

Gourmet Diva Bares All



The marketing advice that I got today was if you put two cupcakes by your breast your sales may go up! Scratching my head, true, true, sex sells...so I'm deciding to bear it all..my story that is.

Here is the story so you all know what's been happened with me for the past few months.

D Day

After I got back from DC for Obama's inauguration later that week I got “THE” phone call from my manger. Picture it, back from a trip, you hear the phone ring, you look at your caller ID see who it is. First thing, how is everything, you got a minute. In the back of my head “Oh shoot, here it comes”, and then “Boom”, Not sure how to tell this to you, but.... . two weeks notice.

How did I react? Did I throw chairs, did I cuss in the air.. NOPE, not I. Pretty much calm, the best analogy I can say its like putting a dying horse out of misery. The state of the financial sector earlier this year was not pleasant. Every day “so and so isn't working here”, you hear from the CIO, “keep working, it will be ok”. When folks that are more senior than you are getting laid off, what makes me immune from all of this. I'm not harboring the cure for cancer, I'm disposable like the next man. In the back of my mind I always had the, “I can be next”, but I kept working, I been through more than one layoff before. At the end of the day, I'm always a professional, this world is too small to burn bridges.

Gourmet Diva's Life Lesson: Control what is in your reach, leave the rest to God.

What to do with the free time? And how is the job search going?

Have you gotten the question “If you had two months to yourself what would you do?”

My answer was always “travel, ride my bike, go to a museum.” I did just that and then some!

Then reality start to hit in every once and a while when someone asks “How is the job search coming?”

My answer is usually “It's going”, the Truth, “not looking”, I get anxiety attacks when I see people walking down the street in suites and ties and their little portfolio books. Yes the rat race.

So you think I'm rushing to go back to that. To wake up to the “oh god, its Monday, do I have to go to work?” HECKS NO! I'll eat ramen noodle. I'm at the point in my life “Finally” that I know what works for me and what type of environment I thrive in.

I didn't want to tell anyone that I was laid off, the first thing that comes out of everyones mouth is “Oh my god, are you ok?” My mantra “Give me a lemon and I'll make lemonade”. Please don't feel sorry for me.

I kept ending up at the cross roads, of “What's next”. I have to go back to work sometime, right. But shoot I'm having too much fun, here and there, helping out at Amare's school – I even got to go on a field trip. I didn't want months to go by and all I did was jet set across America without a purpose.

My options:

- 1) Find any job or Be a contractor – at least I will know when I'm at the end
- 2) Go back to school
- 3) Volunteer Abroad
- 4) Start my own company
- 5) Pray

Gourmet Diva's Life Lesson: Outlining your options makes things clearer to see. Talking to like minded people goes a long way.

The Gourmet Diva is Born....

Option 4 & 5 resonated the most. Sitting back on the blue couch, I started to explore ideas .The untapped culinary passion.. Ah ha! (you have to say it like that old man in Coming to America)

Ahh, the alcoholic cake idea (A friend and I had the idea to start a dessert bar back in the day) .

To test the market one day I changed my gmail status to “Rum cakes on sale” My first sale was made!

I may be on to something, but this time I'm going to take it slow, but the thinking cap on, pull out all tools from the MBA 'toolkit', plan before you act. I have already had about hummm four other entrepreneurial ventures (yeah I did that Quixtar thing twice, It's not for me) already so I had my lessons learned. I knew I had it when I was waking up in the middle of the night thinking of new ideas and couldn't go back to sleep. While I'm out biking, ideas just flood through the gate. If you don't feel that way about your venture, then here is a hard truth, your not going to make it too far.

Market Research, Research and Development on recipes, Business plan, at this point I'm thinking just cakes, but you know me “I want more than just cakes”, how can this be bigger, impact the community, and more importantly I need a name....

When I mentioned to friends that I was contemplating baking, the idea was welcomed with open arms. Like myself, my friends think big.. “Ohh girl, you can open a store!”, “You got to write a cookbook”.

Going through the thinking processes, Hummmm.. it will hit me one day when I don't even know it. Brainstorming names for the business, nothing resonated, as in the words of Sabryia “nope these names don't work, they don't capture the essence of you and your creative cooking“, back to the drawing board, she's right. Watching the Food Network one afternoon it hit me 'Gourmet Diva'.

My mom gave me a \$100, when a friend of the family passed away back in April. She said, “I found this bill in my coat pocket, so here I'm giving this to you while I'm alive”. That bill sat on my coffee table, until June 2nd. It's hard for me to spend money that people give me. I used it to get the DBA certificate for Gourmet Diva and buy a new Hand Mixer

So friends and family. I'm SNATCHING It!. . I encourage you all to Snatch your dreams, in whatever capacity it may be. You may have some bumps and bruises, but the experience is priceless.

That it, my story, never an end always a new beginning.

Written by K.D. O'Galdez