[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=1QeL66tvGYNE40wPzSRfu8eL2ZPJWqRrPvZQYKQDXt3_yIDi_oGVBt3ut2NoV3yfhO5U_6nuGniVlcgWTgDNkq5GHf0&loadFrom=DocumentSpeakerNameDeeplink&ts=5.79) Welcome to the SPU Voices Podcast, an interview show where we hear personal stories that have universal impact. My name is Amanda Stubbert. I'm your host and I'm the Alumni Director at Seattle Pacific University. This is my producer.

[Kyle Brown:](https://www.rev.com/transcript-editor/Edit?token=WjiFRzheHTfP4uEy2695xdKbZr7c7jHTgUnVEAgTyZSx0OgTDXhmM6A5bxaqJLHNmZxRBOUkyyIBqI0Tzb7FhwjK5fo&loadFrom=DocumentSpeakerNameDeeplink&ts=19.81) My name is Kyle Brown and I am an alumni of Seattle Pacific University.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=alm3nWZda9-PaDaNp1rwaxwTwlJwCYtVtE1psk5GE9_ElrcgGI-4ojFliAQueQG9OZUANNxQrWI6pOwdsFpFDoBmArM&loadFrom=DocumentSpeakerNameDeeplink&ts=23.41) I am also an alum of Seattle Pacific and I'm a current parent, so we're pretty attached to this place. The best part of our job is that we get to hear these stories that actually change lives. Whether you are working out or sitting at your desk pretending to work, sit back and relax. Let's tell some stories. Today we have Laurra McGregor with us to talk about how a family business grew from a small cheese importer to a major food distributor, feeding their community and their family dynamic along the way.

[Kyle Brown:](https://www.rev.com/transcript-editor/Edit?token=LPf-Dz1KxvsI4vdzvUojdbHpdsHIS4iQg4wIlg0PtY_i4eWDwT-EPiEznd_U_9DkcXS6JDYYmgPgOEPaKQR7CgnULkc&loadFrom=DocumentSpeakerNameDeeplink&ts=61.1) This is a very lactose tolerant episode.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=hGex3K1luzAn6YNlgma_FTgfFjwZKUNWu662uqNng2k-jBSRzs7hG8tzcLiH3CQP13oQGlts7nWNsG6nhjLmc4uLNnk&loadFrom=DocumentSpeakerNameDeeplink&ts=61.13) Such a cheesy joke. If you work in a business or have a family, this is the episode for you. Laurra Lyden-McGregor runs the Peterson Company alongside her brother and importer of European specialty food products. The Peterson Company was built by her father and uncle as an importer of Scandinavian cheese, but has gradually expanded sourcing specialty food products locally and internationally. Today they are a major regional food distributor in the northwest employing just over 250 people in Washington, Oregon and New Jersey. Laurra, thank you for joining us today.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=Cofz7IDnKPJgLRuUGeIdvcfxPEa7AKM9vXJtzILnqiBLw7p85XV9TWjs4VXEgugqI8vOjBVg77bo790Qcya7IYsVyzM&loadFrom=DocumentSpeakerNameDeeplink&ts=93.24) Thank you for asking me. I'm happy to be here.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=ZtGQEdIjIo0NMJcLvSYgOeu08IbTDU-BwDE1VZwhQBsQsnUloSvPgXDb_tpWSLDNYt4-fpGQ5nezerTue6FH0kT52Ts&loadFrom=DocumentSpeakerNameDeeplink&ts=95.4) It's always fun to have you hanging around. How about we start with just giving us a snapshot of your family business? How does a family end up in a cheese business?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=X4YEz7VDINiGKzZMzFs23QG0iAvk3Nz16Ll8-35ZWBFjtgEZfvGSprW4s_TytmddTi2UWsF2CH4xRo7yV1IWt5Cva00&loadFrom=DocumentSpeakerNameDeeplink&ts=105.3) That's a great question. My dad wanted to go into real estate, but it wasn't a good time in Seattle years ago. He visited his great-uncle who happened to be very sick. I'm really making this a small story. He was helping clean up after his uncle had to go to the hospital, helping clean up this little tiny warehouse, really tiny, like a thousand square feet. More like a garage. The phone rang and it was a lady in Ballard that was asking about her fish balls. My dad who had grown up behind a grocery store, his parents had a tiny grocery store in Auburn. He delivered the fish balls and then the word got around in the Scandinavian community. There was this young man who had taken over by happenstance, his uncle's company, and there were cheeses in that little warehouse.

He just started delivering and called his brother and said, "Come on, help me. We're really doing well." Long story short, he discovered he had great licenses to import cheeses and that was a really niche market and he's very smart and the licenses are not easy to come by. He just capitalized on that. We have way more than just cheese. We have a lot of items. That's kind of what we've been known for and we send people overseas and they find amazing things. Anyway, my dad, that's how you get into the cheese business, I guess.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=Jz0q6Cl_QeGXWKkoKeDrncV_8UKzJNkRdgqISe-u0pjreTu9gwaP6l4bnsW3dBRAl_kJOUxeQhfLARHc-0L1xrNVWw0&loadFrom=DocumentSpeakerNameDeeplink&ts=183.16) Okay. That's amazing. I also understand that it wasn't just this side that was family business oriented, that your dad was buying from very specific families that were generation of cheese makers in Europe, right?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=Hd_fkW7nOn-IU9li5Jsst3wb443FSDDYPPJLHDU941OR96_eGhl04RcArWswUWBkWFX3mAuBGfDrWIaOi76AtB5C1r4&loadFrom=DocumentSpeakerNameDeeplink&ts=198.7) Yeah. When he discovered he had these licenses, because I think back when he very first started, they only had 10 lines of cheeses or 10 different types of cheeses. Then when he discovered he had these licenses and he would go overseas, he'd make these relationships with people that he still has today that he's passed down to my brother and I, I love it. I try to do it a lot. We just continue these friendships that we've had for years with cheese makers and importers overseas. He's been very careful. He really vets out. He always vet it out who he was buying from and how they produced and he would visit their farms and their manufacturing plants. We still do that today obviously. It's really special.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=yo7YN2mN3VZ52Lc2pjBic45setFtvH12VzdZa-dfheAK--jzhVmlnjTxXLUpAMvIB6-OCAbRJ2ayVkJlC7wpA2HUXf8&loadFrom=DocumentSpeakerNameDeeplink&ts=240.71) It must be getting more difficult though to run a business that way, isn't it? Aren't things becoming more and more automated and bought up by larger companies.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=z9V2HdNIMyA1UGnAeG42sZ8twM-lzqbaL8zGY2mmvzSrxnCLKp0PXxvQwTg-6nusOKxbeubAT6o00w5dECu5Fw0HXSg&loadFrom=DocumentSpeakerNameDeeplink&ts=249.31) Sure. Yes, that does happen. I think something that puts a damper on a lot of the importing, well, not a lot, but something that could put a damper on it is just a lot of the rules and regulations that are made to keep us all safe and I get it. When you go back, like there's a family that's been doing business for 400 years, they've been cheese makers, and in Europe it's actually really common. It had been very common like if your father was a cheese maker, then you just knew I'm going to be a cheese maker. That's changing and has changed in like the last generation. Anyway, when the way that they make cheese, which is extremely safe and wonderful, but it doesn't maybe follow the protocol, it's harder to get things here and okayed by the FDA. It's kind of a double-edged sword.

You appreciate the safety component of it but it's very frustrating because you say, actually no one's ever gotten sick in 400 years. They really know what they're doing and they really care but yes, they might not take off their muddy boots or you know, something in the entrance way. Whatever it might be. I'm trying to make it seem really simple. It's not. It is harder to answer your question.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=XHLHopKoYaBi1LN_aFe4TW54WL-KNxbLVuTAzjWwmJLp6nKguM0hOdNwYDdhR1Nu8HmKYpdx9l9qQkVjGKBJwCaqoeQ&loadFrom=DocumentSpeakerNameDeeplink&ts=310.35) I can imagine a lot of the regulations can be hard to even match those even legally match up what's in the regulation with what's actually going on. I've seen some photos of you on some of those trips, like literally going down into a cave to see where cheese is being aged.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=M5igVNeqJQc1YxTHoHweVqv-rJVZTw8FdEvLOvUyZFwEdvVWJGkpQTu7joSgPhyZE8ieWEkL_Quh5vFCF41V1dhGgeY&loadFrom=DocumentSpeakerNameDeeplink&ts=325.3) Yes, yes.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=rpFKPjOq4qQGaBl04O1rlEtcQSTNvmczpWEtlVcmTi5o5ItIlfsK0lyiLaqOD50QMALRQ3W4ET9okEvVy38DtSm4eoc&loadFrom=DocumentSpeakerNameDeeplink&ts=326.24) It looks very Lord of the Rings to me. It's lord of the rings of cheese. Okay, I've lost.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=cWhIzgKeX8WN9CfSdqNrn41BsGkzeoz7zjNs5qiWyY5Nx1LAGewnwsYzGOL5SR0ZcItLEv2jOICMQ7hciXyA9slWUZ0&loadFrom=DocumentSpeakerNameDeeplink&ts=332.91) Okay, and that's the relationship. Dad went to this cheese show and I use that really lately. I think it was 20, 25 years ago and found this young cheese maker that his family had done it for years and loved his cheese and invited him to come to Auburn, Washington, real exciting, to show our company the cheese 20 years ago. It's just an amazing cheese. He forged a wonderful relationship with that family. I go and visit them all the time, bring my daughter and visit them and go into the caves where they age it and it is surreal, I have to tell you. They're so generous and down to earth and they sell an incredible amount of cheese and do wonderful business. It's pretty surreal when you just sit down at their kitchen table and you're just talking about stuff and they're just amazing. That part of the business is pretty fun.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=Vv1tdpJBtigtaaoXEMhYMfRnq9fTmIZIPTzlkNLvcCHljkV50BakyuIRGZsjR8z8uiA_LOoEY5gUTExrkPhpwqxt3is&loadFrom=DocumentSpeakerNameDeeplink&ts=383.51) Right. A family business like here, we're sitting here talking about this because it's amazing that you are teaching your kids about a business that may someday be third generation. That's a big deal here in Seattle, Washington. You're talking about families who have been in the same business for 400 years. I think it's hard for us Americans to wrap our minds around that.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=MVYhUbJt-aFmcEcN5ldZ5k3450EooeK9KU0Arfjot2qFV0LxMRwmzpG1wBr0L-yKfiewp2-rJyYEMeiXSM9ZA8-up9k&loadFrom=DocumentSpeakerNameDeeplink&ts=402.81) Right, it is.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=gc0aQl079B2FJKBygTJhAkT5ZI1UdGUHhpq5YPwtXeYkMPZmScYzt1eo6YJcY05SZ2m1XkpwiqH60cR2Tsn6lIOJaPA&loadFrom=DocumentSpeakerNameDeeplink&ts=404.25) Speaking of which, I happen to know that you did not grow up saying yes, cheese business for me. I can't wait to be a part of that.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=U8H7RmdhMvJH4iKVK1YSWKT0cogjQFrjWf-QwJVeP9Nk04PU_q2QGABK3T3AR7POBJlrMU_aOS_XMsRRSubT8P4Q0gc&loadFrom=DocumentSpeakerNameDeeplink&ts=413.31) No, my dad was wonderful. Both my parents were about just giving us a work ethic, that was really important to them because you never know how things are going to turn out. My dad would always say, "No matter what, no one can take your education away from you, so make sure you have that." He would actually, I mean, this is weird and off subject, but he would reference like wartime when other countries would come in and like strip everybody of everything and he'd say, if you lost everything, if you lost the clothes on, well, if you only had the clothes on your back and lost everything, they can't take away what's inside of you, which I say is your faith, right, and your education. That was important that we had that and just a work ethic. We had to work at the company when we were younger and I did a few stints. I was fired a number of times which deservedly so. I was a troublemaker. I feel bad for all the people that had to put up with me and train me and work next to me.

At the same time, it helped me develop a thick skin and at the same time I said, well, I'm never going to be the boss's daughter. I am going to forge my own way. I don't want anyone to look at anything I have materially in my life and think that I got that because I was given that. Also, some people were kind of grumpy with me at work and I just didn't want that stigma, I guess. I didn't believe in nepotism, whatever. I was like, nope, I'm out. I'm gone, goodbye. I think that was really hard on my dad in a way, because you build something for your kids, now I get it better. You build something and you want them to take advantage of all your sweat equity and then they just kind of give you the bird or whatever. Maybe I shouldn't say that, but they like turn their back or just like, "I don't appreciate," you know. At the same time, that was really good and really important that I did that for me, and I think for the business too.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=c10OngTSRZqDp51fifvLILpaE49RppFfkfDY4SMnFeH8FI7w9D1WN4cSXjWyT6hRZblBevvE3Vfj590dUdGPE_Scwvs&loadFrom=DocumentSpeakerNameDeeplink&ts=517.37) If we can go into a little bit of a personal story of the time where you said, that's not for me, I'm not going to do that and yet still the installation of education is really important and what goes in will be with me for the rest of my life instead of running away as a rebellious teenager. You went to Brazil, did you not?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=O05-S5wlsWBNYHE9n4bDeMLLh1bAE_fG2TroGTgrD2-l1V_wg9dM_hN6hRdSfZh8uQSnqXH3IW5T-DagyG7tCLgT1iU&loadFrom=DocumentSpeakerNameDeeplink&ts=536.02) I did, yeah.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=k3YRNf6Ln9Z7M3z0brD4UnPRf1KUnIQsecX7tLTRLCxEc2-CfeNlqUDI_nXWSUGXTSCp3ca-awnXDrblfW-hII6jyXY&loadFrom=DocumentSpeakerNameDeeplink&ts=537.06) Without speaking a word of Portuguese?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=MpxVHOcCQXcQtcuGZRD2InSa9wuNI0LxOx9kMvY1GoO3e8Cw3x123k0OFGS787fulA3SqKNwMWWvhd-UeGjdaTPWJdM&loadFrom=DocumentSpeakerNameDeeplink&ts=538.77) That's true. That's true. Right. I was a challenged teenager, shall we say that, so my parents kind of said, "Hey, so listen here kiddo. What would you like to do? There's always the option of boarding school or an exchange program." I'm actually smart enough to know that boarding school, I wouldn't have fit in there. It just wasn't from our socioeconomic, you know. I would have, I don't even know if they give scholarships or whatever, but that's a kind of, it wouldn't have worked.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=EscktOYCq1PGWCLHdh3y9kBEnGVIsAu__l5g2oydd6v-3dDDqs0VDaKk-lSzWnbSJjNtOhADRu1tUm_qFH4KKo23PSU&loadFrom=DocumentSpeakerNameDeeplink&ts=567.63) It didn't seem good to you.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=M8_xrbEO7Yqiq0mJQSqA0w5S0Oc5FHIKlKzgB0ys0fozWWVAZ1Bdf5uTY0zgFC7x6INarJ0dipnbNvCXjRBlKdj3uGM&loadFrom=DocumentSpeakerNameDeeplink&ts=568.64) No, it didn't. I wouldn't have fit well. Then I wanted to go to an exchange program and my dad made sure, his one caveat or his one thing that he wanted to say was I couldn't go to a country that spoke English because then it would take me a little while to get my feet under me, better education. Right? I would have a second language. Anyway, so yeah, I went to Brazil for a year in the middle of my ... Half of my junior, half of my senior year and that was an incredible experience.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=St5KO8BZzxsaI334Fi-ACApVa0-atqfHJcDHeam5u-kjH400sp7ml9XsdTSfW4RQJ3R7ZpCxk9BXqsQrlnPaNB2X-4g&loadFrom=DocumentSpeakerNameDeeplink&ts=595.58) What's it like to get dropped in the middle of Brazil without speaking a word of Portuguese and have to go to high school the next day?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=AoKcqLaVo-lYtDnr4LNntiHV0cdjXONUJsaAXqQPtHJwqiCEOIKcR2OieRdIyJKFbAx76aTIIwGGEevPJb8m4iNtWRA&loadFrom=DocumentSpeakerNameDeeplink&ts=601.65) Well, honestly, for a 16 year old crazy girl, it was amazing and awesome and I loved it. I did. I don't remember being frightened. I remember just being super, super, super excited and glad to be out of my house because I was-

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=apTCbiOGDHK3tKeVCEpW02n04-Csw6dO1_9xeyNVKdb4tFEfpBvav-aImyAzqXCHJx028UlBD17B10oBLPtZ-ue8Pyw&loadFrom=DocumentSpeakerNameDeeplink&ts=616.07) You didn't have to work at the cheese company anyway.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=0gkP0i9Eyo1OHlDyZAQxm3NL0fA4BbIfxAzgfS1O9YGQfj1JOcy3UVaesn6aiIl6VKXyUaR50R9H_F9hjs44HL7Pu9A&loadFrom=DocumentSpeakerNameDeeplink&ts=617.72) Well, there was that. It was amazing. It was wonderful. The family I went to live with didn't speak a word of English either. It was rotary and they did an actual exchange. Their daughter went to Idaho. I was having the time of my life in Rio de Janeiro, right. She was just miserable in some like 300 occupancy hotel in Idaho. I don't know.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=smfVHkegvEAsQJOOZ8Sp5mrAEnugIMwMFLhYifTXvi_38hHvyeyKOAjUGLZYmIndRIA1ZybC03LVA6iEu8sY9M94B18&loadFrom=DocumentSpeakerNameDeeplink&ts=640.28) Poor girl.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=n_bTB3jQTwN8XL7KOTqMHwa5C4G99KcyHmEGyd4JJZlwll9zcTAgxOaj33cK2_fhMeXbDeYzU0a_EOruKgz-fKiLDCA&loadFrom=DocumentSpeakerNameDeeplink&ts=641.34) Anyway, it was a phenomenal experience. I'm super, super glad I went and I loved it. Thank you for asking.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=B_NnNGW1R-psoojcvEH4dJVJr3UjRb3C5RY7nsuowPELJKrUtkvdnb3guXDTLSsEQKjj9OkExNGResiMFE3S7r2UA0Y&loadFrom=DocumentSpeakerNameDeeplink&ts=648.15) Then you moved, you came back to the states and moved on to college, spent some time, a little bit of time at SPU and then were a school teacher for a while.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=aKLLEAwqSi3YjMRJVVcqEsg8Zln4hW6ep8JIfVhowJmD9vvpLWMB1NID1gHPIWnoQR_vp_kSaQgIjql0cWNn3ES3X34&loadFrom=DocumentSpeakerNameDeeplink&ts=656.71) Yeah. I taught junior high and high school.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=XcpyZjLU3pGSXnGZm8MtWWKfwmQ6jICEcGmmgZbIBmnTG2iAq4bxWx_rpUOozukvaaayRDnPiInbDL2fQaB8xg01Vbw&loadFrom=DocumentSpeakerNameDeeplink&ts=658.93) Brave, brave woman.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=ZcrN72Fbobck2kIe9fy4e-uB5AovmQAGSXDslY2izUO3PpUII7qrGlKt6BR3YwnD2KBZ8BvggDgUiCdvxBNgrPgqvWY&loadFrom=DocumentSpeakerNameDeeplink&ts=660.55) Well, it was funny because one, I was going through SPU, part of how I got money was I would work before and afterschool care for the Shoreline School District. I had second graders and all during the summer too when I didn't go back to the Peterson Company, if I had to, you know, get real good money, like doing some like cutting cheese and if there was something in a hurry or something, do that. I did before and afterschool care. I realized once I got into teaching junior high that there wasn't a big difference between seven year olds and 13 year olds. Honestly, they were similar to me in a lot of ways, but it was fun. I loved it. It was good. I was a really good school teacher. I was a really good high school teacher.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=hXIj3mNsX9eSEN68NOYGdVISwPmNyDyCfii11AsQCAQs0vktYrldvvKgFCMk0mwWHkIsBMAPfJ1x8ofkjwZAxQkHoPE&loadFrom=DocumentSpeakerNameDeeplink&ts=700.31) I believe that. I think I would have loved you as a teacher when I was a kid.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=Fdq9_CYC5awAR93yRqzOn5rpKjRb-GI8xSZxowNeSv9jgQUWb7b-ccE5KQrX81UcxGZWuhfvgrI8FajorREHW3jAHMA&loadFrom=DocumentSpeakerNameDeeplink&ts=702.75) You would have loved me, yes. I loved my kids, but that was a problem for me because first of all, I was super boring to talk to because all I talked about were my kids, literally, it was the first year I was married. I'm surprised I'm still married, honestly, because Matt should have left me, divorced me and gone. He's such a trooper. I would get to school at six in the morning because I just wanted to be there early and get everything set up and then I would stay until six at night. Matt was working really hard, so it worked out well that we were both busy. The last year I worked, I was telling someone this the other day, it's funny, I try not to think about this too much.

I had a kid, seriously threatened me, a high school boy, seriously threatened me. I had a high school boy commit suicide. I had a freshman ... He was a junior. I had a freshman girl get pregnant. I was so emotionally involved with all the kids. I thought, yeah, this isn't for me. It affected me so much I can't even tell you. I thought this, yeah, I got to find something else to do. Also, I'm not being paid anything. All my friends were making all this money in these startups, you know, I mean, it was just like crazy, like three and four times what I was making. I felt that they weren't working as hard, but I'm sure that they were but yeah.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=bWKf-WWI7fhHjfMgDzzyTifCX_2FpZrUjrs3wALrXMKTnjkJHzajpCBURAnGAAc6Yygv-6L9g2k28hXL_76sV0Q3P_Y&loadFrom=DocumentSpeakerNameDeeplink&ts=775.92) The point is teachers need to make more money. I think we can say that. I don't think anyone within the sound of our voices is going to disagree.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=TrYIBrLVXQ5dYDO4NG1FI6l4nehLiITpBq_SZJbmEFE1mcpTohlXzFToqHTaqsyXpmsnvD61PcdG7tgXacMji1O5TCE&loadFrom=DocumentSpeakerNameDeeplink&ts=782.4) No. Correct.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=lVZbf54u6DERzv7-liwYpAaHViEMAwywYasX7lfKmybDRuqbKS2If3DMELFrS4CgCmW1Kg9W-OdAP-vUnRIzMaCTYRk&loadFrom=DocumentSpeakerNameDeeplink&ts=783.53) Tell me about how, so then you had your own family. When did you say, okay, this cheese business, this family business.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=2qG6i-hEorbtVXBjPxAdQj0T5S-P1iYBIo1P3OuiLQUYlgUILJD71Vsjgm0Gx5e2WeVAo-MmCvXHHoo825QLKbC924w&loadFrom=DocumentSpeakerNameDeeplink&ts=792.05) I never said that. I never said that. Never, truly never.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=sB-0S3bbaoX38iYRldq6n2ARGHpOkTl4w6yeoDK36cfOoknryU1E8Mg_ZDixgjSnI0b8ZOBfLNxxHivBTlWDo2tW5y4&loadFrom=DocumentSpeakerNameDeeplink&ts=795.46) How did you find your way back to the Peterson Company?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=8Tll9ou3NtRHQBslsfsdWUBGu1K66QYiw9tXo_vz-YNY4fF8fe36D7JEgzHfPgziPxAVZAIzspns94sU0gEGpxHQHNQ&loadFrom=DocumentSpeakerNameDeeplink&ts=798.72) My brother, I paved the way and did all the mistakes and he was very smart and he just watched me and said, "Yeah, I'm not going to do that." He was very smart. He went to high school, he went to college, he got out of college. He also didn't want to work for the Peterson Company and he, like me, we had had to work there at different times. My dad said, "Hey, how about you work for me just for five years?" Because he was doing other things that weren't career-based things. I won't even tell you what he did because that'll offend somebody that I just said that. Anyway, and then my dad said, "Give me five years and then see how you feel about the company." That was like 22 or 23 years ago, right, so he stayed. My brother dutifully had been running the company and doing a really good job the whole time. That was great.

For some reason, I don't know why, he called me like five or six years ago and said, "You know, you're an owner of this company," and I don't think about that because we don't get dividends, I don't get a paycheck or something. It's just kind of on paper tax purposes or something. He said, "You're an owner and you should really know what's going on." I said, "Why? I'm busy." I have church, I have school, volunteering at those things. I don't really see the purpose. He said, "It's just not responsible to be a business owner to own something and you literally have no idea what's going on, so why don't you come down at least to a management meeting like once a month and see what we're doing." I was like, "I don't know. Okay, I'll think about it." Then I did. It was actually really interesting. I sat there and I listened to people and my curiosity was raised about certain subjects and then I left.

I thought, okay, I'll come back in a month, but it kind of ate at me and it's every Wednesday, right? I'm like, wow, maybe I'll go back. The trajectory in what was going to happen and what actually happened were very different. It went real fast and I just got sucked in because I wanted to. It just piqued my interest and I liked it.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=ui-FQp66cmYC4oKW9UJaf89asmij1JMFZU-wYv5KzKM6ZM-oqZO-Ac4ajHQc3Sldf-hFuVQeHoYwn8smjdgGyagBC7Q&loadFrom=DocumentSpeakerNameDeeplink&ts=925.13) Wonderful. Now you do all this travel.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=zIRRYj2zERpWT8Lw_Tdjr72oJWvIzJYXu9m4qxs5CzEKQ0CeEFw6sY9OfFPDq-6z0HhGAkGNQTvEhth1tVYkYltFqts&loadFrom=DocumentSpeakerNameDeeplink&ts=927.67) I do.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=TwLf6OO-0QM696PiyvFiUN-YEvj-ajiaCjTbcCWt8p7j01nHTyJxvYMb00yws4hFmGfomEUIdfP36hiCmxCyTWBsV5w&loadFrom=DocumentSpeakerNameDeeplink&ts=928.65) Lot of travel for work. Now you have two teenagers in the same position that you and your brother were in, and now you have a boy and a girl. I happened to know that you bring your kids with you quite a bit on your tour both to Europe, to New Jersey, to sales meetings, to food shows. What's that like now that you're on the other end of all that?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=d3iGjM1lkCNht8VdAfPW_KecFTJovGV0cUTqwljD4l1J5F6oZUEtbYTOIgZbOsEE9H9UrS2XtM9HHunSIfGuNL9XXao&loadFrom=DocumentSpeakerNameDeeplink&ts=948.25) That's a really good question. My son worked there the summer in the warehouse, which is hilarious. My brother who I adore, he and I room together. We share an office. He's so funny because my son's name is Lachlan, so I said, "Hey brother, I got to get Lachlan, you know, he needs money for his gas. He's going to drive for the first time. I go to work every day so why don't I just take him with, then I would get the car pool lane, it's all wonderful." He goes, "Oh yeah, my son will never work here." You know, like, oh, sure. Okay. Yeah.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=QAEyfNedDheDH02Y9YsxQTEEM4YugepekIj1bMf-u6mFzkZt-62N2VVEcg6tB2G2rOW_jvkWCCOGu1ymI_4XUkjXJ0g&loadFrom=DocumentSpeakerNameDeeplink&ts=980.13) I was here when you said that.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=mSBmAl2P2KEoPdRHn37VTFVIhK25FMShgjCyB887t7MJOhDPcS0cvodxqQDTSTM3aJ0olBt5zu3my_Z53LVmqwyswHQ&loadFrom=DocumentSpeakerNameDeeplink&ts=981.55) Right? Totally, and then we had to get a special permit because he's only 16 and we only allow people 18 and over. We had to apply with the state. Anyway, he gives me a hard time all the time. You know, how's that son that will never work here. Anyway, bringing the kid. Yeah, it's interesting. My daughter goes more with me because she's not in high school yet. Anytime I can take her on a trip, I try to, European trips especially. The New Jersey ones, I don't take them too much because they get out of school to sit through meetings or walk through the warehouses isn't as educational in my opinion, they can do that in Auburn if they need to. Yeah, it's amazing. I love giving them that opportunity.

I'm laughing because that was like, I would never, and I think it really opens their eyes up to the world. For being a woman, I have to say I want to show my daughter that I am doing something. I loved being at home. I think that's incredibly important. I'm glad I stayed home. I'm blessed that my husband made that a priority in our lives and at the same time I'm so glad I get to work now that she's very independent and she has her friends and stuff. Just to show her that women can do great things outside of the home, which is great to do in the home too.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=jz-2FITVO-bRaCtJWbVr0GTe78Kn-eTy5ZxPb7ssmf25gArwYu1xl1xYtkBg8FI6GX8ciryz_HyYLw_z6ogdl0cgKmI&loadFrom=DocumentSpeakerNameDeeplink&ts=1052.48) It sounds like she's taking to the cheese business pretty well.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=6jDmsAE9EBL-PbQznosCAauuTsgBDHxl811biWgCKms-HudGcWDEZBNlT-JZbV2wtlF_rvpD88YAlOZxAUyiVxNpv1o&loadFrom=DocumentSpeakerNameDeeplink&ts=1056.31) Yeah, she is. I have to say Lachlan, it's funny because my dad and uncle are very different. My dad, it was always like meeting the customers and the clients and doing that sales part. My uncle always did the warehouse, and the word on the street is like, people work for Peterson because they work for check, you know, maybe not word on the street but at least in the warehouse, that's the word. He loves that part of it. I would say when I look at my kids, not that I'm even saying they're going to go into the business, but Mahrin's more like, she really enjoys like, "Why do we do that? Why do we buy from those people? Why don't we charge five cents more a pound?" Lachlan's more like, "Hey, I think we can get six more pallets in here." He likes that operational type and she likes the relational type and they're both very relational and very operational in different ways, so it's interesting.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=HakGqHn-s77u16Tvi3AKubrqIjmI_Dg3eO2NV6AB_WcGYLDdmktXy5fVyg1QdTzrGQFOT1vzsBrJAIsKah7KUE23Y0Q&loadFrom=DocumentSpeakerNameDeeplink&ts=1104.37) Do you think being a family-run business actually changes how you do business?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=JwTHM2S3gujlq1hVslv0Y6OLM56O3a1YCuz_y50kpBoAZbyro9-DkwP_f65F-ExQfihNRtmfxUGxxKgLLYUGc87GFPw&loadFrom=DocumentSpeakerNameDeeplink&ts=1110.37) Absolutely. Thousand percent. I mean when I talk about the people that work for me, I care. I think in different conversation that you and I had, something that I said like why do we do this? Like what's the point and why do we want to do it better and why do we want to make more money? I recently read a book and it said that it's a really neat book called The Culture Code. If anyone wants a really interesting read. It said, getting a job at Zappos is harder than getting into Stanford, something like that. I want to be that company. I want people to want to work for us because they're treated incredibly well, because they love what they do, because they have a voice, because they have great benefits, all that stuff. Why do a family business better? Why not just steal all the profit and just let it chug on by and you know, to get better yourself, that's not, Brian and I aren't interested in that, but it's because you have 250 families, not even people but families depending on you.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=MAjME6e7X3eHQBmBlA0ZgoRFhloqpkoSMUSOydnwk6Z0BqnjJ5xN3u5xZu1Ipn0YZqcPocw2jPeRyiKNgx00ASIwDAI&loadFrom=DocumentSpeakerNameDeeplink&ts=1166.78) Not 250 employees but 250 families that you're taking care of as a business. That's an amazing perspective.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=wMwxtqceIh8CWnCYmhr4oaT6w_FtDFErT3Vw7l-Qs6whPTBHyWkE2UktcQVRY4dkOdS_lxndXLy31n1PNBrmDKQZnhA&loadFrom=DocumentSpeakerNameDeeplink&ts=1170.93) It's pretty phenomenal. It is. That's why I want to be better and do better and listen and study and it's just fun. I mean, a family business, you have that all responsibility. It's all on my dad, my uncle, me and my brother. That's amazing. Right? But then looking at the families that work for you too, they're amazing and you can really get to know them. It's not corporate. It's not, you can care like, well there's a lot, there's a thousand stories, right? Great things happen to people and bad things happen to people and it's great to be able to be there and be kind of a second family to them. I mean, I don't want to get to like, but some people say that work for us, they'll say, "Gosh, this feels like a family to me too." I love that. That is like the biggest compliment. You spend 40 and 50 hours a week. Holy mackerel. Right? You better. I hope it's kind of that family.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=kv3EsoRqN6zFfdaIAWSeDw37G3W_ZXzKcrrhJtkCx_53GGlm0-UuEpWXs2p8XcpWx0mGO9RQdW2GmrrCB6DBIXCkGK4&loadFrom=DocumentSpeakerNameDeeplink&ts=1221.71) Knowing that if something major happens to your family, good or bad, positive or negative, that your employer will care about that. They may or may not be able to do anything about it but the fact that they will care I think it's almost like the industrial revolution. It's our second cycle through that, I feel like. This information and age of automation, it's unique to find an employer who truly cares about who you are as a person. I think people will stay because of that.

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=0cwBp0scR7ylFnWUovhi3YGRJo4JdIck9ihr4ymLoty5qyvwOqyKQMhevuhqRtm_eoAOtRNIp2YpfFVFtYJwpKUCJ7w&loadFrom=DocumentSpeakerNameDeeplink&ts=1248.49) I do. We hope so.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=nbeeu7JTfvsiuWePnoqoDXBwW5VVcX2z3X43bzMgQ7NLZVaLD5-Ts1mpYvGtUr3XEVkSrA-kxwO1XbqDaZqo8oBwNiA&loadFrom=DocumentSpeakerNameDeeplink&ts=1250.48) Thank you so much for being here today. I always have so much fun chatting with you, but I have one last question. Knowing now what it's like a lifetime of generational family business if it was just you, would you start a family business now?

[Laurra McGregor:](https://www.rev.com/transcript-editor/Edit?token=CDs7ggSVjuSCwtlG5i8hGWTwhze7uqMEb6GihM1jw_uLYVeFe2S0sYeZ-pwnV-DBzhvLjdwlW4GuHdqilHOf94wWaq8&loadFrom=DocumentSpeakerNameDeeplink&ts=1265.01) That's a very good question, and I absolutely would. Yes.

[Amanda Stubbert:](https://www.rev.com/transcript-editor/Edit?token=QkoB5f7dV4gzzYMEEp8IzeVKqHf9-6Z2Tpx6wzMQxKxcayKVjkpnsPx-M9UsKwES0MlAtLqIgIhUpGjJFUg5sBNaaz4&loadFrom=DocumentSpeakerNameDeeplink&ts=1272.72) We hoped you liked today's interview and learned something along the way. From Amanda and Kyle, we ask you to rate, review and subscribe so we can keep bringing you these personal stories with universal impact. See you soon.