first thing I did is I just picked up my sewing machine and I cut up what I had and I sewed from what I had in my own closet. And then I went and I bought a bunch of fabrics and I sewed more. Then I opened a factory account, and they let me on credit. So I didn't to pay them until I sold it. That came through relationships or just good bargaining, or just selling yourself so someone believes in your vision, you know what I mean? So you don't have to have a lot of start up capital. When my business blew up and I knew in order to take it to the next level, and I was gonna need 30 thousands yards of fabric to keep up with the supply and demand. And then I said, "You know what? Now I wanna look at investors. Now I wanna look at someone that's got the capital that I didn't have to put under this thing and make it roar." And you have to be careful about those things, these contracts are very sticky. When you're borrowing money from someone, they take control of the company, so you have to make sure you know who you're getting in bed with, and the partner you are. And you can back your business into what you want.

When I hit it, I saw big vision. I saw like big stuff. Not everybody has to see that. Your own store in a small town is a huge accomplishment, you know what I mean? You just have to do what you want, what you're comfortable with.

[00:11:38]

FT: It doesn't have to be all or nothing. It has to make sense for you.

HT: Yeah.

[00:11:43]

FT: And I know, that noise guys, you're in New York, I'm in New York, that's what happens. Fire engines in the background.

HT: Sorry!

FT: Sorry guys! I was actually worried my son was gonna come in screaming at some point, but all is under control in the Torabi household. So Heather, tell me about your financial philosophy. What is one money mantra that you live by?

[00:12:05]

HT: You know, I think that you have to live your life and you have to live it within your means. I kinda giggle a lot, I do live in New York City, I crack up when I see a girl carrying like a hug Louis Vuitton bag, you know what I mean? And I know that she's probably struggling paying her rent. You base people on the whole look. I'm a fashion girl, I check the shoes, the bag, you know what I mean? And I think a lot of people live beyond their means, and don't try to keep up with the Jones', cause you're never gonna. There's always gonna be someone that's got more, doing more, that was born with more, that has made more. You know, whatever. You just have to do you and realize that I think that we live in too much abundance. And I was guilty. I mean I used to have like 200 pairs of shoes. It was like ridiculous.

[00:12:52]

FT: Well and you're on a show in a franchise that really promotes, not promotes it, but displays a lot of this excess on a regular basis. So it's kind of in our culture as well.

[00:13:04]

HT: It is in our culture as well, and so are skinny girls on the cover of magazines. You know what I mean? You have to remember that it's television, it's art. And life is not airbrushed. So you really do - and by the way, our show, the New York show versus like Beverly Hills, they look much more abundant than we do.

FT: They've got money.

[00:13:25]

HT: Well you know what? They shoot in their homes. New York City is about the streets, it's not about your apartment, you know what I mean? So there's a lot of difference. And people have to just realize that things are not always what they seem. And just because they appear that they have more, money does not bring you happiness. It does make things easier, I'll give you that, but you can work within your own means and make yourself very happy in life, without huge financial prowess. But try to save, they say we're supposed to put 20% -you know what I mean - away. And it's really difficult in this day and age to do that. Just put what you can. Just put what you can and look at your choices.

[00:14:08]

FT: Yeah because saving money is a habit and it's not about immediately out of the gate doing 20%, but it's getting into that routine so that it just becomes not a choice, but just a part of your life.

[00:14:20]

HT: Exactly. It's like working out in the morning. It's hard to do.

FT: Don't give yourself the choice, just do it.

HT: Just do it, you gotta find it. There's gonna be days you don't, and just don't beat yourself up over it like, "Oh my gosh I didn't do, I overspent." We all get a new day everyday. Brand new day. Start over and get back into your goal.

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FT: Take us down memory lane a little bit Heather. I'm curious to learn a little bit about your upbringing and the perspectives that you had on money as a child. What was your biggest money memory growing up?

[00:14:49]

HT: I remember getting 20 bucks from my uncle Bill, you know, that I remember. On birthdays he always came with a fresh, clean \$20 bill and a Hershey candy bar. And I remember shoving those things into my piggy bank and waiting until I had enough money and not really wanting to spend it, not really needing anything, but wanting to put it in the bank. I remember that at a young age. My sister on the other hand was the spender. I have the two same scenarios now with my own children. Ella-Rae, my daughter who's 8, doesn't spend a dime and when she does spend something she usually buys something for her brother who can't get enough, he's insatiable. So I think we're all born with DNA that makes us bio-individual and we are what we are. But me and my sister flipped later in life. Sherri became the saver, and I became the spender. I'd walk in, especially when I worked for Puff I remember, I'd walk into the house and I'd be like Gucci head to toe and my girlfriend Michelle who's my partner today in Yummy would say, "What you got going on there girl?" And she'd go, "How much did you spend on that outfit?" I'm like, "Oh my gosh I dunno. Whatever." And she'd go, "How much did you save this week?"

[00:15:55]

FT: Yeah?

HT: You know what I mean? Like our friends can put us back in check.

[00:16:00]

FT: I like those kind of friends.

HT: Yeah. I do too. I liked her so much I made her my partner. [Laughs]

[00:16:05]

FT: Oh nice, yeah. Yin and Yang.

[00:16:08]

HT: Yeah we are good Yin and Yang. But you know what I think my philosophy, what I remember, I do remember saving and I do remember being taught the value of a dollar. But my parents also wanted us to enjoy our lives and not get too - people do get under water with savings. They're like, "No I can't do that, I can never," you have to live in the moment, you have to live for today. But just live within your means and you're always gonna be okay.

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FT: It's tough in New York right? And especially in New York a lot of it is keeping up with the Jones'. I see it on the show. How do you keep a consciousness around that?

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HT: Again, I think it's the same thing. If I look at everybody else, there's always gonna be someone out there that has more, you know what I mean? It's not about more, it's actually about less. I think it's really about simplifying our life. To the listeners out there, how many of you ever moved? I mean you move and you're like, "Where did I get all this stuff? What do I need?" And every time you move you purge and you cleanse. We can live a lot more simply than we do. And so for those people who have tons of cash and they want 7 homes and 15 cars, and all that kind of stuff and they can afford it, go for it. But then if you're gonna be bankrupt in 2 years it's probably not a smart choice. So I think you have to, again, don't look around, look within and find your own happiness and if you're looking for happiness through money, I think you're gonna always be disappointed.

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FT: And we have seen those individuals on television who have 15 of this and 20 of that go bankrupt. Or get into some financial trouble.

[00:17:48]

HT: Our franchise is very famous for that actually.

FT: And that's all we'll say about that. Heather, share with us a financial failure. You said you fail once, it okay. You fail twice, slap on the wrist. What would you say is your biggest financial failure?

[00:18:02]

HT: I feel for sure I got really taken in in college. When I got to college and I saw - I left my small town and I saw really how different people were. And I did try to keep up with the Jones', and that was back in the day when, well they still do it, they just hand out credit cards to college kids and give them credit rates and we think it's like Monopoly money and I'd gotten myself into pretty heavy debt in college. I had not one, not two, but like 5 or 6 credit cards. And I used it like Monopoly money, and it took me 4 years to pay them off.

[00:18:38]

FT: What did you do to pay them off?

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HT: I got help from my mom, and not to pay them off for me, my mother got my paycheques. I needed to reset my button and start to learn to live without money again, because I never really had it.

[00:18:56]

FT: That's so smart.

HT: Yeah, so my mother got my paycheques and she gave me what I could afford to have as play money, and I had to deal with the rest and I paid off those credit cards, and it took me 4 years.

[00:19:09]

FT: So in that case, the bank of mom and dad was a good thing.

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HT: It was cause it wasn't their account, it was her values, her ethics, it was her guidance you know? Her parenting.

[00:19:18]

FT: Why don't more of us do that? My mother always put the fear of god in me growing up. I should have probably done that as well.

[00:19:24]

HT: Yeah. Yeah.

[00:19:26]

FT: Cause I got into a bit of credit card debt in college, as many of us do. How about success Heather? Your top So Money moment. As a businesswoman, I'm sure there are many home runs. But what would you say was your proudest moment, financially?

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HT: The two that stick out the most, and I'll give it to you in chronological order, was when I borrowed money to start my business, you know I borrowed money to start my business. I didn't love having that debt, and I borrowed money and I had to pay it back. I paid it back in two years. And so I was able to get points in my business back by paying down the loan quickly, so that was huge because I stepped out, I took a risk, I took a loan, I didn't really wanna be under someone else's thumb, I had vision for my brand and when Michelle and I paid that off it was like, "Aha-ah-ah [singing]". Like the angels sing. And then shortly thereafter, right when I started my business, I got knocked off by Maidenform, which is a huge company, a huge publicly traded company, and we were in a lawsuit with them 3 months into my business. So that's a ton of

pressure on a startup business to fund a lawsuit. But not only did we fund it, but we won it. So we won \$6.5 million settlement.

[00:20:49]

FT: Oh my gosh, congratulations! That's huge.

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HT: Thank you. It was huge. So it was a big money moment, but I felt like as a designer, as a visionary, as a creator, it was about design integrity. It was like a win for all of us who innovate. So I felt good about it on one side, you know what I mean? And then the other side I was like, "Wow, we won." And I didn't take a dime of that money in my pocket. It went all back into the business.

[00:21:15]

FT: So inspiring for small business owners. Because this happens so often, getting ripped off by the bigger, richer companies. And so they can just bury you in litigation. What was your strategy so you wouldn't be buried in legal hell for so long? Because sometimes they know they're wrong, but they just do it anyway and they just take you to court until they suck you dry.

[00:21:46]

HT: Yeah. That's 100% what happens. I just kept believing in wrong versus right. I just stuck to my guns, and this wasn't a case where necessarily - things happen in big business, you know? A designer picks something up, they'll throw it in a line, the execs don't know, so when write a cease and desist you hope that people take notice. It didn't happen that way in my case. It was really funky. It was really not right. I kept waiting for the time when it was gonna become, "You know what, we see what happened and we're gonna back down." But they did try to chew you up and spit you out. I just believed. I kept my faith. I really, and I fought the site. And guess what, I worked really hard at it. It wasn't a case that my lawyers could win for me. I had to dig deep. I was in that paperwork every day. I really educated myself. I had never been in a

deposition before. I had never been in a lawsuit for crying out loud. But I took the opportunity to learn. And we definitely made mistakes along the way, but so did they.

[00:22:56]

FT: Yeah.

HT: And it really sometimes comes down to not wrong and right, but it comes down to being out lawyered, out monied. This is what happens. It's a sad thing, I mean Obama talked about it and he believes that we need to strengthen our patent laws in this country because inventors create jobs. Inventors create business. We give inventors patents and then we're like, "Well, good luck with that!" And we send them out on their own, and it's really only as good as the paper it's written on. If someone chooses to infringe upon it, you then must enforce your patent, and that costs a lot of money. So I think that, don't ever be afraid that someone's gonna steal your idea, cause guess what, they are! But they can never get out in front of you because you're the innovator, you're the original thinker. It's like meeting a wedding planner and they say, "Oh this is what I do, this is what I do, this is what I do. And I'm \$50,000." And you say, "Oh I can't do that. But you know what, I saw his pictures, and I saw his vision, and I'm just gonna do it myself. And I'll spend \$25,000." You'll never be able to do what that guy was gonna do. Cause you have to have your own vision. You have to have your own step forward. You'll always be followed, but you'll never be led, and if you just keep moving forward, and keep innovating, and keep the original idea and stay true to it, you're gonna build your own business. There's room enough for anyone. Look how many bra brands are out there for crying out loud. You ever walk into an intimate apparel for women and there's like a thousand bras.

[00:24:22]

FT: Right. It's not about the idea. As they say, it's not about the idea, it's about the execution.

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HT: Execution! That's what I was trying to say.

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FT: I've been taking notes Heather, don't worry. This is all good education for me and I'm sure my listeners. What's your number one money habit that keeps you, as you said, spending your money according to your priorities, making sure that you're growing as a business owner? Do you have a habit that's either daily, or just consistent enough?

[00:24:50]

HT: I would say that I'm using less and less cash today. Cash is like water. [Laughs] You start out with \$100, and you finish the day and there's nothing left in your wallet. I try not to use, lately, this is something new that John, my husband and I, have started doing. Cause then I can really see where the money's going. And you have expenses that are a necessity. You have necessity-expenses, and then you have like wants-expenses. People get them confused. People might think that clothing is a necessity, and yes it is a necessity, but you know, you can pretty much get by with inexpensive clothes and then if you want that expensive item, that's a want. That's not a necessity. So if you really start to look at your wants versus your necessities, and you can judge your choices, the credit card statements are great for that. You can also do it the opposite way. You can say, "I only have \$100 in my wallet and that's all I can spend this week on outside spending." That's not a good number in the city, but just for an example. So you can look at it too. You can either work only in cash and budget yourself and only use what you have in your wallet, or for me, my new thing is I wanna really see how I'm spending, where the money's going, and the choices that I'm making, and taking the time to just look through that and balance my choices.

[00:26:17]

FT: Yeah. And actually, while cash is very, very excellent for those who need to get out of debt and they really need to pair down their expenses. Cause once the cash is gone, it's gone. That's the beauty of cash. But if you are able to manage money....

HT: The evil of credit.

[00:26:35]

FT: Right. But credit, I mean if you pay off your balance in full every month, you're watching how you spend even though it's very easy to forget, I think the cash back rewards and also it's helping you establish credit. So if you're a business owner, this is really important. If you wanna buy a house, this is really important. So there are pro's and cons.

Heather, we're almost wrapped here. So Money Fill in the Blanks is how I like to end the show. It's a fun way to kinda get your instinctive answers to, well it's really filling in the last word in the sentence.

[00:27:09]

HT: Yeah okay, I'm ready. I love it.

[00:27:10]

FT: That was a horrible explanation, but you'll get it once we start.

HT: No I got it! [Laughs] I've been on "Watch What Happens Live," I play these games.

[00:27:19]

FT: If I won the lottery tomorrow, \$100 million, I would _____.

[00:27:23]

HT: Oh I would complete my home in the Berkshires, I would become a homeowner in New York City. I would buy in New York City.

[00:27:32]

FT: You rent?

[00:27:33]

HT: I rent.

FT: Wow, okay. I didn't think that.

HT: Yep I do. I rent in New York. What we did is we rented in New York and then we built in the Berkshires. We've got 23 acres in the Berkshires and we invested in our second home. That was, we thought, the smartest way to invest our money outside of New York City. It gave us a vacation home, it gave us an escape from the city on the weekends. Now New York is kind of like our pied-à-terre. But as the kids get older, I would like more space, but it doesn't come cheap here.

[00:28:03]

FT: I know. I know.

HT: So that's what I would do with that. And of course I would donate some to charity.

[00:28:08]

FT: Wonderful. The one thing that I spend my money on that makes my life easier or better is _____.

[00:28:13]

HT: Oh food. I really believe in "our bodies are our temples" and I enjoy eating and feeding my family good quality, wholesome foods. So I spend on organic, and I spend on, you know, Whole Foods is my playground. I try to really put good quality food in the bodies of my family and myself. So I think that's a worthwhile expense.

[00:28:44]

FT: Yes. My biggest guilty pleasure that I spend a lot of money on is _____.

[00:28:48]

HT: Oh, I'm a fashion designer after all. Fashion! Clothes, beauty products, I'm a bit of a beauty whore. I love perfume and lotions and makeup and stuff like that. I'm actually a lip gloss junkie. It's all about the mascara and the lip gloss for me. [Laughs] But you can go into a Sephora and leave, spend \$80 on 3 lip glosses.

[00:29:10]

FT: I'm a VIB Rouge member. How about you?

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HT: Oh, good girl. You know I am!

[00:29:15]

FT: [Laughs] Oh my gosh. Well it's worth it because then you get like really special discounts.

HT: You do.

FT: It pays off. I like to think.

[00:29:22]

HT: It does pay off. If you have a store that you love, it pays off to be loyal to them. I really believe that.

[00:29:27]

FT: One thing I wish I had known about money growing up is ____.

[00:29:31]

HT: Oh that's a really good one. I guess I would say probably, I wish I knew more about investing versus just savings. You know, I think that that's not what we're taught. I wish that maybe I was taught at an earlier age that I had more opportunities with my money than to just put it in the bank.

FT: Right.

[00:29:48]

HT: I think the most I knew was that there was such a thing as a bond. That's it. I didn't know much more about investing.

[00:29:55]

FT: And it was so boring the bond. I remember getting like savings bonds when I won like some Rotary Club - the Rotary Club always gave you savings bonds for like your 4th grade drawing.

[00:30:07]

HT: Right. And when you're in 4th grade, I probably have them out there someone. I dunno where they are? Are they ever gonna find me? I'm probably in a list of people who never collect their money from the government. [Laughs]

FT: Yeah, I'm with ya. I should probably check too. When I donate money I like to give to ____ because ____.

[00:30:24]

HT: When I donate money I like to give to ____ because?

[00:30:29]

FT: Right. So the name of the charity and why.

[00:30:30]

HT: Oh, sorry give to! I thought it was get to. I donate, well I have my own charity - The Kellner Paediatric Liver Foundation, so I donate a lot to that. We provide transplants - liver transplants - for babies who can't afford them or can't get them in their countries, where there's no such thing. We give a lot of money to organ donor awareness, the American Liver Foundation, and then of course funding to the doctors for research.

[00:30:56]

FT: This is extensive.

[00:30:58]

HT: So I give a lot of money there, and I love that. But I also lend my time in my 2 other organizations that are really important to me. First one being "No Barriers". No Barriers is an organization that was founded by a guy named Erik Weihenmayer, you might remember him, he was on the cover of Time Magazine some time ago. He was the first blind man to summit Mount Everest, and so you can just imagine his charity is No Barriers. "I'm stronger than what's in my way" is my tagline for Housewives, and it is a bite off of their tagline which is kind of off of Ralph Emerson that says, "What's within me is stronger than what's in my way". So I love that charity.

And then I give to the Tick Borne Disease Alliance because so many of my friends, and I love the outdoors, and I wanna bite back and take our outdoors back. Too many people are suffering from Lime and tick-borne related diseases.

[00:31:49]

FT: It's serious.

[00:31:50]

HT: It is serious.

FT: And often you don't know you have it until you're way into it.

[00:31:55]

HT: Yeah, and unfortunately the CDC at this juncture - I've been to DC to lobby for new legislation - they see it as a curable issue. So they say, "Well you get bit by a tick, and if it's carrying Lyme you get a bullseye, and then you can go get antibiotics for 2 weeks and you're cured." And that is not at all what happens. A good percent, I would say in the 90th percentile of people who are bitten don't even know they were bitten. They go undiagnosed for months, years, and years on end. Misdiagnosed, and it wreaks havoc on their body and it really does take away their life. I know women who it's taken away their unborn children. I mean, it's very serious. So we gotta bite back, take back the outdoors, and the best way we can do it is through education. Check your body, know your body, look at yourself. If you get a tick, react succinctly. Pull it off - you can go to the Global Tick Disease Alliance. I'm actually doing a campaign for them this month to get more education on it. And just look over yourself and your loved one. Hey a tick check is always fun with a friend! [Laughs]

[00:32:56]

FT: Yeah. Well we'll have this transcript at Somoneypodcast.com, so everybody can check for those sites again if you missed it. Thank you so much. And Heather, last but not least, I'm So Money because _____.

[00:33:07]

HT: Because I'm Yummy! [Both laugh]

[00:33:09]

FT: Oh my gosh that was so perfect there. Oh wow, okay. Best guest ever! Mic drop.

[00:33:17]

HT: I love it! I love it.

FT: Thank you so much Heather.

HT: Well I just think you are so cool. Any girl who knows her financial prowess and can spread the word, keep us growing, keep us strong Farnoosh. Love your message. Thanks so much for having me!

FT: Holla!

HT: Holla!

FT: [Chuckles] Buh bye.

HT: Bye.

[00:33:35]

[END]