



Bridgette Gordon and Talisha Gordon

Live Again Events, LLC

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Sarah Rodriguez: This is Sarah Rodriguez with the Southern Foodways Alliance. It is August 8th, 2023. I'm here in Oxford, Mississippi, at the First Regional Library. Do y'all mind introducing yourself, saying what your name is, and what y'all do?

Talisha Gordon: My name is Talisha Gordon, and I'm the founder and manager of Live Again Events, LLC.

Bridgette Gordon: My name is Bridgette L. Gordon, and I'm the mother, and I work with my daughter with LLC, Live Again Events.

Sarah Rodriguez: Perfect. And for the record, could you state what your birthdates are?

Talisha Gordon: My birthdate—I'm Talisha Gordon, and my birthdate is 4/7/1986.

Background My name is Bridgette L. Gordon, and my birthday's September 1st, 1996—1969.

Sarah Rodriguez: Perfect. Close enough.

[Laughter]

Sarah Rodriguez: Ms. Bridgette, do you mind kind of going into where you grew up, where you were born, what your childhood was like?

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Bridgette Gordon: Well, I grew up in Abbeville, Mississippi, in the community, and around a lot of older people and a lot of children and a lot of people that take and learn you how to cook. The older women learn you how—Annie McGee [sp] learned me how to make some green bean casserole, and she taught me how to make red velvet cake and tomato gravy, just different little

things and everything. And my grandmother, she taught us how to cook homemade biscuits and different stuff and just some of everything. So we just grew around cooking.

Sarah Rodriguez: And who did you grow up with in your house? Any siblings, parents?

Bridgette Gordon: Yes. I grew up with my mom, Sally B. Gordon, and my sister Larcelle [sp] Gordon, and my other sister, she wasn't born yet, my brother, Elwood [sp] Gordon.

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Sarah Rodriguez: Perfect. And you said you were learning how to cook—

Bridgette Gordon: From my grandmother. Her name was Idell Isom, and she just—we just stayed right behind her.

Sarah Rodriguez: So you lived very close?

Bridgette Gordon: Mm-hmm, we all stayed very close.

Sarah Rodriguez: What else was—could you tell me more about what food was like kind of growing up, the types of foods you ate? Did y'all eat around at dinner table or—?

Bridgette Gordon: Well, the thing is that my granddaddy had a great big old mega garden, and he had everything you can name. So we used to go down there early in the morning, and pick peas, corn, okra, watermelon, green beans, green cabbage. You name it, he had everything. And he used to take and go up and down the road, and give all the people food and everything.

Sarah Rodriguez: In the neighborhood?

Bridgette Gordon: In the neighborhood.

Sarah Rodriguez: Wow. That's awesome.

Bridgette Gordon: Yes, he did.

Sarah Rodriguez: And then do you mind kind of telling me kind of what happened as you were growing up, and eventually getting to Talisha, and then we can jump off there?

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Bridgette Gordon: Okay. Well, I took in—I grew up in Albin, and I guess I started cooking, I guess, about at the age of seven.

Sarah Rodriguez: Wow.

Bridgette Gordon: I made my first homemade biscuit at seven. I took it and made my first blackberry pie at nine. And then I took and went to school at Lafayette High School. In my classes, I took home economic and food, of course. [Laughter] I took and done the food and everything, and played basketball, sports, drama. But I got interested in cooking food and everything. So my teacher was Ms. Kelly. And then I guess about the age of—I guess at the age about eleven, I started going from house to house.

The older women, you know, they liked to cook and cakes and everything, and I just—they just started showing me how to do the recipes.

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And my grandmom, she started showing me how to cook chicken, and dressing, and blackberry pie, and rice pudding, which was, if she had some extra rice, she'd take and make rice out of it, you know, make a pudding out of it instead of throwing it away, because, you know, when you

sit at her table, you had to sit down and eat everything. You couldn't waste no food, so. And then I guess about the age of I guess 16, I took and played basketball, took and done track. And I really didn't start more food until, I guess, I wanna say about 20, 19 or 20. I started working at NMRC, and specialized. So I started with that doing the 1,500 calorie diet, the 1,800 calorie diet, the no salt diet, then watching the women do the desserts in the kitchen.

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And then I worked on the salads. I done the salads and everything. And just that's how I started from food, from that.

Sarah Rodriguez: What happened after high school?

Bridgette Gordon: And then after high school, I started doing—I worked at—I did—I went to school and did nursing. So I did nursing assistant, nursing aide, and then I done LPN. I was in that course for a while, and I dropped out 'cause my mom got killed in a car accident, so I couldn't stay focused. So, you know, I stopped doing that. Then I started working in the factories, and they were in Georgia-Pacific and all that different stuff. And they asked me, "Do you cook food?" And I said, "Yeah, I cook." So I started bringing them food. I started selling lunch plate to them and everything.

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And then I started working at different events with some friend girls. They said, "Do you want to take and help me with a festival?" I'm like, "With a what?" They said, "With a festival." I said, "What's that?" She said, "You know, like, they go around doing different festivals in different towns and everything." I said, "Yeah, I'll take and help you." So I start learning how to do—

learning how to do different cakes and everything, and then I start barbecuing. I learn to grill.

Well, my first grill, I used a tin grill, the little round grill, and I cooked some chicken wing. And I learned never to leave a grill unattended. I went back, my chicken wing has flamed up, and they were black.

[Laughter]

Bridgette Gordon: So in order for me to learn how to cook on a grill, I burned up the food—

[Laughter]

Background —not once but twice. I burned up chicken wings and hamburgers and pork chop.

[Laughter]

Bridgette Gordon: So then I had to learn how to do the temperature on the grill. I thought maybe you could just leave the grill.

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So I took and closed the grill down, and left it open, and didn't know that you have a regulator on the grill. And I didn't leave them. I left a hole open on all three of 'em, so it caught on fire, so.

[Laughter] So I start learning how to maintain the grill, and I learned you had to take and put just a little bit of charcoals in there, and not a whole lot of charcoals at one time, just a few. Spread your meat out. I didn't know that chicken or whatever food you cook had to get air. You can't put it all close together. It had to have airway to circulate and cook the food at the right temperature. So in order to learn some, you mess up. When you mess up, you learn how to do it better.

Sarah Rodriguez: Sure.

Bridgette Gordon: And then I advanced to the big grill. So I—me and my husband, we was going outta town to Amy one day, and this man had a great big old grill, and it had one, two, three, six racks on it.

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And I got that grill, and that was the best investment until today. For 10 or 15 year, I still had that grill.

Sarah Rodriguez: You still—?

Bridgette Gordon: And I had it patched on everything. It's a good grill to cook on—

Sarah Rodriguez: Nice.

Bridgette Gordon: —and everything. It's nice. And then after that, I taken everything that I thought if I couldn't cook, I didn't need it. So for Christmas, only thing I wanted pots, pans, and something to cook with. So after I guess five, six, seven years, my family refused to buy me anything else to cook with. They told me they wouldn't buy me no more dishes, no more pots, no more pans. So my last thing to cook with, I asked my husband to buy me a concession stand, so he bought a concession stand, and cook in it for the Double Decker and little different events and everything.

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And till the day, I still do some of 'em.

Sarah Rodriguez: Nice. Awesome. And, Talisha, could you say where you were born, kind of what it was like growing up, and what was it like learning from, you know, if you were cooking, Ms. Bridgette, were you around that? Were you interested in that early on?

Talisha Gordon: Oh, well, my name is Talisha Gordon, and I'm from Abbeville, Mississippi. I am 37 years old, and I grew up staying with my grand...with my great-grandmother 'cause my mom had to work. So me and my brother lived with our great-grandma for a little while, until she passed.

Sarah Rodriguez: Was this the grandma that was teaching you how to cook, Ms. Bridgette?

Bridgette Gordon: Mm-hmm.

Sarah Rodriguez: I see.

Talisha Gordon: Yeah. And so I didn't start cooking early. Maybe little things like cinnamon toast. You get like a piece of—in Mississippi, we call it light bread.

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Get a piece of—or a loaf of bread. We call it light bread. Get a piece of light bread, and put some butter on it, and some cinnamon, and some sugar, and put it in the oven until it get a little brown and crusty. Then my great-grandmother taught me how to cook corn, cornbread, and so I learned how to cook cornbread. Those are like the two things that I learned how to cook from—

Sarah Rodriguez: About how old were you when you learned?

Talisha Gordon: —from my great grandmother. I was about, probably about 8 or 9, and so—and as my mom said, she would not let you leave that table unless you ate all your food.

Bridgette Gordon: [Laughter]

Talisha Gordon: So what I did was, my peas, I put a little sugar on it so I could go ahead and eat it up so I can leave the table.

[Laughter]

Talisha Gordon: So, yeah, but I didn't really get involved with my mom's cooking.

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I was a normal teenager, you know, go football games and parties and stuff. I was a normal teenager. I wasn't thinking about cooking.

[Laughter]

Talisha Gordon: But it wasn't until I was in college at Ole Miss, where I have a degree in psychology, and some courses in a master's program. But I didn't start helping my mom with festivals until I was about probably a junior or senior in college. And so when I moved back home, I started really helping her, you know, organize and all that different stuff. So, yeah, I started cooking then, and then I started doing Live Again Events. And I know you might wanna talk about that later, so.

Sarah Rodriguez: No, go and jump in, yeah.

Talisha Gordon: Okay, so—

[Laughter]

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Talisha Gordon: So I started doing Live Again Events, and then I said, well, Ma, since she—my mom had a vision of helping women. She wanted to get like a assembly with like a 18-wheeler assembly truck, you know, to do like a commercial kitchen, and help women, you know, to cook. Learn 'em how to cook in the kitchen. And so I said, “Well, Mom, since you wanna, you know, help learning, I wanna help women learn to cook and stuff.” I said, “Well, why don't we just do a cookbook?” So my mom does not follow recipes, so you can only imagine how I was having a hard time—

Bridgette Gordon: [Laughter]

Talisha Gordon: —getting this cookbook together. But this woman, who did not like recipes, so we had to go in each recipe because, like, when I was in college, you know, and living on my own, she would—I would call her, and she would teach me different recipes.

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You know, at first, I could only cook green beans and baked chicken. That was the only thing I knew how to cook.

Bridgette Gordon: [Laughter]

Talisha Gordon: And then she taught me how to cook peach pie and blackberry pie and apple pie. She maybe gave me one of her recipes of funnel cake. She got many recipes. She'll never keep the same recipe.

Bridgette Gordon: [Laughter]

Talisha Gordon: So one of her recipes of funnel cake, she taught me how to cook.

Sarah Rodriguez: One of many recipes?

Talisha Gordon: Yeah, one of many recipes, right.

[Laughter]

Talisha Gordon: And so she would teach me different recipes in colleges and stuff, and so in the cookbook, we have a cookbook that's called *Ole Fashion and Southern*, or *Ole Fashion Southern Recipe: A Book of Recipes*. And so in that cookbook, she—are most of her recipes. I have a few recipes, you know, that I have put together.

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Most of 'em are things that she have taught me how to cook down the years, like green beans, her own way of cooking, you know, green beans and sweet tea and lemonade, strawberry lemonade, and just veg...plenty of vegetable—different vegetables with meat in it, and desserts like peach pie, apple pie, blackberry pie. And some fruit dip, she taught me how to cook or make, 'cause you don't cook it, but you make it. So some fruit dip, and we had a salad we made for her anniversary that we put together that was real good and festive and crunchy and all the different sweetness, all the different textures and stuff.

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So we made that salad for her anniversary a couple years ago, and put it in the cookbook. And she has corn, her way of making cornbread, her way of making homemade biscuits. And I put my little zing on it, you know. She like the little flat biscuits, and I like the big puff biscuits.

[Laughter]

Sarah Rodriguez: I can imagine the conversations while y'all were making it.

[Laughter]

Talisha Gordon: So, yeah, so that was the cookbook that we put together, *Ole Fashion and Southern: A Book Of Recipes*. So that was there to help women learn how to cook in the kitchen, and love to cook in the kitchen, and be confident also in the kitchen. So, yeah, just some simple recipes for women to learn to make a meal, right?

Sarah Rodriguez: For sure. For sure.

Bridgette Gordon: [Laughter]

Sarah Rodriguez: And could you tell me a bit more about kind of Live Again Events, how it's evolved, and what it looks like today?

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Talisha Gordon: Okay. Live Again Events, I start—Live Again Events first started off as Live, Laugh, Love Events. It was—first we started it in 2016, in October, and it was Live, Laugh, Love Events. It was all—it was the little pink and prissy and, you know, the little feathers and poppy out, very vibrant, little energetic little ball.

[Laughter]

Talisha Gordon: That's how I can describe Live, Laugh, Love. It was very perky. And so I decided—I guess I got older, and so I got a little older, you know, a couple years. And in 2000 and I think '21, we started Live Again Events, LLC. And so it's a women's ministry, a small women's ministry, and we try to do things in the community, do events in the community.

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So we've had bingo night, had a—well, it was not night—but a bingo time up in the community. We've had a women's conference just recently up in the community. Let's see. We've given away little care baskets in the community, giving care baskets to the elders, care baskets to the single moms. And we've given little donations to the community cupboard, you know, the Oxford Community Market has the little cupboard. We give little donations. We donate to the pantry and—

Bridgette Gordon: About every week, pound cakes. [Laughter]

Talisha Gordon: Yeah. We donate to the pantry pound cakes. And our pound cakes is a thing that my mom started with Live Again Events, pound cakes.

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So we have different flavors of pound cakes. We have over fifteen flavors of pound cake. And we have a pound cake with sugar, a pound cake with Splenda. We have Bundt pound cake that you can do for preorder. We have rectangle, a one-four [sp] sheet pound cake, and now we are working on our two-layer pound cake. So look out for that—

Bridgette Gordon: [Laughter]

Talisha Gordon: —our two-layer pound cake that we're working on for the fall. So we're working on that. So, yeah, some more things that we do for Live Again Events, oh, I said that we do care packages. We do that.

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And let's see. Oh, every year, we have an event called Afternoon Tea that we do every event, I mean, every year. It's like a dinner. So it's growing more and more every year. It's growing. So we do Afternoon Tea every year, and we do Valentine's, a heart for love, where we go and do—give treat bags to family and friends, you know, for Valentine's Day, or like a single person or even married people who get our little treat bags for a heart for love. And so those are just some of the things that we do for Live Again Events.

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Talisha Gordon: And so we just wanna continue to grow, right?

Bridgette Gordon: [Laughter]

Sarah Rodriguez: For sure.

Talisha Gordon: Just continue to grow and do more events.

Sarah Rodriguez: What communities do y'all serve? Are y'all still based in Abbeville or y'all are based in Oxford?

Talisha Gordon: Uh-huh. We're a home-based. So we live in Taylor.

Sarah Rodriguez: So how did y'all first find out about the Oxford Community Market? You know, growing up, were y'all going to—were there farmers markets you were going to, markets you were going to?

Talisha Gordon: So we found out about Oxford Community Market. I think I was on the internet. I was on Facebook or something, or I was seeing an ad or something, and I said, well,

let's try to raise money by going to the market, and selling things. So, at first, when we first started doing the market, we would sell rice crispy treats, and brownies, and cookies.

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And so then my mom said, "You know what'd be a good idea? Let's sell pound cakes."

Bridgette Gordon: [Laughter]

Talisha Gordon: So this has been since 2000 and what, about '17 when we started selling pound cakes. We've been doing Oxford Community Market and Midtown Community Market for like six years this year.

Sarah Rodriguez: Oh, wow. Nice. Ms. Bridgette, did you—had you ever been to any farmers markets growing up, any other kind of markets or—?

Bridgette Gordon: Water Valley, they had a market down there, and different little festivals. And also I saw one in Holly Springs, and it had little markets and stuff. You know how you just take 'em and be going through, you be going, and going to the grocery store, and you see little different markets? That's how I seen those markets.

Sarah Rodriguez: Okay. And what did y'all think kind of when you first started going to the Oxford Community Market? What was—do y'all remember those early experiences there?

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Talisha Gordon: It was fun. I had a good time. I love the market 'cause it's like fun and vibrant, you know. They have music. And the people there, you know, and the vendors are real

nice. And so, you know, we just had a good time. And when I still go to the market, I just have a good time. [Laughter]

Bridgette Gordon: I be a sucker for the kids. They'd be like—Mom be like, “You can't have—no, you can't have it.” And I'd be like, “There you go, baby. You can have one.” “No, don't give it to the”—I said, “She fine. Let her have it.”

[Laughter]

Bridgette Gordon: I be a sucker for the kids. [Laughter]

Sarah Rodriguez: Could you tell me more? Kind of speaking of that, could you tell me more about what it's been like connecting to the community, whether it's the vendors, Betsy Chapman, the people, you know, the people who come buy stuff? What's that been like?

Bridgette Gordon: Well, I'm a people person, and I just love it. I love it. I just—

Talisha Gordon: They love Mama better than me.

[Laughter]

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Bridgette Gordon: Because T be trying to be shy, and I be like, “Hey, how y'all doing?”

Talisha Gordon: My mama is a talking person.

Bridgette Gordon: I'm like, “Hey, how y'all doing today?” “We doing good.” And I get 'em started, and I get 'em to talk, you know, and I learn a little bit about each one of 'em. And then when they come through, they see me, they say, “Hey, Ms. Bridgette.” I'm like, “Hey, how you doing today?” They say, “What? T ain't here today?” I said, “No, I'm here today.” So I get to

know them, and then a personal relationship with him and everything. Like I tell anybody, it do not hurt, it doesn't cost a thing to be nice and kind. Always be nice and kind because you never know who you entertaining. Always treat everybody the way that you want to be treated. I just love dealing with people. I don't know what it is. I just love doing it.

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Sarah Rodriguez: Could y'all talk a bit about maybe what have been some of the challenges of either doing Live Again Events or kind of doing your work with the market? What are some challenges that have popped up?

Bridgette Gordon: Well, the challenge from day-to-day or every Tuesday, Wednesday, Saturday, you never know who going to come there. You never know the crowd. You never know how much you going to make. It's not the money that you make; it's the people that you enjoy talking to and everything. And then the weather, very unpredictable. I like the market, but that Midtown, when that rain come down the hill, and your shoes, everything get wet, shoes, pants, everything.

[Laughter]

Bridgette Gordon: That's the only thing I hate about the market. When it rain, or the wind, so [it's sad 0:24:41], you get wet because the rain just come down the hill. But far more than that, it's pretty good. The vendors, they good. The people, you know, they good, whether they come by or they see you or they pretend not to see you.

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You know how you be trying to make a sale? “Ain’t you gonna put it out there?” [Laughter] and When you try to make a sale, and you’re, “Hey, how you doing today?” and they walk by. Still be kind and nice. Just keep on going. You can’t make people buy nothing, but you can always be nice and speak and go on.

Sarah Rodriguez: For sure. Are there any challenges that you’ve thought of that have kind of come up working at the market?

Talisha Gordon: Well, supplies, like during COVID, even though we did sell during COVID, and we made it through, we’re very thankful, but like the prices of eggs had went up, and so eggs was expensive. And I prayed through all my little—

Bridgette Gordon: [Laughter]

Talisha Gordon: Every day, I said, “Lord, help. They need eggs. Please go back down.”

[Laughter]

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Talisha Gordon: So the price of egg had doubled. But we still was able to make it through and still make pound cakes. So I’m very thankful that we were able to do that. But that was about it, you know, the last couple years, the eggs and all that different stuff. Then flour was kind of limited. All the people was getting all the flours.

[Laughter]

Talisha Gordon: So that was a little challenging. Maybe the supplies we had during COVID was a little challenging, but we made it through it.

Sarah Rodriguez: Sure.

Talisha Gordon: And Betsy was real cooperative during COVID, and so I think she did a good job.

Bridgette Gordon: She helped done an excellent job.

Talisha Gordon: And we made it. We made it through it.

Sarah Rodriguez: And so what was the market like during COVID?

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Talisha Gordon: It was you had to pay more attention. You had to be attentive at the market during COVID, you know, not only for you but for other people, 'cause other people were real cautious. Oh, they're wearing their mask or they was watching if you wash your hands.

Bridgette Gordon: Well, we all had sanitizer.

Talisha Gordon: Right. We would have sanitizer on our tables and stuff. So you just had to be attentive, you know, not only for you but for them to make sure they were comfortable to stop them at your table.

Sarah Rodriguez: And what are—kind of on the other side of that, what are some major successes that you think y'all have had? Any that stand out in your mind that were really memorable?

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Talisha Gordon: I can say that some success for us was updating our technology in like cash methods. At first, when we started the market, we would only take cash and check. But then

we got to taking Square and then—but, well, we had Square with the magnet strip, you know, the little strip—

[Laughter]

Talisha Gordon: —the little card that you had to swipe a couple times.

[Laughter]

Sarah Rodriguez: A whole bunch of times?

[Laughter]

Talisha Gordon: Yeah, a whole bunch of times, right?

[Laughter]

Talisha Gordon: So we had that.

[Laughter]

Talisha Gordon: We had that. Then we upgraded to like Cash App. Then we upgraded to Venmo. And then we finally got the little Bluetooth Square. So we finally got that. So that was like brilliant.

Bridgette Gordon: [Laughter]

Talisha Gordon: I thought we were doing so good.

Bridgette Gordon: [Laughter]

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Talisha Gordon: We got that one, and we even got the iPad to help. And so just recently, we just got the Venmo QR codes, and we got it laminated so people, could just scan now.

Bridgette Gordon: [Laughter]

Sarah Rodriguez: Oh, that's awesome.

Talisha Gordon: Yeah.

Bridgette Gordon: [Laughter]

Sarah Rodriguez: It sure makes it a lot easier for y'all.

Talisha Gordon: Yeah.

[Laughter]

Talisha Gordon: Yeah. So now then we have our preorder menu, so we're doing that now. So we got an updated preorder menu that's coming out soon for the fall, you know, so for cakes with frosting on it, so you can preorder. Pick it up on Tuesday, Wednesday, or Saturday or whenever you would like. So we're going slowly, but we coming.

[Laughter]

Sarah Rodriguez: That's pretty good.

Talisha Gordon: Yeah, we coming slowly.

[Laughter]

Bridgette Gordon: And she'd be fussing like, "Ma." And I'd give it [inaudible 0:29:57]. "Do you know how to take and do this?"

0:29:59

Talisha Gordon: [Laughter]

Bridgette Gordon: “You know how to take and do this?” I just like to cook and do the food. I just let her fool with the paperwork, and do the card and all that. “Ma, you know how?” “T, I know how to do the card. I got this.”

[Laughter]

Sarah Rodriguez: Are there any major successes that have meant a lot to you that stick out in your mind, Ms. Bridgette?

Bridgette Gordon: Well, I think the best major thing was when I think we was at the Mid-Town Market, and I don't know if there was a cook or a chef come by, and he said, “You know what? These pound cakes, that's good. They taste good. I'm gonna tell you something be even better.” I said, “What's that?” He said, “How about I put some lemon in the pound cake? Do lemon pound cake.”

Talisha Gordon: He sure did.

Bridgette Gordon: So a chef gave me an idea, I forgot what his name was, to come up and do lemon pound cake.

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Now, we never saw him again.

Talisha Gordon: He was just a little angel. [Laughter]

Bridgette Gordon: We never [inaudible 0:31:03] and then—

Sarah Rodriguez: He just pointed it out.

Bridgette Gordon: Yeah.

Talisha Gordon: Yeah.

Bridgette Gordon: And then another older lady came back, and she said, “Won’t you take and do almond?” Then she said, “Do almond pound cake.” She said, “Won’t you take and do almond pound cake?” I said, “Huh?” She said, “Won’t you take and do almond?” I said, “I ain’t never heard about no almond pound cake.” And that was a good one. But the best one yet, an older lady came, and she said, “Do you take and do zucchini?” I said, “Ma’am?” “Do you take and do zucchini?” I said, “Don’t nobody do zucchini pound cake.” But she said, “Yes, ma’am, yes, they do.” I said, “Well, how you take and do?” She said, “Take and grate the zucchini.” I said, “Take and peel it?” She said, “No, ma’am, take and straight the whole”—she didn’t tell me the recipe. She said, “Just take and straight the whole thing.” So I did a little looking online, and putting a little stuff together, and I come up with a good texture for it, because I love to play with the different recipes and the textures and the milled flour and all that.

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And I say okay. Then I said “T, I think I come up with a good one.” So that’s a good seller. It sell out every time. Lemon, regular pound, they like poppy seed with cream cheese, zucchini, and almond. And then T said, “Ma, how about put some cranberry on the almond?”

Talisha Gordon: One of the ladies from the YMCA for Christmastime, she came to our table, and she said, “How about make me a cranberry almond?” I said, “Okay.” And so that’s how cranberry almond came.

Sarah Rodriguez: Wow.

Talisha Gordon: Yep.

Sarah Rodriguez: You're getting ideas from all over the place.

Bridgette Gordon: From the whole community. Listen to people. People tell you what they like. Listen to it. Don't be like, "No, I ain't gonna make that." Listen to people 'cause you gotta take and give the customer what they want. So that's what they wanted.

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And then another lady, an older lady—all mostly older people come to me, and it'd be mostly at the Mid-Town. And she said, "You having a pumpkin pound cake?" I said, "Some what?" I said, "Pumpkin?" I said, "Put it in a pound cake?"

[Laughter]

Bridgette Gordon: I said, "Ma'am," I said, "that's gonna be too heavy, isn't it?" She said, "No, ma'am, it's not gonna be heavy. Just put you a couple tablespoons in it, and make some pumpkin pound cake." I said, "Yes, ma'am." So we come up with a pumpkin pound cake.

[Laughter]

Talisha Gordon: So we do the pumpkin up in the fall, so that's one of our fall pound cakes.

Sarah Rodriguez: Nice.

[Laughter]

Sarah Rodriguez: What does a typical—what does it typically look like for y’all to prepare for a market day? When do you start cooking? What’s your involvement with the cooking? How does that work?

Bridgette Gordon: We take and I be in no hurry. T said just be—

Talisha Gordon: Lollygagging.

[Laughter]

Bridgette Gordon: When I get in the kitchen, I be in no hurry.

0:33:59

If it take me all day, I don’t care.

Talisha Gordon: She said I be in a hurry when I cook in the kitchen.

[Laughter]

Bridgette Gordon: When T cooks, she gets in a hurry, and she don’t wanna mix it right. She just be, “I’m T, uh-uh.” You don’t love the pound cake.

Talisha Gordon: [Laughter]

Bridgette Gordon: You gotta love what you do. You gotta love this food.

Talisha Gordon: I gotta love the pound cake. [Laughter]

Bridgette Gordon: Yeah. I said, “You gotta love this pound cake. You gotta take your time [Laughter], and do this pound cake right.” So when I take—

[Laughter]

Bridgette Gordon: When I take and do the pound cake, I take in—

[Laughter]

Bridgette Gordon: I take and do two double stoves, and make the time go by. Instead of cooking with one stove, do two double stoves, which you know we have. And I take and do seven batches at a time. I'm not gonna do no one batch at a time. So if you do seven batches at one time, the time go by pretty fast. But the tedious thing about pound cakes, you gotta let 'em cool off. You gotta let 'em cool off long enough to wrap 'em.

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Before you wrap 'em, you gotta take and—I'm gonna tell you a story about a pound cake. When I really first started cooking the pound cake, and I opened the stove door when the pound cake was halfway done, and slammed it, and my pound cake fell, and my heart was just broken.

Talisha Gordon: [Laughter]

Bridgette Gordon: I did, I caught myself mixing them pound cake good and everything. It had a good taste. Open it, and they just fell all in [inaudible 0:35:22]. I said, okay, that's a lesson well learned right there. I'm not gonna open the door when the stove is—the pound cakes are halfway done. I'm not gonna open it. ,So you know, I had to learn my lesson on that. But just to take and just preparing and all that. T going to cut up the fruit. “Mom, what you need me to do?” She go do the fruits, the zucchini, and all that. She give me all prepped up. Then she said, “Ma, you ready to start cooking?” I be like, “Yes, no.” I said, “I'm gonna get up in a minute. I'm gonna start.”

Talisha Gordon: [Laughter]

Bridgette Gordon: Like, get ahead and get on up, get started, start cooking, and just take my time in the kitchen. And it takes probably about four to five hours, four, five, six hour, depending on if I cook all ten flavors.

0:36:03

So it's time-consuming. That's just cooking. That's not including the cooling it off. So it take about seven, seven and a half—

Talisha Gordon: Then you have to wrap 'em, and put labels on.

Bridgette Gordon: Then you gotta wrap 'em, put the label on 'em, and all that good stuff, so there's time for some—

Sarah Rodriguez: So y'all do all that on a Tuesday, or do you sometimes start on Monday?

Talisha Gordon: Monday.

Bridgette Gordon: Sometime I start on a Monday. But, just like today, it's a rainy day. And I'm not looking for a whole lot of people today. Kind of stormy today. So we got up probably about, what, 4 o'clock, about 3:30, 4 o'clock this morning, and we start cooking. I cooked a few of 'em. Not as many 'cause I don't think it's gonna be a big day today.

Sarah Rodriguez: Sure. What do you kind of see for the future of your involvement with the market and for Live Again Events? What are some things you're looking forward to?

0:36:55

Talisha Gordon: So one thing that I kind of noticed this year, we're growing. So we're growing. And so then when you have growth, you have growing pains. It might not be a good

day every day. Something that you don't like might happen today, but you gotta still, you know, keep on going and keep on pushing, and just say, "This is gonna be a good day today, and I gotta keep on going, no matter what." And so, guess what, there's always tomorrow, so do better tomorrow. Don't give up. Keep on going. So it's just a time of growing for us, with Live Again Events, and pound cakes, and the market. And so you just have to put effort into it. If you wanna be successful, just put effort, and try and do it. And if it don't go the way you want, keep on trying again. So that's what I see for Live Again Events and pound cakes.

0:38:02

And so this year, we added Splenda. We had some customers who couldn't have as much sugar, and so they asked for less-sugar pound cakes. So we started doing Splenda pound cakes. And then we added a chocolate pound cake last year—

Bridgette Gordon: [Laughter]

Talisha Gordon: —with chocolate-covered strawberries, a chocolate pound cake with chocolate-covered strawberries. And so, you know, we just growing, you know, just growing. And so it's just trial and error. Just keep on growing, keep on going, keep on trying. Don't give up. That's where we at, just growing.

Sarah Rodriguez: Awesome.

Bridgette Gordon: As I used to tell T, I said, "T, there's no such thing as can't. Can't is not in our vocabulary."

Talisha Gordon: Yeah.

[Laughter]

Sarah Rodriguez: That's fair.

Bridgette Gordon: That's right, anything is possible, anything.

0:38:58

Sarah Rodriguez: Is there anything that I didn't ask about that you wanna talk about? Any memories, stories, anything at all, either from Live Again Events or from the market?

Talisha Gordon: No.

Bridgette Gordon: Well, I think we gonna have some—well, I'm gonna have some grandchildren. They love to do the market. They love to come and help, and they just 4 and 7. And they like to come to the market. “Gran, can you take and show me what to do here?” Sell the cakes, talk to the people, move the cakes up, even to look for—you want to break the table down and want to help.

Sarah Rodriguez: Oh, wow.

Talisha Gordon: But they've been coming to the market since they was little babies ever.

Sarah Rodriguez: Really?

Bridgette Gordon: Ever since they've been like 6 or 7 months old—

Talisha Gordon: They were little babies.

Bridgette Gordon: —I started bring 'em to the market. Yep, they market babies.

[Laughter]

Sarah Rodriguez: It must be cool to see them kind of grow up with the market.

Bridgette Gordon: Mm-hmm.

0:40:01

They love the market.

Sarah Rodriguez: Oh, cool. Well, thank y'all so much for—

Talisha Gordon: You're welcome.

Sarah Rodriguez: —talking to me. I'll go ahead and turn the recorder off.

[End]