

Meet the Media: Create & Cultivate, Editorial Calendars & Craft Beer with Megan Beauchamp

SPEAKERS

Megan Beauchamp, Lexie Smith

Lexie Smith

Hey guys Lexie here, travel enthusiast, lover of puns, pizza and wine connoisseur and founder of THEPRBAR inc., and you're tuning in to the Pitchin' and Sippin' Podcast, from behind the scenes interviews with the media to honest conversations with other PR pros to a look at inspiring brands and entrepreneurs that are rocking the world of PR. In this podcast, we talk tips while taking sips and talking about all the things that make those in the world of PR tick. Let's get started. Today's guest is a Los Angeles based writer and editor with over 10 years of experience in digital publishing. Megan Beauchamp is currently the managing editor at the modern career platform Create & Cultivate, previously the managing editor at MyDomaine, a leading women's lifestyle site. Her work has also appeared in a number of notable publications including House Beautiful, Hunker, Bustle, Who What Wear, and Brit + Co., among others. Megan stories span from home décor, to food, to travel, career, finance, and entertainment. In the episode to follow, we learn all about Megan's career, which started in undergrad where she received a BA in English from UCLA, we dive into the world of editorial calendars, producing from a place of service, and she walks us through her personal pitching preferences. We wrap things up by shouting out a few local watering holes that I know have officially been added to my must try list. Alright, without further ado, let's get started. Megan, I could not be more excited to officially welcome you onto the show today a huge fan of your work and I can't wait to dive into your career. But first, I would love to get to know a bit more about who you are offline. So favorite hobbies weekend pass times dog mom, human mom, really whatever's coming to mind as I'm rambling on here.

Megan Beauchamp

Sure. Yes, I know. It's so funny to try and separate yourself from you know, outside of your work these days with this work from home life. But yeah, after work. I'm a big sports fan. I'm usually watching an NBA game. My team is the Lakers. I'm based in LA, and in Southern California for my whole life. So I grew up the Lakers fan always tuned into their games and a big UCLA fan as well. So that's usually kind of how I spend a lot of my afterwork time tuning into games. But also, you know, I love to hike and I love to read, try to wind down most nights by reading a book, just really calming. And just you know, I try to get off of digital mediums and those after hours just since our lives especially during the pandemic and COVID and work from home life. We're just so connected digitally that it's nice to get away from that.

Lexie Smith

So I have to say the Lakers is a sore spot in my household because so my husband Yeah, because my husband's from Southern California. He's from the 1000 oaks area. Huge Lakers fan. I am from Portland. And so thus I am a Blazer's fan however, I came home a few months ago to my dog wearing a bright yellow Lakers bandana that now my husband refuses to take off and I'm facetimeing home everyone calls me a traitor and it's it's kind of a joke.

Megan Beauchamp

No, it's a good time to be a Blazer fan though. Like I am a big fan of Damian Lillard. He's such a great player and on and off the court love following him and so a good time to be a Blazer fan too.

Lexie Smith

And I've come a long way because I'm married to such a diehard Laker fan. So anyways, I just I laugh anytime

Megan Beauchamp

Well, we will welcome you with open arms when you want to change allegiances

Lexie Smith

Dipping my toes and then reader I'm a huge reader as well. I'm curious what type of books any drawn reason specific.

Megan Beauchamp

Yeah, I tend to stick to fiction kind of went on like a short story kick earlier this year, and read How to Pronounce Knife and Refugees. Yeah, short stories were like just something I gravitated toward. It's so easy to grab, you know, a copy of a short story collection at the end of day after work and just read one and kind of feel like you...

Lexie Smith

So I wrote this down. I'm a big fiction at night fan and I'm a part of quite a few female entrepreneur communities and everyone's always exchanging business books. But for me, I need fiction at night. So I can detach from work or I'm just going to be thinking work all night. So I'm on the fiction. I feel you there. So speaking of business, So let's talk career. So we're gonna begin by rewinding. So take us back to UCLA. you're graduating, what happened, and then walk us through where you are today.

Megan Beauchamp

Yeah, yeah. It's so funny. So I actually went into UCLA as a biochemistry major.

Lexie Smith

Whoa,

Megan Beauchamp

I know. I know. It's so funny. It changed paths relatively quickly. It was kind of after that first quarter of classes when I was looking at the course catalog and signing up for my second quarter classes that I

kept getting distracted by all of the offerings and other departments, particularly the English department. And I was like, Well, how great would it be to take this class this class sounds incredible. And I just kind of realized, you know, what, I can't take those classes, I just need to pivot what I'm doing and rethink. So I made an appointment with my academic counselor, when I changed my major like right then and there with her to English and started pursuing that path. I also applied and was accepted onto the Daily Bruin, which is the UCLA daily student run newspaper. So that was kind of my crash course in journalism, since UCLA doesn't have a formal program. The Daily Bruin is kind of the unofficial journalism program at the school. So I learned so much there about journalism and writing, and then, you know, through English major program, just constantly reading and writing there as well. And it was through UCLA as job boards that I found the internship that I had, that led to my first job, so kind of UCLA was a big part of my career path.

Lexie Smith

Okay, so left brain and right brain, let's just highlight that, from biochem to English, quite the pivot.

Megan Beauchamp

Yes, it was I know, I had like every intention of pursuing a career in the medical field and just, you know, realized my passions really did lie with reading and writing and storytelling, and just really wanted to pursue that professionally instead.

Lexie Smith

Okay, so what was the internship? And then what was the first post grad job?

Megan Beauchamp

Yeah, so the internship was it was an editorial internship at a website called eHow. And it's a how to website really built on SEO really, it was kind of founded to kind of answer all the questions anybody had, you know, your type into Google, and it would typically be one of those first couple results, and then worked there and learned a lot about digital media is really where I learned terms like SEO, CMS, you know, tapping into data and insights from like Google Analytics and social like really learning how all of that is connected, and you know, put to use in digital media. So I got my start there, I interned there for two quarters, actually. So I did one internship, and then found a way to kind of do another one there and learn so much and just really loved it and got a job offer when I graduated and you know, happily accepted I I loved, you know, all the people I worked with there and met and really got to know people across a bunch of different departments, which was a huge credit to my internship manager there, she really made sure that I got time face time with a bunch of people in product and a SEO and marketing sales all across all the different departments and really understood how the site runs, and how all these departments are so interconnected, because it's just, you know, you really got to work across teams. And in the digital world,

Lexie Smith

huge internship fan, I attribute a lot of my start to my career to having those opportunities. And regularly, the members of the media that I bring on the show, talk about some form of internship really kind of being the launchpad to their career. So you're working at eHow. Did you go from eHow to where you are today? Was there anything in between?

Megan Beauchamp

Oh, yes. So I went from eHow to MyDomaine. So I applied for the managing editor position at MyDomaine and, and got that job there, which was just, you know, a dream job, I loved the content coming out of click at the time, MyDomaine was owned by click, which also has who, what, where, and I had to birdie in their portfolio to for a while so like a leading women's media brands and was just so excited to work there. loved my time there, worked across MyDomaine, so they're like home lifestyle site and also covered, you know, a wide range of topics from food home, and then also touching on career and finance topics as well, which I always loved working on those pieces. And that kind of led me into being the managing editor at critical today, where career and finances really kind of at the heart of what we do.

Lexie Smith

Okay, so I love Create & Cultivate. I know many of my listeners do as well. But for those who are not familiar with the platform, can you give kind of a quick overview review on what Korean cultivate is

Megan Beauchamp

Yeah, yeah. So Create & Cultivate is a modern career platform, we have online and offline events and conferences, you know, once it's safe to do those in person events again, but we have digital events, and there's the WorkParty podcast as well. And the critical trade site is also a great resource for anybody who wants to build their small business or build their career or, you know, manage your finances. It's kind of a quick, quick overview of all things Create & Cultivate.

Lexie Smith

So your title is managing editor. What exactly does that mean? or What does that entail at Create & Cultivate?

Megan Beauchamp

Yes, yeah, I know, as managing editor, I really get to touch a bunch of different facets of the brand. And kind of all the multimedia that we do so really in charge of driving the editorial vision for the site and the blog, but also writing scripts for our work party podcast and developing questions for our digital and offline events. So really, no, no, two days are the same. No, two days are the same. Fair

Lexie Smith

enough? And is it kind of is how large is the team at cream? cultivate?

Megan Beauchamp

Oh, yes. There are about 15 of us right now, I believe. Yeah. Yeah. So we're a small but mighty team.

Lexie Smith

Small but mighty. So yeah, you're gonna have to wear a lot of hats and have your hand in a lot of different elements. Are you guys, I guess COVID world virtual, but based in Los Angeles, correct?

Megan Beauchamp

Yes. Yes. Our offices in downtown LA. But yeah, we're all we're all working from home.

Lexie Smith

So your interests span, from home décor to food to travel to career and finances? You've mentioned? I'm just curious, with so many different interests. As a journalist, how do you go about deciding what to write about? Or what to publish? Or what to create?

Megan Beauchamp

Oh, wow. Yeah, that's such a good question. I know my interests are kind of teasingly diverse, right? But I think at the heart of all the things that I do, I really want to be of service, I really hope that people, you know, read the pieces I write or the pieces I edit in commissions and just take something away, whether it's, you know, a tip that's going to help you in your career or a book recommendation that you know, changes your perspective a little bit. Yeah, just always service is really at the heart of what I wanted to really want to help people even in just small little ways of improving improving your life or changing your perspective a little bit or Yeah, just service is really at the heart of all of it.

Lexie Smith

I love that. And you were an editor at MyDomaine as well. Was your job there similar to that I have now with Create & Cultivate or while those titles are similar, where the duties kind of different because of the back end or behind the scenes of both outlets?

Megan Beauchamp

Now, that's a great question. Yes, no, my role at MyDomaine was a bit different. Yeah, despite the titles being the same every role, every company is a little different. And your responsibilities can change, like, but it might have been Yeah, we I was responsible for overseeing our editorial calendar and managing we were a bi coastal team in New York and LA, and really managing the calendar and working with the team on adhering to really strict deadlines and tight deadlines. And working across teams to with our design department and trying to help streamline processes and you know, iron out anything that could be improved, and how we all communicated and worked with one another and just, you know, keeping everybody on task on those deadlines. And then I would write a lot myself to and had my own my own deadlines for my own pieces, and worked with our editorial director to on driving the site strategy, creating those franchises and temples and executing on those as well. So a lot of my role there was Yeah, helping manage and support the team. And so critical fit, our team is a bit smaller. So a lot of it is a bit more focused on the driving of strategy and implementing strategy, creating those franchises and temples and creating that content. And then it's very, it's much more multimedia to critical today, because we have the word party pod and we have events. So it's really interesting to kind of work across all those different things. It's kind of funny, like as a journalist, a lot of what you do is asking questions. So it's kind of a natural transition into kind of creating the scripts and things for events, but a lot of it too is a bit of marketing copy in a way, like creating copy for landing pages to you know, support our events. So yeah, it's it's been really great. It's really allowed me to stretch my skills as a writer and editor and kind of get into these different areas of media and journalism.

Lexie Smith

I can imagine. Hey, guys, Lexie here interrupting the show really quick to drop a note. Did you know that in a study produced by Nielsen, it was reported that PR is almost 90% more effective than advertised. Well, it is, I swear, Google it. So if you've been enjoying learning about all things pitching in sippin, I wanted to give you an official invite to visit my website, theprbarinc.com spelled t h e p r b a r i n c .com, to learn even more about how you might be able to work with yours truly to increase your influence, impact and revenue with PR. If you're not sure where to start on the site, consider booking a free consultation. All right, I'm done back to the show. You said a word that I want to pull out, ask you to give us a quick definition and then talk about it. And that's editorial calendar. It's actually not something we've really talked about on this podcast, as of yet. So for those unfamiliar, can you give kind of a quick, you know, doesn't need to be hyper technical, but what is an editorial calendar? And how does an outlet use it?

Megan Beauchamp

Oh, yeah, that's a great question. So an editorial calendar really breaks down the kind of themes and tent poles that you want to touch on, typically, by month, you can kind of map out your year from, you know, January to December touching on the different seasons. And you know, this is to where a lot of kind of the data side of things comes into play a bit. And just looking at, you know, maybe turned in for your brand or your site in a particular area of the year and really leaning into it and kind of developing franchises around those topics, or franchises kind of like the series. One that we have on critical today, for example, is Money Matters, where founders and CEOs kind of speak to how they built their business, you know, on the financial side, you know, who helped you set up the finances of your business? How did you fund your company kind of digging into those questions, but that kind of is a little tangent from your question, but an editorial calendar, but um, yeah, just kind of maps out the themes and templates for the year considering, you know, seasonal elements, things that might be timely, and leaving room to for things that are just trending naturally. Right. So like, Bitcoin was a huge topic recently and cryptocurrency with everything that, you know, Tesla and Elon Musk, and everything I was doing. So leaving room for pieces like that in your calendar, too. So not keeping it too rigid, but having a plan.

Lexie Smith

Yeah. So from the outside, right, whether that be founders or publicists or anyone off the street? How can you? Or do you have any tips or advice on how the outside looking in, you can look at a given outlets, editorial calendar and use it to your advantage in the sense of maybe pitching for placement?

Megan Beauchamp

Yeah, I would say the main thing there is timing, I would say because we do kind of map out these editorial calendars in advance. So if it's already April, and you want to pitch something around, say Earth Day, it might kind of be a little late people in the editorial world are trying to think even though it is digital at fast pace. And you know, there's always a way to squeeze in something if it's, you know, really stellar or really important. But I would say pitching like two months ahead is safe a month or two ahead of like a particular event or season can really help you get a jump on a jump on it and get on people's radar.

Lexie Smith

That's gold, because it's probably one of the most common questions I get asked. I mean, the topic of timing is a big one. Right? So would you say that one to two months ahead timeline has been consistent throughout the various different outlets you've worked for is that more unique to kind of how you operate C&C

Megan Beauchamp

I would say it's relatively standard working that far ahead. Just gives you some flexibility when those timely topics say you want to do a piece on cryptocurrency, because it's like in headlines, but being a month or two ahead on like your core content really allows you the flexibility to squeeze in some of that more timely stuff. So that's definitely like the gold standard, I would say has been a month or two ahead and digital because it's hard to get to, it's hard to get to that place to work out so far ahead.

Lexie Smith

Yeah. So is there too early? What if someone's pitching three months out? Is that kind of a no go just as pitching too late might be?

Megan Beauchamp

You know, that's a good question. I suppose it depends on the editors personal preference, but I would say three might be a little too far out. It might be something that you would think, you know, it's not this isn't quite on our radar yet reach back out in maybe a month or so I'm always a big fan of the follow up like the kind of kind of reminder since inboxes do tend to get so full. And you know, receiving so many pitches is editor so always a follow up this great. So I would say I wouldn't discourage anybody from getting ahead. I you know, I'm always a proponent of working ahead, but I'm an advocate of working ahead, but three months might be my period. Far out, at least in my opinion.

Lexie Smith

Yeah, I love that. And I'm going to end the show with asking you some of your preferences. But before we go into that, I'm curious. And I know everyone listening, like Lexie asked this question. So can brands pitch, Create & Cultivate? I have two questions here. Can they pitch your guyses company for potential feature? And or can they pitch for bylines?

Megan Beauchamp

That's a great question. We do take contributor contributed pieces, but every it all comes back to service, right, it would really have to be of service to the reader. And we do have like sponsored opportunities for brands. So a lot of times, things would kind of fall under that umbrella. But you know, we do a lot editorially, as well, with OP pieces or founder interviews. So I'd say yeah, just making sure that you're pitching your, your founders, your clients, all of that. But there are definitely kind of two paths, right. It's either sponsored or editorial. So and it can be a fine line. I would say pitch. I mean,

Lexie Smith

okay, well, let's, let's talk about that fine line. How do people get on your editorial radar?

Megan Beauchamp

It's like, definitely a mix. Like I we really are looking for founders who do want to answer those questions about money, I kind of brought up our Money Matters franchise earlier. And we also have another franchise From Scratch, where founders really share how they built their businesses, how they got PR and marketing for it. And so spotlighting these founders really helps give our audience a sense of what people have done in the past what how you know how you could follow in their footsteps or even learn from their mistakes. So people who are really willing to open up and share those details and not shy away from talking about maybe some of the things that you got wrong, and you want to help people learn from your mistakes, or pay it forward and offer your advice.

Lexie Smith

I keep hinting at asking preference questions, because something that I believe in full heartedly is that every single person is different, meaning we all have different preferences, right? And I could make a blanket statement, like editors like insert, but at the end of the day, you are you right? Like it is begging you like something different than someone else. So this is just preference. Oh, it's kind of rapid fire. So whatever comes to mind, there's no right or wrong. Ready? Okay, so do you prefer a certain day of the week to be pitched?

Megan Beauchamp

I would say yes, I do earlier in the week is preferred, I'd say like Monday, Tuesday, Wednesday, but I would also ask that people be patient, I probably won't get back to you until later in the week. If you do send it on Monday, I might get back to you on Wednesday or Thursday. But I do prefer to like field those and get them you know, in my brain earlier in the week, so that I have some time to think about it. But yeah, I would say my preferences earlier in the week

Lexie Smith

earlier earlier in the week, what about time of day, does that matter?

Megan Beauchamp

Oh, yes. mornings I trying to in this like separation of work life balance, and just limiting my time, you know, of being available to communicate with people just because I need time also to you know, work out that editorial strategy and do work, I tend to check emails, like once in the morning, once, maybe at lunch, and then at the end of the day, so I try and just limit it to, like 20 minute increments to kind of be like an hour of my day in my inbox. Otherwise, I mean, I could be there all day.

Lexie Smith

boundaries, it's a real thing. And actually, it's helpful for everyone to hear that the person at the other end of the inbox also should have boundaries, right? It's a two way street. We're all people here. So. Okay, you talked briefly about follow ups, but I'm going to ask you to expand a little bit more how many follow ups how quickly, you know, should someone follow up just general feelings on that topic?

Megan Beauchamp

Yeah, I'm definitely pro follow up. Love A kind reminder, my inbox can get full. So I appreciate it when people do follow up, but I'd send maybe limited to two or three follow ups. I do try to respond to most emails that I get, especially to my work email, I get flooded with my personal email pitches as well. But

um, I do try to get back to most people who email me professionally and you know, and my fancy email but I don't get to them all. It's just a high volume. But I'd say I'd say two to three follow ups and maybe maybe leave it at that.

Lexie Smith

Do you prefer your personal email or your C&C email or does it depend?

Megan Beauchamp

definitely my C&C email often if I get pitches to my personal email that I want to pursue all forwarded to my work email and reply to people from there, it's just the easiest place to reach me. I don't usually have my personal email open on my like work computer when I'm working and I try to keep my phone in a different room as well. Just be so distracting. Um, so if you email my personal email, I probably won't get back to you for a couple days. If I do get back to you, but my work email is a much better bit.

Lexie Smith

Do you prefer to be pitched via email? Second question to that are people how do you feel about people pitching off of email on social media sites?

Megan Beauchamp

Oh, I definitely prefer email pitches. Yes, 100%. It's just an easier way for me to manage my thoughts. And, you know, workwise, going through my email inbox, I use Asana to like, kind of convert ideas and pitches and things from email into the editorial calendar of what's going to happen. So emails, definitely preferred. Instagram is kind of my social media of choice. And like I said before, I'm just trying to limit my time on digital after hours. So I tend to not dive too deep into DMs and things. And if you do message me there, I will direct you to my email anyhow. So email is definitely preferred.

Lexie Smith

Yeah, thank you for sharing. I think that's a question that's coming up more and more, obviously, as we get further and further into the 21st century.

Megan Beauchamp

Yeah, but you're definitely right. It is, it is a preference, because I know, you know, DMS on Instagram is definitely becoming a way to communicate with people because, you know, you know, people are there right there. But I do try to leave that for, you know, personal time just being on on Instagram, even though we you know, use it for work as well, but tried to turn those boundaries.

Lexie Smith

Yeah, there's boundaries. And it's funny, not that you're asking, but I'm gonna share with everyone. I have two Instagrams. So I have my personal Lexie. And then I have my work one, and I did that for boundaries. It wasn't even like a strategic marketing play. Maybe it maybe could have been, should have been, but I, I too, want boundaries in life. And so anytime someone adds me on my, my personal that I haven't actually met, or it's like a business, I'm like, Oh, no, we're at a PR Bar. That way.

Megan Beauchamp

That's so smart. I like that you have those two accounts. Yeah, the lines have definitely been blurred a little bit. with, you know, how you communicate with people are just so many ways to reach people email, Instagram, LinkedIn. But yeah, I definitely prefer email to help to help set those boundaries.

Lexie Smith

So emails, do you care who the person pitching you is? Meaning: do you feel like if someone's pitching you they have to be in the pure field? Can it be a founder? Do you prefer one to the other? Does it not matter? What is your general thoughts on that?

Megan Beauchamp

No, yeah, I would say it doesn't matter. I feel like I get a bunch of different types, as we kind of touched more on the PR pitches that I received, but I also receive pitches from writers or contributors. And yeah, I would say it doesn't matter. Or if a founder wanted to reach out directly. That would be fun, too. Yeah,

Lexie Smith

No goes things that hit your inbox like, why? stop or start, you know, well

Megan Beauchamp

I would say that get my attention are the ones that are a bit personalized. Like, it's really clear to me that they whoever sending the pitch knows what CNC is what we're all about the type of content that we create, the founders that we feature, since it is kind of like, you know, content created for him by women. Typically, we feature women in business, not to say that we wouldn't feature a man but just in general. But yeah, just the pitches that catch my eye really have a sense of what C&C is all about. And so I would say my pet peeves. Oh, goodness, I think I prefer I prefer really clear, concise pitches. So there's like a kind of specific reason that you're getting in touch, you're either pitching a particular founder or a particular story idea. And it's really clear clear what that is. So definitely prefer clear and concise, personalized kind of C&C, you know, what we are what we do? So those are kind of like my, my preferred tips. pet peeves

Lexie Smith

well opposite of that, like, not very precise, not relevant.

Megan Beauchamp

Yeah, I guess I went with the more positive spin.

Lexie Smith

Yeah, I appreciate that. And we can kind of infer the opposite as being you know, the not your, your favorite things. So our next our last kind of preferential question. We are recording this in March. So we are ending Q1, which I'm sorry, did we all blink? When did that happen? So we're entering Q2. I'm curious what's on your radar in the next quarter? or two. What would be helpful? What are you looking for? Are you looking for any unique or specific type of stories or connections? That if someone's listening and they fit the bill, don't try to force fit people would be helpful.

Megan Beauchamp

Oh, yeah. Wow, that's such a great question. I know Where did Q1 go You're so right. We blinked in it's just Q2 already know. But looking ahead, I mean, we're really looking to lean a bit more into that finance category and a little bit more career building as well, I know you know, the pandemic has been so tough on so many professionals and in building their career, so really focusing on that serviceable content with helping people you know, manage your finances, build your career, start and manage your business, or your kind of evergreen topics for us, it seems see, yeah, I'd say that's kind of what we're looking ahead to.

Lexie Smith

Okay. And so kind of on that note, actually, I'd love to know, there's a few different types of people who listen to this podcast, we have, you know, female entrepreneurs, we have those in the PR space, but we also have those in the media and journalism space as well. So I'd love to just hear you know, a piece of advice for those looking to pursue a career path similar to yours, anything you'd like to offer or give, give out as advice.

Megan Beauchamp

read as much as you can always follow those writers who really love everything you read from their byline, follow them on, you know, social media platforms, if they're really active on Twitter, or if they have an Instagram that's kind of related to what they do. I would say, look them up even on LinkedIn, if you really admire them and want to follow their career path and see what they've done. That's kind of helped. Give me a picture to have of building my own career that reading, reading, everything you can is probably the most important thing, especially in topics that you're interested in covering and just really familiarizing yourself with the writers and editors who are in that space. And the publications that are They're digging into publications. mastheads are about us page and looking up these writers that you admire and following them and consuming their work. It's probably the number one thing that you can do as a writer is read.

Lexie Smith

I love that. It's great advice. So this is called the Pitchin' and Sippin' podcast. We talked pitching. Now we're going to talk sipping So what can we find you sipping? Do you have a favorite beverage either alcoholic or non alcoholic?

Megan Beauchamp

Well, in the alcoholic department, I would say I'm a big craft beer fan. love a good sour in particular. Yeah, some of my kind of favorite breweries here in LA. I love the Three Weavers. It's like this woman owned woman operated brewery in Inglewood, Crowns & Hops a great brewery as well. It's a like black owned brewery and they're also based in Inglewood. I think that that brand, they're gearing up to launch their like taproom hopefully soon, I think this year. So those are a couple favorite breweries of the moment. But yes, craft beer is my alcoholic beverage of choice and then a non alcoholic beverage. I mean, I am like a big coffee drinker. But I also love a good Earl Grey tea.

Lexie Smith

Okay, and I've never heard of those breweries. So that's exciting for me to hear. There's a new craft beer and sour and cider place opening near Dodger Stadium that I've been following. I don't like know

that. Yeah, Danny Boy Brewing Cider House beer garden brewery. So I can I can send this to you on Instagram too. But that's when that's opening soon. And I'm really exciting. So for those in the LA area or you know, when life allows are visiting LA look up Three Weavers, Crowns & Hops, and hopefully Danny Boy Brewing.

Megan Beauchamp

Yeah. And they've actually done that's one of the few places I've really been to, during the pandemic, when they've been opened under LA sidelines and they've done such a great job. They have extended their tasting room out onto like a patio area, and it's just really socially distant, really well organized. Their employees all like are outfitted with TPP. So you feel like there. Yeah, highly recommend.

Lexie Smith

Have you ever come and try the brewery scene up here in Ventura County?

Megan Beauchamp

I haven't. No, but there are a few places that are kind of on my radar that I need to need to get to up there.

Lexie Smith

I highly suggest we have quite a few breweries in and around the Ventura area, and in Santa Barbara, and Nikki Maria. And so if you're ever wanting to do a quick date trip, let me know and I can give you some suggestions as well.

Megan Beauchamp

Yes, yes, I will do I know that the day trip is definitely the travel method of choice these days, a day trip can make all the difference in changing your scene a little bit.

Lexie Smith

Megan, thank you so much again, for coming on today's show before we kind of end things off first, I'd love for you to tell people where they can learn more about creating cultivate and then also if they want to connect with you where or how they can go about doing that.

Megan Beauchamp

Oh yeah, no, thank you so much for having me. I am so flattered and honored that you thought of me for this. I'm always happy to to share my knowledge and pay it forward. So if you want to find out more about Create & Cultivate, you can head to createcultivate.com, and then we're createcultivate on social platforms as well. And you can find me on Instagram mainly and my handle is my name: Megan Beauchamp. Thank you so much for having me. This is so fun.

Lexie Smith

Hey guys, if you are enjoying the Pitchin' and Sippin' podcast, please do me a huge favor and leave a review wherever you are listening. If you want to connect with me to learn more about THEPRBAR inc., You can do so on Instagram @theprbar_inc or you can check out my website at theprbarinc.com. Cheers