

## WOCAndAllies\_EP80

**Elaine Lou Cartas:** Legacy leaders. I am excited to have my ading. Ading means, how would you describe it Dom? Like little sister, little sibling. Yeah. So it's in Tagalog. So I have my ading, my client, Dom, founder and owner of Pamana Plantas. Dom, welcome.

**Dominick Morales:** Hi, Elaine. How

**Elaine Lou Cartas:** are you? I'm good. I'm going to be distracted by looking at your beautiful scenery.

**Elaine Lou Cartas:** Dom, actually, can you share what you do? You are the owner of Pamana Plantas. For some people who don't know what Pamana means, plantas, I think people could guess, but yeah, share where you're based, what you do.

**Dominick Morales:** Yeah. I own the Pamana Plantas, which is a Filipino family legacy inspired plant shop.

**Dominick Morales:** The legacy is. The resilience that ran through and still runs through my family's veins. And I connect that to plants because I believe that plants are resilient. And we are based in Berkeley. And yeah, we do lots of different events and collaborations with other small businesses in support of their growth and our growth.

**Dominick Morales:** Yeah. Just all about fostering that.

**Dominick Morales:** I'm stuck.

**Elaine Lou Cartas:** It's okay, Pete, you can delete that last part. You

**Dominick Morales:** can delete that last part, editor. Thank you so much.

**Elaine Lou Cartas:** I know you've been crushing it, though. You've been in bus You've had Feminopantas for a year now, right? No, almost three. Three? Okay, why did I think a year? Okay, happy three years.

**Dominick Morales:** We've been working for You

**Elaine Lou Cartas:** and I have been working together for about like a year, but you've had the shop for about three years.

**Elaine Lou Cartas:** I would love for you to share the story of how your uncle is the legacy behind this.

**Dominick Morales:** Yeah so my uncle, he took care of me and my sister when we were younger, and basically he was, he had who am I gonna say this? He had Alzheimer's as well as, Only half of his body was fully functioning because of an infection in his brain.

**Dominick Morales:** And regardless of that, he was still the one to take care of me and my sister, and the one to always want to live life, and bring positivity wherever he went. And he took care of my uncle, just was a very, loving man. And when he passed is when I realized that many of my family members embody that Brazilian spirit.

**Dominick Morales:** Like my mom, she is a cancer survivor, as well as my aunt, and both of my grandparents, or grandmas they ran businesses in the Philippines to support their families. yeah, that's what kick started the shop. Pushed me to really open and I'm so glad that I did.

**Elaine Lou Cartas:** I'm smiling so big right now because you look like an angel, we're, recording this on video, right?

**Elaine Lou Cartas:** But there is like a light line literally streaming over Dom's head. And I was like, oh my gosh,

**Dominick Morales:** we're uncle and little family. Yeah, they're right there.

**Elaine Lou Cartas:** Do you see it?

**Dominick Morales:** Yeah. That is so funny. Alright, I'm not gonna say

**Elaine Lou Cartas:** anything to piss you off because your ancestors are gonna come at me. But for those of you that don't even know, I have a similar.

**Elaine Lou Cartas:** Kind of plant story, but I'm Ilocano, like a subset of Filipinos and Ilocanos are known for farming. So my dad and my grandparents immigrated here to work in the farmlands to be grapevine workers. So I was showing before we hit record with Dom, because Dom is obviously a plant shop owner and has a ton of plants at home.

**Elaine Lou Cartas:** I was like, look Dom, my fortune tree's growing. My goal this year has to not kill a plant. That was my goal, which I'm sure Dom, how often do you hear that statement when people walk into your plant shop?

**Dominick Morales:** A lot, actually, and honestly, I still do, there's a lot in here to kill, but I try my best not to, but it's, no shame if you do, it's just, it's definitely something that you have to, learn, and and that's okay, right?

**Dominick Morales:** There's, that's what life is.

**Elaine Lou Cartas:** Yeah, since we are both Panais, both a woman of color, both women, I wanted to I, I have loved working with you because just so much insights and reflections that you provide. And I know a lot, your plants help share that with you. And I wanted to talk about why it's important to pull yourself up, how to be brave enough to ask for help.

**Elaine Lou Cartas:** Why do you feel like as a woman of color, it was so hard for you to initially ask for help? Not necessarily to have a business coach, but for anything, maybe even Hey mom, hey, Tito, like how do I make sure this plant doesn't die? Why do you think it's been so hard?

**Dominick Morales:** Being Filipino with that in mind, and in my family, it's just been not like when you ask for help, it's they tell, they make you feel a little Dumb like you should have already known this or like I told you so thing.

**Dominick Morales:** So it's never been aggressive.

**Elaine Lou Cartas:** Thank you

**Dominick Morales:** It's never been something that's oh, it's okay to ask for help. We're like you should ask for help So yeah, it's never been something that I practiced growing up. I don't even really think our current society Promotes that maybe more so now but in general, it's like literally pick yourself up from your own bootstraps, right?

**Elaine Lou Cartas:** Yeah. What made you finally unlearn that and ask for help? And why was it helpful for you to do that?

**Dominick Morales:** didn't unlearn that until I started working with Elaine. With you. But what made me ask for help was I, was at a woman's conference and someone one of the speakers shared how she had a business coach and I was like, Oh, there, there are those.

**Dominick Morales:** And I talked to her after, yeah, I talked to her after the, conference. And I was like, how do you know when you need to hire one or like blah, blah, blah. And she was like, you just. When you know you need help, you should go ask for it. And I was like, okay. And then that started my search for a business coach.

**Elaine Lou Cartas:** And when going through it, why was it helpful for you? What did you realize when you finally asked for help versus when you tried to figure things out

**Dominick Morales:** on your own? I, it's like I had a cheerleader on my side that like knew exactly what I was feeling, the hardships that I'm. Experiencing as an entrepreneur, right? And like actually coaching with you had like really broadened my perspective or gave me a new perspective, if anything, around what entrepreneurship is and and it's you, the thing that you taught me that really resonated with me is I don't have to do it. All on my own, and you should want to build your tribe, you want to find your tribe.

**Dominick Morales:** That's something that you said to me, From the beginning, I didn't have anybody really besides you. And at the end of our term agreement, we, I had a, bunch of women who were surrounding me Since in support of me and what I wanted to do,

**Elaine Lou Cartas:** yeah,

**Elaine Lou Cartas:** I will, like to brag about you, what you've also learned, not just you don't have to do it yourself, but I know you started hiring like a bookkeeper.

**Elaine Lou Cartas:** Yes. You hired the amazing Claudia Rucker. I have a podcast episode with her in terms of understanding your PNL reports. Yes. You actually got more addicted to asking for help. Yeah. Yeah, I did. And, why is that actually important as opposed to, cause that thing in our heads, like we could figure this out on my own.

**Elaine Lou Cartas:** What did you learn by even, not just asking me for help, I just want our listeners to know, I know there tends to feel like shame to ask for help because unfortunately society or parents and culture tell us to, but once you start asking for help, it's wait, what? Yeah. This can be easier.

**Elaine Lou Cartas:** what did you undergo when you realize I can actually not do this on my own?

**Dominick Morales:** Yeah, it's, a very layered concept for me, right? and being Filipino, we're not really. We're not really told that we should pay for things that are gonna help us even though they're gonna help us Sorry, the light so bright.

**Dominick Morales:** Okay,

**Elaine Lou Cartas:** you could delete that last part with the light. Go ahead

**Dominick Morales:** yeah being Filipino we are not taught To spend money on like things that are gonna help us for example like therapy or like Someone who's gonna help us with our taxes because we can do it on ours on our own, right? and It was working through that ideology That was one part of it of asking for help like Not being shameful to ask for help or not feeling bad for spending money on something that's gonna help me You know Elaine really pushed, for that.

**Dominick Morales:** Like I got a therapist and I got a bookkeeper And yeah I did get addicted to asking for help because I just saw how much it like really Positively impacted my life. It gave Me time and space to think about what I want to do and like how I want to do things. and that's, something that healing started off with, find out what you hate, hate, and love and delegate those other things that you don't love to other people so that you can focus on what you do love.

**Dominick Morales:** and that's. Allowed me to live in more alignment

**Elaine Lou Cartas:** with who I am. Yeah. And for those of you that don't know this assignment, it's because I give it to my clients. I I call it the zones of genius grid and you could read the book, The Big Leap. So have four quadrants, one that you, things you really love doing, things you like, like you're really great at, and if you don't like it, you'd be happy.

**Elaine Lou Cartas:** Things you don't like and things you hate. Usually the quadrant of what you love and what you hate is easy to fill out and the other two is hard, but brain dump everything, because there are things you're going to have to do. Like for example, in our households, how many of you are so excited to throw the trash away?

**Elaine Lou Cartas:** I'm not, how many of us women are so excited to get our pap smear? Nope, but we got to do it that you cannot delegate by the way, right? But in our personal life, there's even, there's things like, for example, I have clients who are mothers and laundry takes up so much time. So they hire someone to fold the laundry.

**Elaine Lou Cartas:** But figuring that out so that you could focus on what you want to do and I see your answers are shining on you behind. I see that sun that's bright down, by the way, but actually, I would love for you to share what are I want you to speak it into existence as if this is a coaching session. What do you want this year?

**Elaine Lou Cartas:** Or what you feel comfortable sharing. Yeah. Like you could even be as like, I want to travel more. I,

**Dominick Morales:** yeah. What do I want this year? That is a great

**Elaine Lou Cartas:** question. I know you did this work Dom because you did it with both me and Claudia. So don't pretend you don't know.

**Dominick Morales:** I do. I want to live in alignment with my values more.

**Dominick Morales:** both in my business and in my life. I feel like. If I start there, everything else will fall into where it's supposed to be, right? And so that means healing my relationship with myself in all the ways in therapy, in, in business, all of it. So I really just want to focus on me and not add so many things to my plate like I had done in the past because that's what I thought success meant.

**Dominick Morales:** And I really want to just enjoy. I want to enjoy the ride.

**Elaine Lou Cartas:** So different from where you were at when you first contacted me. Because how did you feel when you first met me?

**Dominick Morales:** I was like, please help me. I don't know what to do. I hope you have the answers.

**Elaine Lou Cartas:** But actually, what did you realize when you were asking me the question of, I hope you have the answers?

**Elaine Lou Cartas:** What did you realize for

**Dominick Morales:** yourself? Working with Elaine, I realized that I had the answers inside of me. And Elaine just brought them out, guided me to them ask the right questions so that I can know them more, know me more. And, she taught me how to pull myself up with my boot by my bootstraps with the help of others.

**Elaine Lou Cartas:** What advice would you have for people who are having a hard time to ask for help? I'm not even saying like entrepreneurs, but just in general, like maybe somebody needs help because they're just anxious and they feel overwhelmed. Yeah.

**Dominick Morales:** I think that when you ask for help, you're advocating for yourself, whether that's you right now or your younger self, you're fighting for, some version of you. And you can't ever go wrong if you do that, right? You're staying true to who you are. You just have to like,

**Dominick Morales:** you have to believe in that power that you have. And just really, just do it. Just ask. Cause you can't, cause the worst they're gonna say is no. And who cares if they say no or if you get a rejection. It's just part of, it's part of it. It's part of the dips and the highs and the ride, right? Yeah,

**Elaine Lou Cartas:** ask and they say no, then ask someone else, but that's actually another thing too.

**Elaine Lou Cartas:** You get to have agency and choice of who you feel safe with, right?

**Elaine Lou Cartas:** So Dom, I'm going to change this podcast a little bit, if that's cool with you. I didn't even give you a heads up, but I can't like not do this podcast and not ask about plants. So what do you love about plants?

**Dominick Morales:** What I love about plants is that they're wise, like you can, like there's so many lessons to learn from them.

**Dominick Morales:** For example, like they intuitively know that there are seasons. In, in, yeah, in the world, right? So during the springtime, they're putting out new growth, a lot of new growth. They're in the fall, they're like slowing down, they're preserving their energy. And in the winter, they go to sleep, they, get rid of the things that don't serve them and so that they can hold their energy, Hold their energy to use that in the spring as the cycle goes, right? And so I want to say like we can look to them When we're in this society that tells us always to be on and you know being in this hustle culture, right? like we have to slow down and we have to Eliminate the things that aren't serving us because how else are we gonna thrive and survive?

**Elaine Lou Cartas:** Yeah as we're recording this, we went, you got it too up in NorCal in the Bay and I'm here in LA. We had a lot of rain and I have an orchid in my living room and it was cloudy and three of the flowers came off. I was like bragging about how it was blooming. I'm like, no. And then I texted my dad, sends a picture because my dad is a farmer, green thumb.

**Elaine Lou Cartas:** He doesn't farm anymore. He does garden in the backyard, but anyways, I'm like, dad, what happened? I do. He's oh, this is normally like flowers come off of plants. And I have to remind myself. It was also cloudy and raining and it wasn't getting sun. And I really appreciate what you said, they had to conserve its energy because it's not having that son.

**Dominick Morales:** Yeah, as much. Yeah, you don't always have to bloom. Sometimes you just have to be

**Elaine Lou Cartas:** right. Yeah. when you take that lesson of the seasons, how have, because it's funny, what I've done with my coaching with you is reminding you about the plants, and it's Oh, yeah, I'm not supposed to be flowering and blooming all the time.

**Elaine Lou Cartas:** Yeah. What have you learned from your plants within your business and life?

**Dominick Morales:** I've learned that

**Dominick Morales:** being an entrepreneur doesn't mean to always hustle and to have something on your plate. And like the way that they make it seem like being entrepreneur.

**Dominick Morales:** In the society is not, it goes against nature. and so like nature being, being around plants and seeing how they're changing throughout the year. It's it makes sense as to why in the spring, like I'm. Wanting to do things or wanting to have more collaborations and have more energy, right?

**Dominick Morales:** and in the winter, for example during Christmas season, that's like when retail is like the busiest and like we're supposed to be hustling so that we can make it a great like holiday season, right? but. Now, I will keep that in mind that I, that it, that is how it's going to be.

**Dominick Morales:** And so I'm not going to add a bunch of other things to my plate during that time. I'm really going to reflect and, preserve my energy so that I can use it in the springtime, in the summer.

**Elaine Lou Cartas:** Yeah. I love that you say that because it's important to see patterns and seasons that happen in your business and life, right?

**Elaine Lou Cartas:** I know for retail, like I have a couple of clients who also have a brick and mortar like you and they sell dog products. They're based in New York and Q4 is really big and busy. So knowing that Q3 and Q2 ramps up for that, but knowing that their energy needs to be conserved before Q4 and there's other things you can do.

**Elaine Lou Cartas:** Dom, do you have, I would love for you to share one takeaway or one question for our listeners, whether it comes to plans or learning to ask for help, what's something that you would want to share with our listeners today?

**Dominick Morales:** I thought about this because I was listening to a podcast before this call. One thing I do want to share is really enjoy the ride. enjoy the in between of what society deems to be successful, right? You have it's really the quality of that path that makes you successful.

**Dominick Morales:** that's one. Bye. And the second thing is like who can you ask for help and ask yourself what, might you need help with that you have been avoiding and really take the time to reflect on that and see where you can ask for that support.

**Elaine Lou Cartas:** And I will share, it's interesting because it's that one thing that we're avoiding is the one thing that we need to focus on.

**Elaine Lou Cartas:** Always. Yeah, and what I have found this past year with a lot of my clients, including myself, has been like numbers and finances. That's right. Yeah. It's Oh no, I'm doing good work in this world. Money's going to come to me. And it's wait, where did my money go? I just had a really great month.

**Elaine Lou Cartas:** What happened? And when you start understanding things, then you are more mindful of things and conscious of it. And that's how law of attraction works.

**Elaine Lou Cartas:** Exactly. Yeah. Dom, for those that might be interested in wanting to work with me, cause you've worked with me, can you share your experience?

**Elaine Lou Cartas:** Working with me and advice for them. Yeah,

**Dominick Morales:** if you're looking for someone who is gonna give you all the answers and solve all your problems and just like you think that you can just hand over all issues. It's not gonna be la she's gonna teach you how to, fish rather than hand you the fish. You have to be willing to do the work and help Elaine pick you up,

**Elaine Lou Cartas:** Yeah. Oh my gosh, so wise. I feel like I don't want to call you ading anymore. I want to call you Lola, which means grandma in Tagalog.

**Dominick Morales:** it's I'm blessed. to be called Lola.

**Elaine Lou Cartas:** Cause it basically means you're like matriarch. But Dom, thank you so much for your time. And yeah, I know you straight in the beginning, but if anybody wants to come visit, get a plan from you. Go to your event.

**Dominick Morales:** How can they find you? You can find me if you can't, if you're not in the Berkeley area you can find me on Instagram at Lamana Plantez or on Facebook at Lamana Plantez.

**Dominick Morales:** But yeah, if you're in the Bay Area come and visit my shop. We are on Solano Avenue in

**Elaine Lou Cartas:** Berkeley. You get so many compliments about your shop. Can you actually share how your shop looked like before and how you changed it with the plants? I know you love sharing the story and then we'll end it.

**Elaine Lou Cartas:** Yes.

**Dominick Morales:** Yeah, the shop has definitely grown. The only things I knew that I wanted in the shop when I first opened was I knew I wanted a wall of Filipino warrior tattoos to ground me and remind me like where I come from and the strength that our culture holds. I knew I wanted a lot of bamboo and lots of Filipino food, cultural pieces, if that makes sense.

**Dominick Morales:** it's called a bilao, which is a bamboo plate stuff like that. Like I knew I wanted lots of bamboo to remind people or to show people what the Philippines looks like. Or could look like if they visited and then the last thing I knew I wanted was the photos of my family to remind me of why I'm here and to honor them and their resilience.

**Dominick Morales:** But when I first opened, when I first got the space, the shop was all great and very cold and as. It's grown over time. it's become warmer without a heater because of the plants that I've been and like Elaine knows I like to share that plants, these plants have shown me the power of Community and like being together and helping each other Stay warm and stay humid and just their energy in here is supporting one another so It's a daily reminder whenever I open the door and there's a warm, there's a warm draft that comes into, comes on me.

**Elaine Lou Cartas:** You got a rainforest in there. I love it.

**Dominick Morales:** Yeah, Elaine says that they're farting.

**Elaine Lou Cartas:** Oh, okay. like I said, my dad is, my dad grew up as a farmer, has a garden in the backyard. And when we were kids, my dad would say, Oh, like we'd go to his backyard. Do you smell that? And I'm like, What? He's the plants are farting.

**Elaine Lou Cartas:** I'm like, what? Yeah, they're farting oxygen. I'm like, oh my god. Oh, it's really funny. It's really good. it's true,

**Dominick Morales:** Yeah, so if you come in here, you'll smell my plants farts.

**Elaine Lou Cartas:** By the way, no joke, I bring, I was showing my fortune tree to Dom, but I actually bring it with me when I'm about to do, when I do number two next to me. I bring it with me when I shower so I could get like the water residue. I'm not kidding. I was like, I am more personal with it than my own boyfriend. I bring it everywhere because I want it to get all those elements

**Dominick Morales:** to grow. And it won't judge you. No. Not to say that your boyfriend will judge you, but he's not, they're not human.

**Elaine Lou Cartas:** Actually, it thrives. It thrives when it judges me, the plant. Transcribed

**Elaine Lou Cartas:** But Tom, thank you so much for your time.

**Dominick Morales:** Thank you, Elaine.