

WBEC South WBE Spotlight

Dedicated...Professional...Determined...Inspirational...

Each month, WBEC South takes an insider's look at a leading woman-owned business, its formula for success, and how it's making a difference.

Doris Collier



President
Magic Feet, LLC
Gadsden, Alabama

1. Describe your business.

Magic Feet, LLC, has dedicated itself to serving men and women in the workplace who stand on their feet for prolonged periods of time. Spenco Medical Corporation manufactures ergonomic shoe insoles that help reduce medical costs and increase worker productivity, which in turn improves employee morale and wellness. This insole has an energy return that can reduce lower back pain as well as foot pain. More information can be found at www.MagicFeet.net or by calling 256-490-4333.

2. Why did you decide to become a business owner?

My husband, a medical doctor, would often tell me how his patients would suffer from lower back and foot pain. This motivated me to find the state-of-the-art ergonomic shoe insole to help men and women who work on concrete or other hard surfaces. Therefore, starting a business became my new challenge. People always told me work smarter, not harder, but I am convinced that no success comes by simply being smart. I believe if you work hard and persevere that you will eventually succeed. No one ever said entrepreneurship was easy; if it were, everyone would be doing it. Nothing great ever comes easy.

3. What has been the biggest obstacle you have faced and overcome in business?

I have a phrase that I use called KTR, which stands for "Keep Trying Regardless." When I face obstacles, my KTR forces me to examine alternative solutions to my problems. As I look back I can see a direct link between my success and my attitude. Entrepreneurs tend to be problem solvers, and when obstacles come my way, I look to find solutions. I believe

every obstacle is an opportunity. As an entrepreneur, hiccups and challenges are a part of the journey. I have made a decision to embrace the good, the bad, and the ugly in business. If there is one thing I would have to choose as a motto to overcoming ALL obstacles in business, I would say be like Winston Churchill. He is famous for saying, "Never, never, ever give up." That is all there is to it!

4. How has being a member of WBEC South helped you?

I have been a member for six years, and it has benefited me greatly. Being a member has given the opportunity to meet many supplier diversity managers one-on-one at many of the networking events. WBEC South has also afforded me the opportunity to meet numerous corporate sponsors.

5. What are your goals now? Where do you see your business going?

My goal is to educate businesses regarding the benefits of the ergonomic insoles for their employees. These insoles give the worker an ergonomic mat in their shoes regardless of where they walk. Ergonomic insoles are tremendously more cost-effective compared to the anti-fatigue mats which are often trip hazards.

6. What bit of knowledge/advice would you like to share with other women/ women business owners?

Obstacles and limitations are only how we see them. It's not the obstacle that is important but rather how we deal with it. Regardless of your difficulties, don't give up. Don't wait until things are perfect; it is about excellence not perfection. Remember, just over the hill is a beautiful valley, but you must climb the hill to see it.

7. What is the best advice you have ever received?

Several things come to my mind. First of all, no one is going to hand you anything! You have to work harder than you realize. Second, you must never violate your integrity. Lastly, be sure to judge yourself before you judge others.

8. What is your favorite quote?

"The Most Beautiful People we have known are those who have Known Defeat, Known Suffering, Known Struggles, Known Loss, and have found their way out of the depths. These persons have an appreciation, a sensitivity, and an understand of life that fills them with compassion, gentleness, and a deep loving concern. BEAUTIFUL PEOPLE do not just happen." - Elizabeth Kubler-Ross

9. What has been your greatest triumph regarding your business?

Within two years after starting my company, Magic Feet, LLC, went international. I recognize this often takes many years to happen, but it happened quickly for me. One thing I KNOW for certain, God is watching over me!