

Josh Otero - Episode 852

Fri, Nov 24, 2023 12:21PM 1:55:37

SUMMARY KEYWORDS

people, crossfit, community, world, game, called, gaming, veteran, building, day, life, push, years, happened, teach, gym, kids, military, gamer, give

SPEAKERS

Josh Otero, James Geering



James Geering 00:00

This episode is sponsored by NuCalm. And as many of you know, I only bring sponsors onto the show whose products I truly swear by. Now we are an overworked and underslept population, especially those of us that wear a uniform for a living, and trying to reclaim some of the lost rest and recovery is imperative. Now, the application of this product is as simple as putting on headphones and asleep mask. As you listen to music on each of the programs, there is neuro acoustic software Beneath that is tapping into the actual frequencies of your brain, whether to up regulate your nervous system, or downregulate. Now for most of us that come off shift we are a exhausted and B do not want to bring what we've had to see and do back home to our loved ones. So one powerful application is using the program power nap, a 20 minute session that will not only feel like you've had two hours of sleep, but also downregulate from a hyper vigilant state, back into the role of mother or father, husband or wife. Now there are so many other applications and benefits from the software. So I urge you to go and listen to episode 806 with CEO Jim Poole, then download NuCalm and you see a LM from your app store and sign up for the seven day free trial. Not only will you have an understanding of the origin story and the four decades this science has spanned, but also see for yourself the incredible health impact of this life changing software. And you can find even more information on nucalm.com Welcome to the behind the shield podcast. As always, my name is James Geering. And this week, it is my absolute honor to welcome on the show, gymnast entrepreneur and the man behind warrior gamer Foundation, Josh Otero. Now in this conversation, we discuss a host of topics from his early start in gymnastics, education, the world of finance, video games, veteran mental health, physical fitness, nutrition, the suicide epidemic, and so much more. Now, before we get to this incredible conversation, as I say, every week, please just take a moment, go to whichever app you listen to this on, subscribe to the show, leave feedback and leave a rating. Every single five star rating truly does elevate this podcast, therefore making it easier for others to find. And this is a free library of over 850 episodes now. So all I ask in return is that you help share these incredible men and women's stories. So I can get them to every single person on planet earth who needs to hear them. So with that being said, I introduce to you Josh Otero enjoy Well, Josh, I want to start by saying thank you to kangaroo Giuliano for connecting us and I want to welcome you today to the behind the shield podcast.

 Josh Otero 03:22


Well, I'm excited to be here and thank you for having me.

 James Geering 03:26


So where on planet earth are we finding you this afternoon?

 03:28

I'm out of sunny Phoenix, Arizona, where it's a balmy 75 degrees and sunny right now.

 James Geering 03:36

So I would love to start at the very beginning of your timeline. So tell me where you were born. And tell me a little bit about your family dynamic. what your parents did, how many siblings

 Josh Otero 03:46

I was born in Lake Forest, Illinois, which is a suburb of Chicago. I grew up in a suburb of Chicago called Skokie. I have one sister, one real sister. And she's still in Chicago. And my parents are divorced. My mom mostly raised me my stepdad came in my life when I was about 17. He's been a huge influence in my life and my direction of my life. But I went to high school in Skokie, and was on the gymnastics team there. And then went off to community college for a couple years. And then I moved to Arizona to attend Arizona State University and was on the gymnastics team there. And just had an amazing experience at ASU and being a part of the team and growing and fell in love with Arizona. Hated the cold hated the wind in Chicago. So I said I'm making the move permanently. So I've been out here since I moved out to Phoenix in 1996. And I've been out here ever since.

 James Geering 04:54

So I listened to you on the DLC dropped podcast I think is a The Gamer that will obviously get into in a little bit. Talk to me about how young you were when you started gymnastics because I don't think I've heard had anyone on the show that began the sport that they were going to do for a long time at that age.

 05:13

So my mom put me in gymnastics when I was 18 months old. And I took to it, really enjoyed it. And it led me into what I do more of the sports that I did is, you know, we'll discuss those in a little bit later on, but I'm letting me on to do it kept me out of trouble all the way through junior high, I quit through junior high, just because I became a little troublemaker. And then I joined again, in high school, and I credit my gymnastics, I wrestled a little bit in high school too. But I


mostly did gymnastics, and I credit my high school gymnastics coach for kind of steered me in the right direction versus going the way I could have gone if I wasn't a part of a team and didn't have a good leader as a coach. When

 James Geering 05:59

you look back now, why did you deviate and become a troublemaker for a little bit? Um,

 06:04

I think I was lost and didn't have, you know, my real father. You know, there was some things during that timeframe. And so was my mom, and she was working two jobs. And, you know, I just didn't have the, I think the role models that I probably needed at that time, especially at that age. And so I think that kind of got me off to the, you know, just wanting to cause trouble and do things that I knew were right. But I, you know, at the time, I enjoyed kind of the rush about getting in potentially getting in trouble and doing all the things that came with that.

 James Geering 06:41

I think that's the thing that the role models are out there. Just if you find good ones or bad ones, it's

 06:47

and that's where that gymnastics comes in. And the high school comes in, because like I said, without my high school gymnastics coach, which I'm still in touch with to this day, I wouldn't, you know, I definitely would have been on a different path.

 James Geering 07:00

Now asked us a lot of people who have been high level athletes themselves, obviously, the coaches that come on air to, through a set of English eyes when I moved to this country, and I've told this kind of preface many, many times, there seems to be a forging of elite performance at high school, maybe college level. But now retrospectively, we're realizing that it's at the cost of maybe the longevity and the wellness of that child that becomes an adult, whether it's through injuries, whether it's encouraging a linebacker to eat, you know, so they can be 300 plus pounds. When you look back now, what would the pros and or the cons of staying in gymnastics specifically from 18 months old all the way through?

 07:48

That's a great question. Because I know, and certain sports, I think are different than others, right? I think gymnastics and wrestling. And some of the other sports are different than maybe like football, you know, in the fact that it's, you know, gymnastics is extremely hard on the

body, I've had both my shoulders done, you know, I've got a 90% Tear with the long head meets the shoulder, I've got labrum tears, and both my shoulders. So what the con is, you know, my shoulders are trashed, because I was a ring specialist and in college, but the pros, I think I would, I wouldn't change a thing. Like I would say the pros outnumber the cons 10 to one, right, because what I and especially if you are aware of what you're doing to your body, and then you treat your body like you should, and you know, you recover and you do all the things necessary to because I could perform 48 years old now I could probably be most 25 year olds in any physical competition, besides the higher end athletes. So as bad as my shoulders might be, I could still play on lift and outperform, you know, most people half my age, just because I've chosen to take care of them stretch, you know, meditate, do all the things that I need to do to take care of my body. So I could I could basically give you a one for one of all the concepts that were being a competitive athlete all the way through college, but the pros I mean, I wouldn't be the man I am today without gymnastics, and the leadership skills, the resilience, you know, all the different skills that gymnastics taught me and going through all the you know, shoulder surgeries and not being able to look my arm and just all the different things that it taught me but also like falling and failing and then having to do it again and again. And again. That's Trent, you know, directly correlated to my success, you know, in life and business. Because, you know, the Pro is you know, it teaches you to be I use the word anti fragile and it's basically you get knocked down, you get back up again, you get knocked down and get, you know, get back knocked down. 99 you get up 100 times. So it's it's it's building that resilience and that anti fragility that you Mastix or, you know, any high level sport would teach you. And it's just having the right mindset to be able to take that from a college kid to an adult and make that Trent that successful transition. So I think a lot of it has to do with the mindset. And keeping that same mindset as a competitor, I'm a very type A alpha competitor love to compete love to win, taking that from where you're at, as a college athlete to is, you know, 48 year old adult, there's a big difference. And a lot of people lose that mindset, and then fall into the right everyday traps that a lot of people fall into. And then there's a lot of, you know, cons to the results to that where they're back, or, you know, they're just not in great physical shape, which affects their overall life and their life style.

 James Geering 10:47

Well, I'm 49, so pretty much the same age. And I've watched the strength conditioning world since you know, bodybuilding 80. And I wasn't a bodybuilder. But you know, that was what exercise was when I was little supposedly, and this evolution of not only the movements, and we're getting over to CrossFit in a minute as well. But also, the less is more philosophy becoming more and more prominent, and the emphasis on rest and recovery and those kind of modalities from a physiological kind of physical therapy perspective, if you could do anything different, would there be anything that would maybe help mitigate some of the issues that gave you the injuries in the in it with a 2023? Lens? Oh,

 11:30

absolutely. I mean, you know, back then, you know, in the 90s, it was Go, go, go, go, go, go, go, go. Forget the rest, forget all the recovery aspect, we didn't recovery didn't become, you know, really popular until, you know, 1015 years ago. So I would have focused more on the recovery aspect and the rehab aspect versus just a go, go go better, better, better, better, improve, improve, improve out of focused on how, you know, making sure my shoulders were healthy

and back was good, and knees were good. And then, you know, I don't know if it would have taken any higher, but I may not have got how to get as many surgeries and all the other things that that led to that. So that would be I guess the one thing Yeah, it would be incorporate more of the newer learnings and technologies that we've had that we didn't have back then.

J James Geering 12:15

Now I'll jump ahead for a second. You said you're a reading specialist I got into CrossFit. Oh, 607 initially just learning from the main site and whatever videos I could find, you know, the had the ugliest, but not even I never had a kipping ring. So I had I had strict muscle ups, which eventually I learned to do properly. But I can see how the same way as an Olympic lifter watches a lot of us with a barbell and I had a gymnasts must feel the same way. So you were a ring specialist. What was your perspective when you enter the CrossFit world, on the way it was being taught and the way us white belt athletes were trying to perform the the, the basically the get into the starting position that a gym mass does and we were struggling, just to get there.

 13:03

So I didn't really get into CrossFit until about two years after you did so like 2009 2010 is literally because I started doing I'm a only 175 pound guy. So I'm not a big dude. But I started doing dabbling in like strongman but like for a little guy, not for 250 pound guy. And so that is what kind of led me into the CrossFit because then my eyes got open to and I'm like, oh, that's weight, better sport than me. I'm never going to lift all these big weights that these guys that are 300 pounds or lifting. I said, but the CrossFit is very similar to my background, and I was a runner, and triathlete, all that kind of stuff. So that led right into the CrossFit. So by then, by the time I joined, we, you know, we had like, I think the monkey, what is it called? Um, there were there were some gymnasts that were teaching gymnasts to the rings. So it

J James Geering 13:56

actually totally does that right? There only

 13:59

and then I forgot the other guy, Dave Ramsey, Dave durante. Yeah. So we had gymnasts teaching that so it was we were getting more aligned with what the actual gymnastics training was. So but I looked at some of the old stuff in it was ugly, it wasn't pretty. And then as like, 2009 2010, as I was getting into it, that's when it actually they were bringing in gymnasts to teach gymnastic skills. You know, they each one had their own and I you know, I did the Olympic lifting. I did each one of those things.

J James Geering 14:26

Yeah. So what about in the gym space itself, though? Because I mean, even now, I've done speaking this afternoon, but I normally do. Zero it's funny you say that it's a strongman based

coaching this afternoon, but I normally do, Zara it's funny you say that it's a strongman based tactical Athlete Program. So because in CrossFit, we don't tend to push pull carry drag very much. So I put those in for the firefighters especially, but I have coached in a lot of classes and watch myself as well. And CrossFit, as a principle as a philosophy, when done correctly is amazing, but my God or their, you know, the king of shortcuts in the CrossFit world, especially really in the competitive world, so what has been your lens of, even though you've got these great gymnasts teaching out the certification, the kind of ripple effect that you see in the gym space itself.



15:09

So my my complaint against CrossFit and I, I'm saying this as a CrossFit lover, but I've seen and so I'm not saying, I've seen this more in like, if we individualize, and we go down to the individual level versus the global level, because I think the globally across the teachers are right, you know, and Dave Castro does the programming, right. But I think on an individual level, you get some of these guys that are 22, to 25, and all they want to do is win. And so then they start teaching, and they open up their crossfit box, and they push programming that is not meant for the everyday person. So 70% of their athletes get injured, and they're like, I hate CrossFit. And it's nothing to do with CrossFit. It's, the programming for a competitor versus a programming for an average person is not even in the same ballpark. And so but when I'm trying to program for myself, and I'm a competitive, I'm programming it for the 50 year old guy that is not done, you know, much of anything for the last 10 year, but he wants to, he wants to get in shape, you're gonna get injured 100% of the time. So I think that's the disconnect is sometimes we don't scale it to the to our audience. And if we're our audience is a full, you know, full of 35 to 45 year olds, that's a whole different audience than 20 to 25 year olds, and the programming has got to be different. And so that's, that's what I've seen on an individual club level is, you know, the programming sometime is not designed for the audience's to design for their owners, or their coaches. And so that's, that's where I see a lot of the injuries coming in. And people hate CrossFit and this and that. And it's not because of CrossFit, it's because the coaches that are teaching it are teaching at such a high level, your average person is not going to be able to do it. That's my personal view of what I've seen. Brilliant.



James Geering 17:00

Well, I want to go back to when you became a box owner yourself, before we do, I met my current wife, I say current law, I'm gonna get another one. My second wife, and her son was 11 at the time, so I got introduced to the world of being a stepdad at 11 years old. That is challenging, especially when they have a parent who, you know, is still on this earth in some way, shape, or form, it can make it challenging. You speak fondly of a stepfather who came in when you were 17. So talk to me about that dynamic. And if there was any resistance at first, and then what he did to bridge that gap?



17:38

That's a great question. It's, it's very interesting, because, um, you know, I'm, you know, and I say this, candidly, I'm closer to him than I am my real dad. and I were just out this weekend, because it was my daughter's birthday. And so he came in, and I think, again, I was a senior in high school, I had a really, really positive role model, male role model as my gymnastics coach,

and a leader, he was a leader, not just a coach, he was a leader and a kind of a mentor. Right. So. And then my stepdad came in, and he just, he clicked with my sister, and it clicked. And I saw how he treated my mom and how happy my mom was. So I never had any, there was zero resentment from day one, when he came into our lives with because, again, the, my mom hadn't been, you know, in a real relationship like that for like 15 years, or longer. And so not fit, yeah, probably 15 years. So to see my mom happy to see what it did to her life, and it really made her life better. i How can I get mad or be resentful or do anything and I was at an age where I had the cognitive ability, if I was 12, maybe it would have been a different story, right? But it's 17 You know, the difference between happy and not happy and right and wrong. So, you know, then somebody the beginning was, I was open to it, because I saw what he did to her. And then second, I saw how he treated her and how a man treats a woman and in some of these other things that I hadn't necessarily learned. All right, had learned until I met him and he came into my life and you know, from opening the door to flower, you know, whatever it is just seeing what a man does for a woman and having that male role model in that respect, right? Because I have a male role model as far as being a man and like, get, you know, don't complain and you know, step up, and what my job the things that my gymnastics coach did, but he did it on a different level as a family as being a family person and being a man as to a woman and all that kind of stuff. So he you know, he always was there. He when I went to looking at schools, he went with me and so when I chose ASU to go he was With me, he was on campus. And he took me skydiving didn't tell my mom till after we went. So we did all this stuff. So he took, he did a lot of things with me that were fun. And like, you know, we kind of bonded, right? So my mom didn't come with us to go to schools, he came with me to go to school. So it was things like that, that brought him really close to me and kind of, you know, saying there's more than one side to to a relationship and how to treat somebody and how to be a mentor to somebody else. And he filled that role perfectly for me at the right time.

J James Geering 20:32

Beautiful, I think there's been a push back on being a gentleman, you know, holding doors. Oh, that's kind of chauvinistic, and all this stuff. And I couldn't disagree more that holding a door for a man or a woman is just kindness selflessness. But um, you know, that's really what masculinity is. And this phrase, toxic masculinity is thrown around. I think that true toxic masculinity is projecting the two dimension, chest beating, you know, dripping of steroids show no emotion. That's not that's a man is and a lot of men buy into that, that it is, but a real man, you know, will be tough when he has to be, but most of the time, he's kind and compassionate. And that's, that's what we need to see more of so, so great to hear. And I have

21:14

two daughters. So it's even more important. Now. It's even more important for me to do that. So yeah, I completely. That's, you know, the guy doesn't hold a door open for my daughter. It's like, alright, let's, you know, let's have a conversation. So that's

J James Geering 21:30

absolutely, yeah, I got us our two sons. So yeah, the same thing. But the other other side of it like this is, hopefully they see this how you treat a woman when they see me with my wife. And, you know, they see me holding doors for people that I know, I know, it's, you know, carried

on because they do the same thing. They're, they're amazing souls. And I say change the world. You know, you raise kind, compassionate, strong kids. Yeah,



21:50

exactly. All right. Back to certain expectations, right? If they don't have my daughters have expectations. And if they're not met, you know, next. Yeah,



James Geering 21:59

exactly. You set the bar high. Well, speaking of childhood, one more area I want to hit before we can move forward, when you were in the school age, career wise, what were you dreaming of?



22:12

Well, way back when I wanted to be a veterinarian, but I was like a World Wildlife person. I was like, the animal lover, I had like 1000 animals in my house, I was like this big animal guy growing up having a Guana and guinea pigs and fish and snakes and all sorts of stuff. And then so I went to school while and then I realized early on that that was not probably a career path for me. So then I was like, maybe I'll be a teacher. Because I've always been this, like, you know, special guy, I was in special classes, ADHD, you know, they want to put me on Ritalin, Adderall, all that kind of stuff. I never took it. But I always had a hard time like, you know, put me in a test, they'll do it. But as far as doing all the books and stuff like that, it was never my thing. So you know, he's always taking those Myers Briggs tests and all that, oh, you should be a police officer, you should do this. And that, and I looked really hard at joining the military. And I don't know, you know, I looked at becoming a seal and then you know, will your color blindness and you can see this, and you can't see that you're never gonna make it. And I think if I had family that was in the military, more, I probably would have done that. But I just, I don't know what it was, but I just didn't choose that path. So I want I went to school at ASU my first degree or my first what I was going to study was going to be a teacher. And I looked at what teachers make in Arizona, I said, that's not gonna happen. You came in live, you're a single guy can't live on that level on a family. So I switched from education. And that's unfortunate, because teachers are amazing, right. And what they get in Chicago was not even in the same plan. It is what they were getting in Arizona and I didn't realize that until I came here and saw with the teachers make, but so I was like, alright, that's not going to work for me. It switched to business, and I studied Business Management, which was much more my style. And so that's what I studied. I got my degree in Bachelor of Science in Business Management and minor in entrepreneurship. And that was before those intrapreneurship was really a thing they didn't even have a major for it was just a minor. They didn't have all these things that ASU has now like probably 50 programs, they had one that was like a minor in entrepreneurship. So study that and that's kind of been my course moving forward.



James Geering 24:38

It's funny with the Myers Brigg tests I was just talking to a friend of mine from school about it could have lowered expectations more than we did even think it was like you know, for some

couldn't have lowered expectations more than we did ours think it was like you know factory worker or you know Porter Porter toilet cleaner or something like that. And then even with the color blindness he told me I was colorblind and took all the cool jobs off the table. But then when I think about Jocko when you become a seal and everything's black and white anyway, so you should have been fine. Yeah, yeah. Yeah.

 25:04

I'm like, well, that's and then we'll get that. And that's why I started to do what I do now is because I had to do become a part of it somehow wanted to be give back and be a part of the community. So

 James Geering 25:16

with finance, you know, you do the academic side, talk to me about the journey I initially takes when it comes to the business.

 25:24

So graduated from ASU, and then I was wanting to get into financial services. So I joined a fine stock brokerage firm because back then there was stockbroker still, and did that and for a couple of years, and then went to the wholesale side, which is basically st similar but working on I represented a company that would go work with brokers, and financial advisors like Merrill Lynch, Morgan, Stanley, all kind of stuff. So I spent 15 years doing that. Maybe 1213, somewhere in the decades of 15 years doing that. And then got divorced and 2009 1010, I think 2010. And then I kind of reevaluated a lot of things, I actually left the industry in 2012, because I was tired of putting on a suit and tie every day and wanting to kind of do my own thing. Again, I always had that entrepreneurial spirit, I just, you know, I and I did work from home all most of those years, too. So I was able to, but I was in office, I would still have to go to visit offices. And so I was still wearing a suit and tie every day. And I was just kind of done over that. So then I went to you know, that's when I opened the CrossFit gym, looked at, you know, started it in 2013, I think, but started the process in 2012. And then opened it in 2013.

 James Geering 26:57

You made a comment in the podcast I listened to about reaching a financial goal getting 5 million then wanting 10 million. Was there any point where you felt happy? Or was that? Was it as you hear with so many people that are successful materialistically that there was a sense of unfulfillment, every time you reach that goal was what made you chase the next one?

 27:25

Well, I don't think I ever hit any fully. Right? So I never hit that because I would go start going up and then some you know, whatever happened, like, market or whatever. So I never hit that goal. But I was never had. I always wanted more. I always had that ambition like to drive. So

even if I wouldn't hit the five and 10 million. I wasn't, I had to keep upping my goal because I'm like, What am I like, there is no goal, right? I just want to achieve, I could have a billion dollars, and it still wouldn't satisfy me because I have this desire to build and create. And so I realized I think later on not early on, that was because Mao's my first thing, because that's when I was you know, in the financial services was to hit that \$5 million. Mark. Right? And, and so if I would have stayed, I would have hit that no problem. But I realized that what is that going to do for me? What life am I living, am I working for the person and not working, you know, building the life that I want to live instead of always having to build higher more houses. And then I'm always working for somebody because I'm always paying somebody off. And I realize it's not the way I want to go, I'd rather I don't care if I make less, but I want more. And at the end, you're gonna make more because you want more. And so there was I cut that cord right around that timeframe is like, Alright, I'm doing it for myself. And for my own reasons, it's not financial, it's more goal driven, aspiration driven. And, um, you know, I have a lot of goals and aspirations about building things. And I look at my, you know, good example would be my stepdad, he's, he's gonna be at still works, doesn't have to, but he wants to. And that's like, if I made \$100 million, and exited, and I would still work and I would still start and do something because it's not about the dollar amount. It's about the fulfillment, and the joy of building something and being a part of something. So that's that was the disconnect. I thought it was all about the money. And I realized it's not about the money. It's about the fulfillment, the journey and kind of the, you know, living your purpose. And if you retire, you lose all that. And that's kind of what I've seen through role models being my mom and dad. They both work. And it's because they enjoy it and they love the purpose and the passion that it brings them to do what they do.

 James Geering 29:35

And what is it they do that keeps them going to eight years old. My

 29:39

dad's a dentist, so and he's had his same he's been with his partners for 40 or 50 years that and almost 50 years Yeah, no more than 50 years. So he's had some of them are retired. But he's he's got a core partners that he works with to this day that he's worked for over 50 years. That's what keeps them drivers act that just being a part of that he has had patients for 4550 years.

 James Geering 30:07

That's so, so good to hear in the fire service. Usually about 25 years of service, you can retire. And people enter with this burning desire to serve, you know, and it's the identity, and it's the purpose. And then something happens between chronic sleep deprivation and seeing lots of horrible things, and maybe the impact of the job on family, etc, etc. And then towards the end people, all they're talking about is their pension, and what we call drop, which is, you know, you work extra years and you get more money I never got there. I didn't want to but but you know, so that passion is lost. And I used to look at them and go, so what, what now, you know, you get this money, and now you just sit, you play golf every day, like that never quite affected with me. So I ended up cashing out mine when I got out of 14 years. But then people were like, What are you gonna do for pensions like, Well, I'm gonna keep working, you know, the same

thing, not that they're not in a factory, hopefully. But keep doing what I love doing. And that way every day, it's your mind is ticking over. But there's such a drive, it kind of reminds you the younger years, it was almost like we're going full circle, again, were these kind of douche videos with some blokes sitting next to a jet saying you could have this and, you know, for what, you know, if you have that passion, that real passion, whether it's you know, running a gym, or, you know, whatever it is that gets you out of bed every day. That's so much more powerful than money. But you don't hear many people talking about that.



31:37

I didn't know it. That's, like I said, Until I quit the industry. That was the only thing that I thought, hit 5 million retire, and I'll just what am I going to do for the rest of my life? Who knows? But at 55, I can be retired and do everything I wanted or 50, I think was my goal at the time. Then what I'm halfway through my life. So I then that's kind of when everything was like, Wait, what are you doing? Like, for what? Or you buy more and more things. So then having to make more and more money, too, because you have to keep this lifestyle up. And I'm like, There's no, what's the end? what's the end game? What's the end result? And there was no just being on this hamster wheel spinning, spinning, spinning, spinning, spinning? Oh, look at this new thing I just bought. And I was like, Yeah, I'm done. I don't need that it does zero. There's no purpose. There's no passion, there's no fulfillment in that. Yeah,



James Geering 32:25

I traveled the world with my then girlfriend 2000. And all I have is a backpack and a guitar that was in and when ran the entire planet. And it was humbling because you realize all the other shit you don't need, you know, I got to play guitar and Fiji and New Zealand and you know, interact with people in hostels and wear you know, boardshorts out in the ocean and sweaters when it got cold. But that was kind of it. That was the necessities and it makes you realize now I mean, we have people that have massive homes and then storage units, and then they're Winnebago is in another separate fenced area, you know, the American Dream has gone from just a little bit of land, and a place to raise your children to you know, we've been duped into thinking that we never have enough, you know, consumer wise, and I think it's it's very humbling to go whatever kind of journey you can forge for yourself, where you're not able to take very much stuff. And it really does recalibrate.



33:24

Absolutely. And I think a lot of times it changes like, for me the life event, right? I think it takes Well, I'm speaking from a name, it's different for other people, I think some people figure it out without having to do that. I'm not that smart. But for me, it took me going through the divorce and financial ruin and some other stuff to figure out, okay, this, you know, this is not worth it, this being fulfilled and, you know, happy is more important than, you know, being a part of the hamster wheel that everyone you know, a lot of people are a part of.



James Geering 33:55

So you've got an interesting kind of entry into owning a CrossFit gym the years that I've been

So you've got an interesting kind of entry into owning a CrossFit gym, the years that I've been in, you know, in that world. And one thing I've heard over and over and over again, is you're either a good coach, or you're a good business owner. But it's almost impossible to be both in a gym. Now you have this business background, and you're a high level athlete. So what was your experience in that? And why did it? You know, why is it not standing today? That's,

 34:22

that's a great question. So I think there's a couple of variables. So my goal when I started it was to be able to, I knew that one gym, I looked at it from a business standpoint and a lifestyle management were, you know, having two kids and expenses and all that kind of stuff. I understood right away that one gym alone wasn't going to cut it for me. Right? If I was single guy 25 No problem. I could have done that and then totally fine. But I realized having a lot of, you know, responsibilities that that wasn't. The end result was not to just have one location. So I opened That was my mentality when I opened it. And so we had like this triathlete kind of cross where we didn't train hard, hard CrossFit, we did, you know, more endurance, CrossFit, but a lot of strength as well. And one of the things that I had worked on was building out a health care component where we would serve underserved communities, specifically Native Americans, and be able to provide them services and training services. And so I spent about a year spinning the Jim up and getting it going. And then I spent the next 18 months working on this partnership that we were gonna partner with a company to go in and basically do build health and wellness programs for tribes, because there's a major health epidemic among Native Americans. And so, you know, they were gonna hire us to build out facilities and go do training. So we were gonna use ours as kind of the hub, and then build out training centers across the different reservations, specifically in this one tribe. So I spent like 18 months working on that, and diverted some of the attention from the gym, to that, and ultimately, that's what ended up costing me basically the gym. I did sell it, but there was a loss. But that's ended up the contract with the reservation never happened. There was some, I think, some higher level tribal stuff that I wasn't privy to that took place, and they basically didn't want us to do it. So spent 18 months kind of building that, because that was kind of the growth plan for how I was going to take just a little gym, 60s, it was it was 60 square feet, but it's still just one gym 100 members to scale it to where it's a multimillion dollar facility, we're just a training facility, and then never ended up materializing. And so we were just across the gym. And so based on just being across the gym, I couldn't sustain what my life you know, the there were, you know, the responsibilities that I had, and the gym and I had a head coach that was running it because I was doing that other stuff. I couldn't do at all. So I basically sold the gym to him. And he took it over and the gym lasted until just after COVID and then just COVID killed, as we know with a lot of CrossFit gyms that killed us and it killed pretty much 50% of the gyms in Scottsdale or more.

 James Geering 37:24

Yeah, that's how you make population healthier. You close the beaches, the parks, the gyms.

 37:30

Don't exercise. Go get your backs, but don't get don't exercise.

 James Geering 37:33

Yeah, don't even get me started. But they're just touching on the Native American thing. So what were some of the issues that you were seeing? Because I hear this a lot. And obviously, it's not all doom and gloom. There are a lot of people thriving in each of these reservations. However, you know, addiction, alcoholism, you know, some other things, you know, just simple little health, obesity. What were you seeing in that particular tribe that you were trying to help mitigate? Diabetes?

 37:59

So there was, well, alcoholism, but there was a huge I don't know what the numbers were like, couldn't even probably figure I don't even know if I still have it. But it was a significant, significant portion. And it wasn't I don't I don't think it was anything their father. He was generational, and they never were taught food. And the Food Basics, right? What's healthy, what's not. So you think having donuts and candy or whatever they're eating for breakfast is healthy? Because that's what your parents and your grandparents did? Well, that's what you're gonna eat right? Or Coke, you know, drinking 10 cokes a day or whatever they're drinking? Well, that's fine. It's just you know, it's, it's water. So that was the big thing. So we were gonna go in and teach them physical stuff, but also like, lifestyle stuff, like, nutrition, like, how do you eat what's water, Coke is not water. And, you know, having 32 grams of sugar per serving times 10 320 grams of sugar per day is not healthy, like you're gonna get diabetes 100% of the time. So that was kind of, we're gonna go in there and just do training, set up facilities, and then do personal training with them basically, like a doctor. But not we're not doctors, but coaches to teach them about lifestyle management. So that was kind of our goal. And I still believe that's a great thing. You know, and I think that's great opportunity. I just, you know, it has the tribe has to buy in at the elder level before it even go to the regular people.

 James Geering 39:23

Someone made a comment to me not long ago, about Ruto my identity because obviously, that applies to the veteran community, you know, you identify as a marine or wherever you were, and then there's a transition, and then there's a struggle. And they said, Imagine if your entire identity had been kind of wiped out from the country of origin, you know, and especially in some of these Canadian tribes, where they literally, you know, the Victorian school houses where they try to educate the Indian out of them for lack of a better term. And so you think about multi generational trauma, how detrimental that has been to a lot of Native American tribes. isn't sure a huge contributing factor to the physical mental health that we're seeing amongst some of them?

 40:05

Yeah, it's, you know, there is a, I think Shawn Ryan was talking about, but this generational trauma is, is, you know, there's it's, she, it's massive, right. And it's within different populations, not just Native Americans, but other people that have gone through different types of trauma. And then that trauma continues to the next generation. So I think that's a major problem. And

addressing it through mental health. And correction, I think is super important, but I don't think it's happening. I don't, I'm not really tied into the Native American community anymore, but I haven't, I would assume I would see something on the news or something that there was something going on, and I haven't seen it. So I'm, I'm gonna assume it's the same way as I left it, tenure for six, eight years ago. So I don't think any progress is made in the last eight years on that. And I'm, and I know it hasn't been on on the others. I know, it's starting to happen in the in the veteran side, because I'm a part of it. But other than that community, I don't see a lot of a lot happening

J

James Geering 41:11

with speaking of shitty sugary drinks. When the game started, you know, the Fit aid guys got involved. And I've been a huge fan of focus aid. And I watch, you know, my fellow firefighters, pounding monsters and bangs and all these things. And, you know, then we're doing training in Florida or California, he with bunker gear on and wondering why people are falling over. And it just seemed like such a disconnect for those. But you know, in the CrossFit world, okay, we had a pretty healthy drink that was was behind it. And then we didn't, and then they went to one of the shit ones, and I watch the UFC. And they're holding a bottle that's got water in, but it's got a label of the ship thing. So talk to me about your journey into identifying what was being consumed by the video gaming community with that same kind of principle.

o

42:07

So, going back, you know, Aaron, when he first started fit aid, I met him right around that time, and I became like, we became a food aid outlet. We were innovate, you know, innovate, it's not much around anymore, you still find them at specialty stores. But innovate is my was my favorite shoe. While and I have the new CrossFit shoe, but I had innovates for the last 10 years because I thought they were the best shoe and I had at one point I had 15 pairs of innovates. And the same thing with the drinks because I would we again we had the fridge, you know fit aid would come into your jam and give you a fridge and you know, and so what I think happened? Well I know happened is you know, somebody came in that had a little bit more dollars. And unfortunately, they're running a business. So it's it's a thing, right, and so fit is still there killing it. And they're still doing well. And I think the loyal fit, that box owners are still using fit aid but you know, other sponsors came in, and specifically like monster in the UFC. And to your point, all of those athletes that are have monster cans are not drinking monster or Red Bull, they're drinking water, they put water in those cans, because they know if they're, you're pounding monster Red Bull, you're not going to perform for a lot, you know, for long periods of time, because it's detrimental your health. So I saw that in the in the space. And then my I started a backup to your to your question because there's a there's some path to it. So after I closed the gym, I started a company called recover faster. And we know it now we know two companies that are still in the space. And I was the third. We know aura ring, and we know whoop. So they're both billion dollar companies. I was the third. And obviously we're no longer in existence. So I was the not so successful person. But aura ring developed the ring where they would teach basically teach you what your heart rate was, what your HRV was, and HRV is, in this whole story is the most important component. And then we looked at the same thing but with a wristband, not a ring. Well, we I formed this team on this team there was this really smart Pepperdine professor named Dr. Holden McCray. And so Holden was my chief scientist. He was the brains behind everything. He had been working with Red Bull high performance

because Red Bull is an amazing company. One side they kill kids on the other side they work with the top athletes in the world. So it's like the conscious works on this side but they make up they have a money tree like when I say a money tree. They have a money tree like literally grows money. which I, I'm working on growing one of those myself, but they have one and it's growing and it produces a lot of leaves. And so he worked on their high performance side, which they work with some of the top athletes in the world. And so he helped me build this program and this protocol, but we partner with polar, we didn't have enough money to build our own device. So we just did a chest drop. And we were partners specifically because aura ring at the time, just signed some contracts, whoo, Pitt, big contracts, because they just got I think, LeBron, I think it was LeBron James that gave like 20, it was part of a \$29 million raise. So they had just raised a ton of money. They've got an MLB, NFL and NBA, they had signed contracts with all those. So they were going to the moon or ring was just coming on. And we're trying to do some stuff with aura ring, but they were still didn't have the funding that we had. And then there was us, and polar, which if you know the audience has, it's just a chest strap. They're not much around anymore, but they used to be and the ECG the sensor was actually better than both. So that's why we did it because he wanted to have the most accurate measurements. Turns out audience the users don't care necessarily as having the best measurements, they care about the ease and convenience of us. Well, so we developed this device that basically give you a readiness number, you do a three minute test. Have you do some breathing exercises and ask five questions. How is your sleep? What your stress level? What's your hydration level, you know, basic questions to assess. But then we use your HRV and your 21 day trending HRV average to determine your readiness to train, we'd give you a zero to 100 score based on that we'd give you different interventions. If you're 100 Go out and PRT, if you're a 30, take the day off, do some breathing exercises, we did box breathing, meditation journal, but don't work out hard. Maybe get outside get some vitamin D. And so long story short, we ended up running out we nobody was using the chest strap. And so we just couldn't get left off. We just failed to get left off. And you know, I think it comes down to we just didn't have the right device. And it wasn't it didn't it wasn't sexy, like the aura ring. And the whoop was and we didn't have \$29 million backing us. So we ended up shutting that business down. And then about a year, year and a half later, I get a call from Dr. McCray saying, hey, I want you to look into something. And at the time, Red Bull was getting into eSports. And they were with one of these. At the time, it was the largest esport team. And he's like, I think we have an opportunity here to create a healthy sports drink for esports. And I don't know what eSports is. He's like, Well, it's competitive gaming. Am i What are you talking about? That's not a sport. So he starts telling me like all this stuff, and all these stats about gaming and eSports. And I'm like, get like, there's no way it's that big. So I said, Alright, um, I don't, I don't think this is anything. Um, you know, let me look into it. So I spent like, a few months like looking in because I was not a gamer at the time, didn't know anything about eSports, any of that kind of stuff. And so I started looking into it, I'm like, holy cow, like, there's, you know, hundreds of millions of people gaming and, and doing all this stuff. And on my end, there's millions of dollars and this was back in like 2017 or something 2018. And I'm like, There's maybe actually something here. And then I looked about how much money Redbull was spending in the gaming space. And then G Fuel was coming up and how fast looked at G Fuel sales. And they were like going to the moon. And then I looked at rentals spending and what they're doing and gaming and eSports. And it was like, was like a chart of like a volcano just erupting. And I'm like, okay, maybe there's something here. So, we came together and we created a company called nature. Gamer with the idea of creating a healthy sports drink with conduit is specifically designed for esport athletes and gamers to help improve focus and concentration. I'm actually drinking one right now.



49:08

So what Holden did was hold him design the drink for us. And we built a company that was basically wrapped around providing a healthy sports drink. We call that a cognitive performance drink in the gaming space. So it was specifically designed for Esports and athletes and gamers people that had a focus. So you know, we targeted doctors, lawyers, anybody that had you have to focus on one task for more than five minutes. This was a drink and it didn't have sugars or any of the other Garbers that all the all the other drinks had. So that was kind of our my foray into gaming and eSports again, I had to do like six or nine months worth of research to what it was because I didn't know anything about it. And then I'm like, the more I got into it, the more I actually started to fall in love with and like wow, this is actually a real sport and he he's Study, that's what he did for Redbull is swing the hand eye coordination and all these interactions like Holy Toledo, like, You got to be a high level athlete and perform. And then you started looking at the burnout, they're all under 21 years old, nobody was that high level over 21 Because they couldn't do it. Your three years and you're done. You could play NFL football longer than you could game at a high level. I'm like, This is nuts. Like, I don't even understand how this is possible. And so I just started to learn all this stuff. And I'm like, okay, so focus and concentration. These kids, young adults, were drinking monsters, Red Bulls, and not one or two or three, but like five or six or seven, every single day, day in and day out. I'm like, Oh my gosh, like, and when I say all of them were like, all the high level ones, we're all drinking stuff, or taking Adderall, but doing it multiple time, like, multiple times a day. And I'm like, Alright, this is not good. Like, from a health standpoint, this is not good. Like, we're going to start seeing diabetes and all these health issues. And so what I tried to do is start to get out there, get on these different pockets do these different things to explain how, what sugar does, Holden went out, and he was on podcast, and we just went out to try to educate the consumers, this, you're killing it, you're slowly killing yourselves by this. And you're not going to perform at the level. And here, here's what we did, we created something that was specifically designed for you to help you increase and improve your performance and your concentration. And we did it with all healthy ingredients. And so we chose, you know, he went in with this our main focus ingredients, like it's a South African plant that has like, a lot of research. And so we put a lot of research and efficacy into what we were building to make sure we weren't, you know, talking about one hand and all profit driven the other we were making sure that we came in with a good product. And we got good traction to start. And what ended up happening ultimately, is we ran out of money. So if you remember early last year, you know, in the startup world, startups were getting no investment. And then at the same time gaming, the eSports community collapsed. So there was two thing to Whammies that happened to us at the exact same time. Esports blew up. So in 2020 21, there were gaming eSports companies raising hundreds of millions or billions of dollars or having billions of dollars with the valuations. Today, there's not. So everything was blowing up to the positive and 2021. And we're getting traction, I'm doing this I'm doing that 2022 hits q4 of 2021. And then it kind of the scale kind of just accelerated through q1 of 2021, were all funding to eSports stopped. And a lot of them went belly up. And we ultimately ended up going belly up because again, we nobody was investing in a company that was and unfortunately, we had such a narrow focus, like we were gaming and eSports. Like that was our thing. We were planning eventually to do multiple lines and grow, but we never had that opportunity. So at the time, we were specifically focused on gaming and eSports gaming eSports imploded, just like all the crypto and all that stuff, it just all imploded at the same time. And then finding coincide. Obviously, when something blows up, your funding is going to dry up too. So it was a one two hit. And we ended up going out of business. But during that time, and I can we I could stop here and get into you know what, this, you know what the foundation is? Or we could you get to ask a separate question.



James Geering 53:50

No, no, no if that if this segues Go ahead, please. So when



53:54

I started nature gamer through that whole process COVID had to so we had a couple like right away COVID hit so you know we had funding secured COVID hit, we had funding not secured. So there was a lot of there was a lot of things that happened during that 10 year nature gamer and it started right away like within we started in raising money in like February COVID hit and like March. So we literally had signed loi like letters of agreement for for funding for for funds that that got pulled because COVID had and they couldn't you know, they were they had other things on their side. So it hit really quick like within six months of our starting and within a couple months of us going after funding COVID hit and everything kind of blew up luckily I got accepted into an accelerator which helps prolong everything. So during that time, you know COVID was we had start working from home like there was a lot of this isolation thing. So obviously the fact that As a business because you can't go out and fundraise when you can't even go out and do anything, and nobody's raising money or doing anything, because you have COVID. So, on the business side, it was not looking good. And then on the personal side, I saw these people in the gaming community, and in the military in the veteran community, like having, you know, suicidal ideation, or actually committed, like, the suicide rates among youth in the veteran and Active Duty community was just off the roof. And the depression, like, you know, I don't even remember all the stats, but you know, it's significantly increase social isolation, loneliness, all these stats that we're not good, we're all blowing up to the negative. And I was like, Alright, I'm in the gaming space. And I know, through because I did a lot of research in the gaming area that gaming connects people. So Mike, how can I help? I see this youth now starving for leadership starving for this, these mentors. And they're just don't have it. And then the veteran community starving for purpose and meaning, and the active duty people starving for connection? Like, how can I can I connect these two. And that's kind of when I thought of starting the warrior gamer Foundation, which is the shirt that I'm wearing now. And what our mission is at the foundation is really to promote health, wellness and community shift through gaming. So the idea was, if I connect these groups, they can help each other, right, because the youth get a good mentor with a veteran or active duty person, and the veteran gets to have a purpose and a sense of meaning. Because as you transition out of service, what happens is you lose, you go from the 18, to the C team, meaning you're part of a very good unit, especially, you know, if you're special operations or whatever, and then you just go to be the civilian where nobody, just go do it. You know, nobody cares, just go figure it out. I mean, I had a whole group, I had all this community, and now I don't have anybody. And so this transition period, people were just having such big, such struggles with and I'm like, Well, this is a great way to give be given part of a community and then get them to give back. And so that's what we started to do. And it really resonated like we started, we did our first event in 21. So we started in 2020, did a first event in 2021, where we did this big event in Glendale, Colorado. And we did it with this international rugby tournament, because I want to connect physical sports with gaming. So there's that connection. And it helps both communities see eye to eye because like I said, I was on the physical side, I've never saw the gaming side until my eyes were wide open to it. And by encouraging that exposure between the two I felt was good from a multiple from multiple standpoints. But from getting people active to showing people that have these preconceived notions that they're not just little nerds that are playing video games are actually like, really interesting, really smart, very talented, driven people. And so changing the

matrix and changing who what the thought process was, was another thing. And so we did this amazing event, we had all the branches in the military there, including Space Force, and Coast Guard. And we played this game called Rocket League, which is basically cars with soccer, because, you know, I didn't know I was only a couple years into gaming. So I'm like, that's an easy sport for everybody to figure it out. If I could figure it out, anybody can. So I was like, alright, we'll do that. And it went off really well. And, you know, we had the rugby guys coming in, like if the army was playing that rugby army, and then vice versa, they would go out and watch the rugby. And it just the connection and the community that brought and some of these people hadn't seen each other since they were kid, you know, growing up in school together, and then they went their separate ways. And just seeing this connection. And community building was just amazing. And then that grew where we brought kids that have lost the parent, we brought more veterans on. And then you know, it really evolved to this overall community building aspect where now we're kind of expanding where we've got a discord community, which is basically it's a online community where you could have meetings, you could host games, you could talk about how your day was we have different rooms and you have a discord channel. And then you have different rooms, we have probably 20 or 30 rooms like room for each game. So like Rocket League, NBA 2k Halo valorant You know, any game that you could think of Smash Bros we have these rooms form that you could go play pickup games, and then we have a mental health channel. We have a physical health channel and people post weight loss photos and, you know, I deadlift at 300 pounds and you know, I've been off for 10 years I gained 50 pounds and now I've lost 30 of those 50 And so they try to you know, it's it's we try to inspire other people and try to give them that ability to be a part of something because that's ultimate end of the day, your you know, if you have other you know, there's chemical things that's not withstanding, but if you're just feeling lonely, you want to call self harm, but then you're you get into a community, we've seen that that helps in most situations from doing that actual harm, because you feel a part of something and that's the reason why you want to do it is to you feel like you're all out there alone, and nobody knows what you're feeling. And you have this, you're not whatever that that you're not feeling is when you become part of this community, you become like actually cared, cared for and welcome. So we invite everybody, and we invite non military to, and we because we I want those that youth to get in there be a part of it, so they can learn leadership, and we can have these mentor opportunities. So that's, you know, our main vehicle where we build community now is through our in person events, but also through our, our Discord, and we're gonna launch online events here in 2024, where we build we can do those anywhere in the world. And it just gets people together. And, you know, Ken, who, you know, runs our podcast, he's our, we've got three podcast hosts, he's our main host, co host. And they've done an amazing job and building community through our disc or through our podcast, because we bring on different leaders in the community, and talk about different things and, you know, anything from like you do to, you know, Nick Lavery, we've had on who's, you know, first Special Forces operator to operate downrange with one leg. And he's got, I mean, his story is amazing. So and we'll have CEOs on of different companies that are either physical or sports related, we've really made a big impact in there, we've got a Twitch stream, that we're going to be running hard. We took a break, and now we're running again. But the gentleman that kind of helped spearhead that as a quadriplegic, and he's a former Marine, and, you know, talking about adversity and being coming anti fragile, you go from a big, strong marine squat, you know, benching 400 pounds to you can't even lift your arms up, you know, the, the mental struggle that you go through in the adversity that you have to do to come to the other side. You know, I can't even explain that. So he kind of, you know, he talks about that when we're streaming when he does his Twitch stream, and how, you know, he's building our businesses, he's got two grandkids, like, all that through his mouth, because again, from neck down, you can't do it. So he's, he's gaming, talking and doing stuff on Twitch all through his mouth, or his tongue or his lips. I don't even know how you could do like, to me,

that's mind blowing. Like, I'm definitely can do that. Like, I'm so like, having him as part of that community. So it's really about inspiration and community building. And now we're kind of we just, we're doing a partnership with the VA where we're going to, they realize that the veteran community in general is not necessarily going to the American Legions into the VFW is like they used to, so how can we reengage them, and gaming is that vehicle, so we're gonna be doing a series of events with the VA to help promote community and connection to give veterans that the ability to connect and reconnect with their, you know, fellow veterans, and again, we try to open everything up to non military as well, just because I think that blending, we want people to build that community aspect. And so that's a big deal for us. We're going to be building some other things out in the in the gaming space, and that community building space as well.

 James Geering 1:03:31

I had the tenant Colonel Dave Grossman on a couple of times. He's the kind of renowned army psychologist he was a ranger himself, I think. But he wrote a book called assassination generation that we touched on this when we spoke a while ago, but it was interesting, because I remember when they said that video games were the cause for some of these, you know, school shootings and violence. And I roll my eyes the same as everyone else did initially. But when he broke it down, and you think firstly, the sleep deprivation the little gamers have specially if they're pounding those terrible drinks, or staying up all night and taking out a roll, you know, then you add in, obviously, childhood trauma, psychiatric meds, but within that virtual world, and it was it was interesting. Firstly, the kind of first person shooter, that operant conditioning, there stood, there are stories of shooters that were very accurate, that never really held a gun before, which is terrifying. But, um, but also that sense of hierarchy to be a king in a game, because you're, you know, the geek in school. There was just an interesting, you know, perception of all these layers. Now, what you've talked about is community and healing and everything. Has there been any discussion of the dark side of video gaming and how you guys are addressing that and pulling, you know, those potential lone wolves into the community?

 1:04:49

Yeah, and that's a great point because gaming itself is not the gaming in and of itself is not making anybody active shooter like that. It's the communities that they, some of these things like, you could be in these that really nasty communities through gaming, that's going to lead you to do and harm harm. So it's, I always try to profess, it's not the games themselves, like all these first person shooter games, there's zero chance that you're gonna become an active shooter, I participate in these games, you but you participate in the game, and then you get into the discord channel that all they talk about is death and destruction. Well, you know, so it's getting, you know, it's really making sure that you're a part of a community, like I said, we're trying to create a healthy community, and a positive anti fragile community, we're leadership, resilience and mindfulness are three values. Well, that's our community, if you join a community, and their exact opposite, and they're saying, oh, yeah, look at them, take it on, and the man, you know, it's them, it's this person, and you're the colonial, you know, it's all that stuff. And, and you do it through gaming, then that's, you're gonna end up doing harm to others and becoming this really bad person. And so it's, I think what we're trying to do is find people that maybe once they're in there, I don't think we're going to us as a foundation, we're not going to change that. It's the people that are on the peripheral that are like, lost, maybe

needs a community need something to be a part of. And if they grab them, then they're done. If we grab them, we can help save them. So we're trying to grab these people that are kind of just floating out, well did either want to be a part of something or that are floating out there and kind of in that sets outer space, looking for something and if they attach to this negative, they're going to jump right in, but if they attach to us, they're also going to jump in. So our job is to catch them before they go to this side. And to really make sure that it's we catch them on the bright side. Because, you know, once they start going down that rabbit hole, it's, you know, it takes a lot more than what we have to offer to to get them back. But I think our job is a foundation as a unit is to provide a space where they can be a part of something and be a part of that community get the connection that they're looking for and have a positive role model and a positive outcome of what they're looking for versus that other these other communities that are trying to get them in to do harm to themselves and others.

J

James Geering 1:07:23

Those that we talked about when you were younger, there's there's good mentors as bad mentors out there. And this is a prime example. So I don't think the kids, you know, especially when we were younger, there was this real push towards your nature and nurture. And a lot of it was always nature as Jeanette, everything was genetic, you know, and I don't think that most kids in kindergarten are thinking about shooting up a school. It's a vicious, I mean, asking me a perfect storm of all these different layers. But the number of people on the show that have been in a very, very dark place most suicidal, some even homicidal, they're admitted to me. And it was mentorship, you know, it was that right person that that made them take that right turn. So this sounds like an another way of getting to this virtual community. That unless you're in that community, you've got no way of accessing that, that young boy or girl.

U

1:08:12

Exactly. And one of the things that we're launching next year is a warrior gamer youth program where we identify youth, maybe you know, underprivileged youth or youth that are in crisis and pair them up with a veteran mentor, to to provide some of these services and to get them on the right track. Because if I'm 12 years old, like I said, remember that when I go back to my childhood that I don't know how i What are you 12 to 15, or something in junior higher 13 to 15, whenever you are in that sixth, seventh and eighth grade, that's a very pivotal point. And if we're starting to identify some of these kids that might not have the leadership or the men like me not having a gymnastics coach, you know, we don't have these mentors there there could be gone in that wrong direction. So by helping identify, obviously, we are limited were small foundation, but at least helping some people and getting them on the right path. I mean, one life saved is, you know, I to me. So that's what it's all about is saving one life at a time and, and then going after the next one, and then the next one and the next one and then given back, right. And then the more that we save, the more that we become a part of our community. A lot of times we want to go back and pay it forward. So they do that for others. So then it just becomes a spiderweb of growth in connection.

J

James Geering 1:09:28

Well, speaking of mental ill health, when we look at your website, you talk about the issue with the veterans and 22 a days kind of a rough number. It's disputed, but seems to be somewhat

accurate. And then in my profession, we lose roughly twice as many to suicide now than other what we call line of duty deaths. But you had a statistic and please correct me if it was kids age 15 to 27 I get that right. Suicide is the second leading cause of death. It's



1:09:58

somewhere yeah, I don't have it. And finally, but it's somewhere. Yeah. And it's because they're, that, especially now and I think I don't have the updated like you 2023. Because I'd love to see the post COVID numbers, pre COVID and post COVID numbers. That's funny that they've all they've all increased, because this social life, and that's why we're really trying to expand our services and what we do as a foundation, because I think there's so much more. But I would bet, because of COVID. And everything that went and you're seeing a lot in the stay at home, don't go out if you're gonna get sick. And they were, you know, now we were realizing all the stuff that we were told was probably not correct. But it's had this mental health effect, if I'm a young person, it changes my whole life view. And so what we're trying to do is give you an alternative life view that it's more optimistic and more positive, and the connection community building, and so through gaming as a way to connect to this generation, because that's how they they're online. And so to us, it's a big, big deal to help connect these people and to provide them opportunities to offload some of the things that they may be holding or resenting or feeling.



James Geering 1:11:08

And what about the type of game you talked about the Oh, my goodness, what was it called, again, the Rocket League. And then, but then again, Dave Grossman talks about Grand Theft Auto, where you're running around shooting police officers and prostitutes. And I think he said that that one game grossed more than the entire music industry combined. Which blows my mind if that's the case. But you know, with the diverse spectrum, I mean, you could you could argue porn and other things there, there's, you know, most of these genres have from, you know, relatively mundane through to disgusting. How do you curate which games make it into this is all they're kind of bookends to it?



1:11:52

Yeah, we don't have anything to do at Grand Theft Auto, but we try to do the games that are really most interesting to the, to the, our users, but also aren't on the extreme, like you're saying, right? So we try to stay in that middle of road, you know, Call of Duty World of Warcraft Smash Bros, Rocket League, you know, Minecraft for the younger people. So it's, it's more mainstream, you know, getting grant that thought it was massive, but that's not necessarily doesn't teach some of the things that we may do. Right. So, you know, we haven't touched Grand Theft Auto, but we do do first person shooter games, because that's what a lot of veterans and military play. So you have like valorant, like we do, we host a valorant tournament. So we do host first person shooter games, but there's no, I don't think there's you know, I can't, I haven't seen any correlation between that other than just community building and being a part of something. So we do, you know, based on just our who we are, kind of eliminate some and maybe include others, just to make sure that we're focused on the right things and achieving our mission.

 James Geering 1:13:01

Has there been any sort of knock on positive effect after the film GranTurismo? I took my son to see that about two months ago. Amazing, amazing story. And again, it's the application, like you said, of the virtual world into the real world.

 1:13:20

I haven't seen directly I haven't seen anything, but I mean, it could have offset, you know, secondary effects. But from that one thing, I don't I haven't seen anything to set, you know, per se, but it definitely could have I just haven't seen it in our community. Okay. More military, you know, we're focused on different things. And maybe that's why but

 James Geering 1:13:45

yeah, you can't just go to war for real. Yeah, that was amazing, though, because that was just it. And now you could see now how someone in the video game world was like, hmm, what if I did start go karting? Or, you know, and then all of a sudden, they're doing both they're inside, but they're also outside? And I think that's, I love that. The fusion of the both the rugby with the, you know, with the players, because that's what we need. I mean, no, I have nothing against gaming my son, you know, games once in a while. But it's a balance of that, and you know, sports and all these other things, and now you become a well rounded kid. But sadly, as you said, specially with the frickin pandemic and everyone being told that they were basically all these children were murderers, because they were killing their grandparents. And, you know, they graduated from school, and then there's no jobs and handouts for two years. And then we wonder why they're struggling to to adapt. You know, it was really, it was a really inspiring story. I urge people to watch it with their children, that yes, you can, you can have both this can be maybe a key to the door, but there's a real world out there that arguably is even more exciting than your virtual world.

 1:14:48

And that's I say we're fighting an uphill battle because of COVID and everything that that's, you know, all the negative side effects that they had and maybe they realized when they were doing all this but you know, that it's had now in this generation Cheyenne. And so we're definitely fighting an uphill battle and that, but we do like, you know, our mission of promote health, wellness and community shift through gaming, gaming is the mechanism. But what we're doing is we're focused on those four, you know, health, wellness and community ships. So that's so important because and that's why we have to integrate the physical side, and the physical sports and drone racing and the stem stuff that we do, because there is more than gaming. And what we try to do is get them to expand that to community to play. And that play is outside inside, could be rugby, it could be other sports, we just find rugby is a great sport. Because if you're doing rugby at a high level, you're doing it because you love and that because you're making \$100 million a year. So there's a big difference there. So, you know, we try to really promote, you know, we talk about the health aspects of it. And, you know, like I said, I've been trying to cut Red Bull and all those drinks out for years, six years. So you know,

it's trying to show them and be through positive role models through lifestyle, right, they see you do it, we approach other people, they start doing it, and then it just becomes this snowball effect, which we've had the snowball going in the wrong direction, you know, since COVID, and now we're trying to push that snowball uphill. And it's definitely a challenge. But I think people are starting to see it. And we're getting a lot of interest from other parties that that see it as well.

J James Geering 1:16:22

Now totally different tangents. And I was exact not exactly what we're talking about. But it would seem again, from someone who is not in the military, on the outside looking in, that the more we progress technologically, the more war seems to almost come through a video game format that someone is controlling a drone that maybe hundreds, if not 1000s of miles away. And so you're almost video gaming now. Have you seen that kind of bridge between your world and maybe even what they're looking for recruitment wise in the military?

i 1:16:52

Yeah, I mean, that's why I think we're doing a lot more with the military, because in the future recruiting is going to, they're going to recruit gamers, we're gonna no matter what they want, or rather what they think if 70% of US households have at least one game around them. So if we know that 70% of households have one gamer, and then we also have the highest percent of adults 18 to I forgot the exact age that are not eligible for two for service because of physical health or whatever. There's a problem. So if we're not addressing it as the DOD and the military, then we're our recruitment number, we're never going to hit our recruitment numbers. So how can we, as a foundation help the future of the military and the department offense and just the health of people? Well, that's through what we're doing this through connecting gaming and connection through these other things, so that the military is starting to look at like ways that they can help their population both attract new people, because it's going to be through stem, and this technology, but they also have to make sure they're healthy enough to be able to be active duty and be deployed. And so by promoting the health and wellness, and then the community ship, through gaming, that allows us to kind of be that bridge of like, providing, you know, hopefully this and we're again, we're still small, so we're not even on the same planet yet. But aspirational goals are we do grow. And we're really getting to that, where we can actually affect a little bit of changing into that area where we have more highly qualified recruits. And we're more mentally stable veterans and the overall population of you know, 18 to 34 year olds. Rodian.

J James Geering 1:18:32

So potentially, you might even find full circle from what you were trying to do in the indigenous populations with the military population instead from a recruit level.

i 1:18:42

Exactly. Yeah, I didn't even draw that parallel. But you're 100% right, is how do we, and I've always been like even like everything I do is really involving community and building

always been, like, even like, everything I do is really involving community and building community. So Foundation, whatever, it's building community, it's building connection, because I identified that a dozen, not even dozen, yeah, dozen years ago for 10 years, or at least into that's the missing gap. And that's what I saw CrossFit doing is also not just working out, but why was CrossFit so successful, because it was creating community, and that community and connection. So I've, I've known this or seeing this as a way to help for the last decade. I didn't see it before them. But once I saw CrossFit I learned and then I started doing all my other stuff. Everything that I do is community based because it starts at community and that builds from there, right? If we build a strong community, we can build healthier, more resilient people, which then can be you know, whether they're veteran community just in overall population, or the youth that maybe want to, you know, join the military and be, you know, have a career path through that or they want to have a STEM career. We can help with either one. It's just getting involved and being a part of it and providing that those healthy role models that are driving Leadership and becoming better leaders.

 James Geering 1:20:04

When COVID happen, what really saddened me is there was no better time in my lifetime for a captive audience to really change some of the elements that are causing such ill health and disease and death in our country. And the low hanging fruit is obviously the schools. So the potential to bolster PE programs to put real food back in the cafeteria is to get rid of the soda machines, with your holistic lens, what are some of the things that you wish we'd done during COVID? Maybe someone listening might be able to put into effect now instead,

 1:20:42

I would do the exact opposite of everything we did. I'm not a doctor, science isn't like that. But now looking back, you could say that, if we would have kept in the healthy outside and active, none of us in most of the stuff would have, especially if I'm, you know, my demographic 18 to 34. Like, definitely not. And now we're saying they want to go up higher. So we might even be hitting like in the 40s. So you know, 18 to 40. So, if we would have done that, with that demographic, we wouldn't be in a lot of this situation. So like, we used to have the Presidential Fitness award, they cut that out. But that was a big part of getting kids active and healthy. And Arnold was a part of it, and he started it. And so I don't know if he started it, but he was a major part of it. Because I remember back then in the 80s. And we stopped all that. So I think, you know, we used to do physical stuff and in sport and and push it in school. They don't do that anymore. I mean, my kids did it, but not it wasn't encouraged. Right. And there was no standard. And so I think we reenact this instituting physical standards of play, we don't play, right. So there's no more play we used to play on a playground, get her Bruiser, you know, now it's like, Oh, my God, you scripture, your your chin, let me go take you to the doctor. No, put some, you know, rub some dirt on it and get back out there. Like that's what I had in mind girls, like, they're fine. I never like Oh, Baby, are you okay? Like, No, get out there and go play. So I think pushing them a little bit to be uncomfortable to get, you know, scratched up. And to do that, I would definitely say that's, that's a big thing that we can be doing to build more resilient kids that become healthier, pushing more physical activity on them, and really encouraging outside time and saying play, you know, inside on your video games, but also go play outside, you know, capture the flag was big. Now I don't even think they play for my kids never play it, there was nothing even about Capture the Flag. Like, that was the biggest game that we played when I was you know, in middle school, which kept me out of a lot of trouble through high

school through junior high. i That's the best game ever for kids. Like, I have the best memories playing that. So there's a lot of these, these games that we don't play anymore, because for whatever reason, I played it with the correct or whatever, that we need to reinstitute and start playing more. And, you know, we try to play at the foundation encouraged place to play getting outside being healthy, you know, community, what do we do with COVID we community community was no longer anything there. If you're part of a temple or a church, you can't go that what does that do to anybody? Forget a kid anybody's mental health when you're stuck at home? If you're a single person, and you're stuck at home? What is that going to do? You're gonna get into some online and, you know, that's where porn became so popular and all these unhealthy things. Because what else are you gonna do? I mean, I don't blame him, right? I mean, what you have 24 hours I mean, you sleep but you have 18 hours a day to do something, you're not working because works closed and you're not doing this you can't go out because you're gonna die. And so like, playing community, you know, physical health, eating properly, like we're told not to eat, you know, don't worry about what you eat, like pushing health, drinking water or some you know, electrolytes like we do now. Like, there's so many things that we could push, instead of be scared and oh, you're you're a victim. And you're this and that. And now you look at this victim mentality of a lot of these people. You can't succeed in life and be happy if you have this victim mentality. I always refer to the book Carol Dweck mindset. She has a fixed mindset and growth mindset what I think the biggest thing with COVID is pushed people from a growth mindset to a fixed mindset because it made them a victim. Soon as you become a victim, you have no control. So every you push power up, everybody else has control. Can you just tell me what to do? Or give me this service or give me that service because I don't have the ability to do it myself because I'm a victim. So I think that's the biggest thing is like taking responsibility back to ourselves having a growth mindset and believing that we actually are capable of growing and doing good and and helping other people helping ourselves. Absolutely.

J

James Geering 1:24:50

Yeah, I mean, there was little critical thinking by a lot of people you know, it was like always referred to the Flanders Fields in World War One, they just pick a tray And which one do you want to be in? Right? Fight till you die? Are you pro anti Vax masks, you know, Trump, whatever it was, you know, it was just and in the middle people were going, what the fuck is wrong with you people? You know? Yes, it's a real virus but no, it's not going to murder everyone. Yes, there are people that are really vulnerable that we need to protect. But we also need to keep the world running. Our kids should be able to play, they're not getting sick. We don't let go and let him lick grandma's face right after. I mean, there was so much common sense that was just discarded. And I think that's a great analogy, people, when you make people scared, and I am disgusted by people who call themselves leaders that did anything, you know, like that the tall people just stay in their homes, shut all the gyms and parks and get the first couple of weeks, everyone everyone I've had on the show has said the first couple of weeks, we had no idea what was going on. We were all poised. But then when we started seeing Oh, okay, thank goodness, great news. Everyone is not as bad as we thought it was going to be still bad for some people, not as bad for a lot of us, you're gonna get ill, it's gonna suck, but you're going to be okay. We can hold the fort down where we protect, you know, the the young, the old, the infirm. But it wasn't it was a complete abuse of power by so many and the the ripple effect the ill health and mental ill health that they caused by those horrendous decisions. You know, I mean, I think, you know, we should, we should have a flogging, a public flogging of anyone that call themselves a leader that did that this last couple of years. And then to say it was about

health, and not have changed a fucking thing when it comes to the health of the population. Disgusting, that we should have cleaned house and started again. That's just my personal opinion.



1:26:39

Well, look at how polarized we are now, like, everything is like, you're not this, you're that, like, everything has gone to the extremes. And that's 100% because if we weren't like that before COVID Everything has got so polarized. If you believe that I'm like dating, like, it's, you know, I'm a Democrat, I'm not gonna like, it's just gotten so crazy. Like, what about the people that are in the middle? Like, I'm just a normal person, like, I just want to everybody, you know, but I'm not gonna play victim and I'm not gonna take this entitlement, you're gonna tell me to take the vaccine? Or I can't do this, like, no, no, we still have free, right? We're still free country, and we still could make our own decisions. I'm not gonna live under you know, that's why I live in United States and then another country, because we still have rights. And so they took all that away from us. I remember going to California during I went to a conference. And I am not Vax. And so when they wanted your Vax card when you get in, and that's just my personal belief. So I don't want to get you know, political or anything,



James Geering 1:27:38

but it's not even political. Doesn't want a vaccine is



1:27:42

like kids again, I didn't want to get I didn't believe in it. But I'm young, healthy. Like if you're 80 years old, and you want to get it go for it. Like that's no big deal. But for a healthy 47 year old. I didn't believe it was necessary. And I didn't see any research supported that so I wasn't gonna put something on body that I didn't believe. So I was at a conference in LA. And I spent 2000 Oza for neutron Amer I spent \$2,000 to get there and I really can't get in. What do you mean, we don't have x? But I have COVID Yeah, but you have to have a vaccine. I said, Well, that's not acceptable. I spent \$2,000 to get here. I'm in LA. I had to drive here. I'm not you know, I'm not I'm that's unacceptable. Well, if you go to a senator and get tested and get your whatever card that shows that you don't have COVID Well, where's the closest one, so I ended up having to go spend a couple hours of my time. And just to get a negative PCP or whatever the PR whatever that test is called to show that I was not that I didn't have COVID And so it cost me \$120 To get the test because I had to get a fast turnaround walk back there yet like argued with them again. They finally let me in but and then there were restaurants where they wouldn't let you in. So I had to pick what restaurant I could go to LA because you had to show your backs card on entrance. Like what I'm a Jewish like we're are we do I have to show my little thing here to say that I'm, you know, a Jew, like this is insane. So I was 100% against that I'm so glad I've lived in Arizona, California, because I'm not you know, I'm not about being told what I have done. I can't do and I have to show I have to wear a badge saying that if I'm good or if I'm not good. Like that's to me is we're in a different country here. And I'm not, you know, we're not in that country. So I saw that and I'm like, This is insane. You couldn't go into New York like New York was shut down. Like there was no restaurant in New York that I refuse. I haven't been in New York since. You know, there's certain places where you just couldn't go and then there

were places like Florida, Texas, Arizona that, you know, we were able to go and no matter you know, anywhere but then three months after COVID and nobody our death rates were lower than California, New York. So that's crazy. So that's that, you know, I had very strong opinions and beliefs on that. And now it's all proven out everything that I thought I had no evidence, just my beliefs, but just pure health and wellness. Like, if you're a healthy person, you're gonna get less sick than if you're a sick, overweight person. Those ended up being reality. And so, you know, that's kind of why I made my decision. Just, I'm a health and wellness guy, and I based my life on health and wellness and community and being healthy. Yeah,

J

James Geering 1:30:26

yeah. And that was what I was saying, from day one, I even put an extra episode per week out because it was conversations like this, I was putting out nutritionists and chiropractors and you know, farmers and everyone that was bringing information that will make a human being healthier, and give them some autonomy. All right, I'm going to start growing tomatoes in my backyard, I'm going to start doing push ups, I'm going to meditate. These are actionable things that someone can actually get a little bit healthier. But the other irony, and I had the shot because I went to visit my 104 year old grandmother. Um, okay, my personal opinion would I have had it if I wasn't traveling, no, but I got it to travel to go see her, you know, and had the test and well, the masks and all that stuff, because she was the other side of the scale. And I wanted to see her because obviously clearly at that age, she wasn't going to be around much longer. But um, even that one trip cost me \$800 In tests 800 bucks with a vaccine. But then the going back to your thing about the card, it's a piece of card with a with a signature on. So there was it wasn't even like it was \$100. No, they put a special pen on and hold up to the light. So it was just I was ridiculous. And then what really drove me crazy is then men and women that have held the front line doctors and nurses and firefighters and medics and police officers and corrections. And, you know, custodians, and everyone that's out there running the world where we're all hiding, watching fucking Tiger king, then you have the audacity to call them murderers because they didn't get the vaccine when it was developed a year later that you were fine being exposed before. And then fast forward, the efficacy is basically heads or tails. You know what I mean? When he was telling everyone it was 100%. So that's what I had an issue with. I have some vaccines, we have two as a firefighter. And that was one of the arguments, well, you have to have vaccines. Why not this one? Well, because the other one's been around a long time. And they actually work. You know, I don't get the flu shot, because that's also Russian Roulette if you hit the right strain for that year. And so to say that you're going to steal someone's job, take their job and their family's livelihood and potentially lose their house and maybe even be the final straw for them taking their own life on a fairy tale that your vaccine is 100% effective. And if you just have that done, you're going to save the fucking world. Again, disgusting. And those people should also be out tied to a fucking tree and whipped. That's just my personal opinion. My

i

1:32:47

one thing that really upset me was the fact that they were telling me that I was causing I was the cause remember all these actors and the celebrities? Well, it's the unvaccinated are caused spreading this and this and that. And then and then it comes out. Oh, wait, no, that's completely false. There's zero change whether your faction knockbacks, you're spreading in either way. And so I was like, all those people should be fired because you had doctors, I was

going like I was dating at the time. And I would go out with this doctor. And like, we got into a big argument. She's like, You're the problem. You know, like, obviously, that was only the first and only date. But like, people like that they were just like believing everything they're told, like they're, they're like order takers. They have no thought process other than here's what you should know, here's what you have to repeat. And you know, like their little minions. And so we had all these minions. And they're not just me. I mean, these are doctors, government officials, and then celebrities, you're the problem, your shame on you shaming us trying to, like make us feel bad. So then we would go like, that's very, I mean, that's what they're doing, like in this propaganda war with Hamas and all that, that this is very dangerous. Like, Ron, this is like the stuff that they were doing. And pushing gets into the realm of very, you know, we're no longer the capitalist society. We're becoming like a socialist or communist country by that? Well, again,

J

James Geering 1:34:07

I mean, this is my personal opinion, what we've seen in Gaza. And it was interesting, because at first it was like, Oh, poor Israel, then all of a sudden shift. Oh, what, oh, poor Palestine. And the reason that they're struggling, is because men, women and children were murdered from both sides. That's where the empathy you're actually feeling. The insanity that we have these conflicts, stealing lives of people that arguably could probably live amongst each other and realize they have a lot in common, but again, tyranny the few cause the death of the masses, and this is, again, what I see and I'm so far removed from that particular thing, but I just feel empathy for all the people caught in the crossfire. You know, Jewish, Muslim, Palestinian, Israeli, it's just human beings that want to watch their kids grow up and watch them be excited about a new career and exercise and play sports and fall in love. And they can't because they're buried under rubble. That's what's fucking sad about this whole thing. Yeah,

i

1:35:03

yeah. And I could go on a whole tirade on that. But I think the biggest eye opening experience for me through all this is being how the media and certain people on certain certain side have kind of gone against, you know, Jews and made this all about my like, you see pro Xmas, you know, pro Palestinian pro Hamas rallies on all these college campuses. If you're a Jew walking on Harvard campus, you're in danger. If you're a Jew on Columbia's campus, you're in danger. To me, that's apps. That's the most insane thing. The amount of anti semitism that this has drawn is, I've never seen anything my parents have never said, like, my grandparents may be happy, but like they're not alive. But from a living generation, unless you're a Holocaust survivor, like I don't think the level of anti semitism has ever been as high as it is today right now, which is mind blowing to me. My new thing,

J

James Geering 1:36:01

though, quite I mean, I, again, totally removed but what I have seen time and time again COVID All of a sudden, supposedly are causing the CNN everyone hates Asians. I'm married to an Asian, by the way, but apparently America hates Asians, you know, and now this happens, and

now everyone's anti semitic. Do you think that it's that? Or are we once again being fed? We're giving the frickin extremists the microphone yet again, they're projecting how the whole country feels?



1:36:30

Well, that's our media, right. Sorry, media. So, yes, the problem this time, what happened a few years ago, too, but I think the problem this time is the young people and that what they're being taught about work colonialism, this and you know, so I think it's gone to a more extreme in this case, because the media perpetrates this The New York Times posting on Israel hits hospital, they ever had a hospital, nor did they kill 500 people, but when you have your mainstream media pushing all this stuff, and then it goes down to the Fosters, and then they're teaching their kids, especially in these different, you know, study programs in these colleges, and then they go on and start to rally. I think it is different in the fact that this divisiveness is now growing, and then you have outside parties, like our friends in China and Russia, propagating it and helping to push it. Like if we look at how are all these pro Hamas things getting funded? They have professional flags, and all this kind of who's funding all that? Like? I don't know. But I know, the media is not asking that. And that's a big question that we need to ask. Because we have evidence that in certain marches and other you know, within a few years ago, it was directly funded by Chinese subsidiaries, or Russian subsidiaries. So I think if we want to look at who's sowing this discontent in our country, we need to look outside our country to see who's doing that. And obviously, that's going to be very controversial, but I think if we look at the facts, we'll find that so unfortunately, it's finding your way on to college campuses now. And, and now starting to really get, I mean, look what good writing that happen, you know, in 2021, like, and now it's just happening again, but now it's those same people are doing it, not all of them, obviously, but a lot of those same people are doing it and doing you know, all of us like gays for Hamas, or gays for Palestine, if they're in Palestine, they're getting killed queers for Palestine, they're getting killed, like, that's they're not in the real world, like these people are not understanding real world. But if they continue to propagate and grow, the downstream effects are going to be very damaging for our society. And that's what I worry about, is these kids that don't have any idea about history or culture, and they're being taught this, if they keep that on as they become, they get into the workforce, that's where there's a lot of, we're going to have some problems. And so that's my concerns. I do think the media highlights it and propagates it. But now like it's actually it's, it goes from just a propaganda to actually becoming a movement and that's where I think there's a problem, right? Is it's all you know, we want you to watch the news and we're gonna do this and we're anti because they're all about anti colonizer. So it's, you know, Israel's a colonizer so we're going to be against them. And so where does that lead? Where does that lead downstream? And that's my concern is where does this go to? And that's very concerning to me and for my children.



James Geering 1:39:27

I just flew out of Heathrow Airport. And if you watch the film, Love Actually the opening scene, I think is Heathrow and you know, you just see how beautifully diverse and obviously some some Londoners, you know, and some are tourists. But I was standing in line waiting the do the backdrop off and I was just watching behind the count overall, you know, colors and creeds and all the ones in all the people that are waiting to go on the plane and they were interacting with each other and I'm like this, this is England. This is America. This is what we actually are And I

agree with you 100%. With the history side, there's only one real common denominator through all the tragedy and contributed by humans in history is that a tyrannical few have decided they want all the power and all the money. And then they mentioned a lot easier to do back in a de jooa population into hating another population. And then off you go. And so the whole kind of woke, push, and I see it and it's nauseating, you know, these people that have had incredible lives up to this point, but because of pigmentation, you know, are acting like they were actually themselves on a slave ship, for example, or, you know, whatever it was, because my country was raped and pillaged by Saxons, and Danes, and Vikings and all kinds of things. And I don't think there's any apology to the British people from Scandinavia, because that was a long time ago. And it doesn't mean that you go, Oh, it was fine. It wasn't fine. But all you can change is right now. And all we can do is learn from history, which is why they when they were pulling down, the statues don't pull the statues down, the slave owners just change the plaque. Hey, let me tell you about his piece of shit and what he did. Leave it there in the town, remind yourself of the horrible things that happen, go to the slave Museum in Charleston, South Carolina, and educate yourself on what the British and the Portuguese and the Dutch and the Americans did during that time, and learn and don't let it happen. Again, that's how you honor the you know, the generations. And that's how you get, you know, people in Gaza, and all over the world, Ireland, Belfast, you know, that are literally brethren up to the point where they've drawn lines and being pigeonholed by certain groups to finally be able to kind of stand side by side again, I know it sounds very purists. But that's what we need. We've been divided and divided. And you listen to people talking about, you know, the stuff on social media. And yes, I've had lots of people in that world that said, Absolutely, the Chinese and the Russians are behind some of these bots that are, you know, pro Trump or pro Biden or whatever, and getting people arguing with each other. But if we pick our head up out of our devices, and look around, how many race wars are going outside your fucking door right now, probably not. So be part of the solution, rather than, you know, dividing yourself virtually over a nation that's 1000 miles away that you don't even understand, fix your fucking household and then start fixing your own community.



1:42:26

Well, that's where they're pushed divisiveness. Like I grew up in Chicago, like we're all melting, like, we're everybody. Right? So that's, that's how I grew up. So that's why this discontent in what they're pushing is so interesting to me. I mean, just looking at what happened with tick tock and Osama bin Laden thing and how all these young people are praising bin Laden and saying, Oh, my God, if you haven't read it, like, when I was seeing that, like, I'm like, that's, there's no way. Like, there's no way that these young people that live in our country that have all the privileges of the United States are saying, oh my god, you got to read the minds diary and his bladder to America. Like, we will talk to any military member who's served, go and visit the 911 Memorial, like, do you like what plant like, that's where I'm like this disconnect that they're pushing. I'm like, these kids like have never been what I realized is they've never dealt with any adversity. And so like, if they're called the wrong thing, or whatever, then they get offended. And now they read all this stuff, where we're the colonizers, and we're this and we're bad. And we're this and then where does that lead to? I don't know. But I can think it's good when you're praising Bin Laden who I mean, I don't even know what to say I mean that when if there's no if there's definition of evil, I would think of the the mind but you know, what do I know?



. ~ ~ ~ ~ ~

 James Geering 1:43:45

Yeah, but this is the problem as well as I'm sure you know, if you put it down to a percentage of the number of people think that they would be a point and then lots of zeros before the one you know what I mean? It's the same with got loud voices. Yeah, exactly.

 1:44:01

It's that were the silent majority, but they're the vocal minority. Exactly.

 James Geering 1:44:04

Because that sells advertising space. That's all the news is about selling your damn drug commercial space in between your shitty news, which is exactly the same left and right it's the same fucking formula is blatantly obvious. But um, but yeah, I mean, it's like this transgender athlete thing. Like that's a two minute conversation. Hey, I've transitioned I want to compete. Okay, beautiful. We're going to create two new divisions transition to male transition to female. Alright, done any other questions? That's all they should have been. And it was like a six month conversation and still getting knocked out by men in cages and you know, so if we like you said the majority it just said, Look, we absolutely want to make it fair. One of my guests was in the gay game this is it. There's a gay Olympics and she competes in that she was the same opinion with this. Like if you are biologically a man, you transition that is fantastic. But the same way as you know, if I'm a boxer And I'm 200 pounds, they don't let me compete against 100 pound fire. We have divisions for a reason to make it fair. It's not about your gender, sexuality, prejudice, it's just making it fair and safe. So, but if you give that person the microphone and walk away, they're gonna keep fucking yapping all day, while the rest of the world is like, why are we still talking about this? And this is the problem. I know it's deliberate. But again, we need to rise up and just be like, alright, we're taking that microphone back. Let's work on the violence in our schools, the homeless crisis, the obesity epidemic, the the overdoses with fentanyl, let's talk about things that are killing hundreds of 1000s of people, can we? And then yes, sorry, you're gonna have to go compete against people to transition to the same gender. Can we move on?

 1:45:41

Yeah, it's very, it's, if you let it be simple, it's simple. But then if it's simple, and it doesn't give you all that news, eyeballs, and you can't talk about it, argue about it. So there's obviously an agenda and while that is happening, because it could be a real simple like you said, it's one one line or two, we're adding two divisions it easy done. But that's way too easy. And that doesn't give you the conflict and what they're looking for. So that's there's an agenda. They're following the agenda. And unfortunately, there's a lot of like the lady who just lost the swimming in NC two A's. You know, that's she's fighting it, but nobody wants takes no, there's no media source pushing her because she's not. What is she that there's no story there? Yeah. Well, that last well now like, well, but he was identifying Oh, so that's, that's, that's the problem is they highlight the guy. They don't have like the girl.

 James Geering 1:46:34

Absolutely. Well, we took a massive tangent there. So let me just get us back to the closing question. But I think it's an important conversation. I haven't gone down those roads for a while. So thank you. Firstly, with worrier, G gamer, where can people find that online, whether they've got kids they want to get involved themselves or if they know veterans,

 1:46:53

so our website would be the first place to start and that's warrior GMR foundation dot orgy warrior GMR foundation dot orgy. And we have links, you get a hold of us, you could join our Discord directly from our disk from our website, you can follow our socials. From there you can see I don't have any upcoming events on there yet, because we don't have the dates confirmed. But I'll have all the upcoming events, we should have at least probably half a dozen in person events in 2024. So those are go out as we get the dates confirmed. You can join our podcasts. We've got all our episodes up on YouTube. So you know there's we offer a plenty of different things, but everything I would say starts at the website, and then you can kind of branch off depending on your interest.

 James Geering 1:47:38

Brilliant. All right. Well, first of the closing questions, is there a book? Or are there books that you love to recommend? It can be related to our discussion today, which has been quite diverse or completely unrelated.

 1:47:51

Um, there's a book called Man's Search for Meaning by Viktor Frankl, which I should probably not use anymore, because I think that's probably the most recommended book in history. It's amazing, though. Yeah, it is. And it's, you know, it just it really talks about the mindset, right and about, you know, you could tell the people that were going to die versus the people that were gonna live based on their mindset. And I think that you just take that overall, obviously, everybody does ready. So but you take that to overall life and how do you view life? This there's another book called The choice by, I'm blanking on her name. Now they're out Auschwitz survivor, and same thing but she doesn't she views it a little differently from more like a female lens. So I think they're really good. Both are really good together. But the choice and I blank and I wish I knew her name because she just passed away in March, very amazed like, I was brought to I don't cry much. I listened to her podcast, I forgot which one and it brought me tears. Those were the two books that I would highly recommend because it just with everything going on in today's day and age, I think they're great to ground you and to just bring your help lift you off. I

 James Geering 1:49:01

had an amazing guest on who's an Auschwitz survivor. She was a ballet dancer when she was young she was forced to dance with a Josef Mengele the thing called Dr. Death I think, was I mean brutal. She barely survived Auschwitz, she got out with a sister which is miraculous, her

parents were killed. And she was Hungarian originally got back to Hungary and then she became a psychologist Dr. Edith Eger has and

 1:49:28

that's that's the choice. That's her book.

 James Geering 1:49:31

She's still she's still alive. Oh, I thought she passed away. Okay, no, so you can pull your tears back in. Now she's still going she's an incredible woman. Yeah, so I had her on. It was it was literally halfway through 2000 and I was like, I can't think of a better guess. But this day she's still talking about you know, forgiveness and love you know, as as a Jew and as someone who's truly seen atrocities during the Holocaust Holocaust scuze me. You know, it's so powerful to listen to her speak but her Yeah, her book. cuz that's what I was thinking. I thought it was her book. Yeah, phenomenal. I

 1:50:04

mean talk about forgiveness. Yeah. Ah mazing Yeah.

 James Geering 1:50:08

Beautiful. All right, well then that's books what about films and or documentaries that you love?

 1:50:17

Um, you know, Mike will from a just a fun standpoint that gladiator just because that what it his devotion to his family and stuff is just amazing. So I that was my plight top, you know, going back to the Schindler's List and then lone survivor, you know, I think just the stories of just and obviously, you could see my always go to stories of resilience and overcoming like adversity, because all all through you know, all those movies, that's what they deal with. Right? So I those are my like, go to, you know, Gladiator if somebody says, What's your favorite movie ever? I say Gladiator. Just because I just line is more not just the movie itself. It's the going through his journey. And being that devotion to his family is really what I just the resonates with me. Yeah,

 James Geering 1:51:11

that's amazing how many books or films have said over and over again, Rocky is another one that people talk about, you know, the underdog story. But yeah, Gladiator is definitely one that people adore. All right. Well, then next question. Is there a person that you would recommend to come on this podcast as a guest to speak to the first responders military and associated professions of the world?



1:51:33

That's a great, I mean, if you if you had the ability to bring on another podcast host, Sean Ryan is amazing. Sean Ryan or Mike Ritland. From Mike drop podcast.



James Geering 1:51:46

Mike's been on Sean hasn't Yeah, I'm working on it. Yeah. So he, I



1:51:51

think an amazing guest. Yeah,



James Geering 1:51:53

yeah. And he's done incredibly well. And actually, I've got mutual friends. I need to actually haven't physically tried to get the connection yet. But the way he interviews the way he gives space for people to really, you know,



1:52:03

his interview. Yeah, he's probably one of the best interviews I've ever seen him, he draws all the personal stuff out of you. Nick Lavery would be another one to like, non podcast guy, but just an amazing story. Nick Lavery. And we had him on that's, I know his story, and but there's always different angles because he was on Sean Ryan Show completely different angles, so you could still interview him, and I think it'd be completely unique. And his, he's just, he's got an amazing story. Brilliant,



James Geering 1:52:32

pretty. Yeah, he's been on my radar. But again, I haven't reached out yet because they call him machine gun, Nick Ray reading on Instagram. I think it is. Now the machine is like, yeah, brilliant. All right, within the last question, before we make sure people wouldn't know where to find us specifically, what do you do to decompress.



1:52:49

Um, I box, I work out, I meditate. And I do sauna. I do a lot of like self care, things that I do to kind of take care of myself just to unwind and relax. But I really enjoyed boxing and just the whatever's going on during the day, you go into the ring, it's different, and it changes everything, or you hit the weights hard, do some crazy work, CrossFit workout, you know, your whatever you're thinking, whatever happened today, it goes away. So I really liked that I started doing hot yoga. And that same that's very similar. It's you just, you're in there, and

you're just, I mean, I drip when I say like, I have a, I have a puddle around me, I don't know how much I lose. I never weighed myself before and after I lose at least five pounds, all water. And so those are some of the things that I do just to kind of unwind and or go shooting with my daughter. You know, that's a great way for me just to have fun and connect with my youngest as we go shooting every week.

 James Geering 1:53:50

When you are sparring in boxing, what do you do as far as level of contact knowing the TBI element these days? So

 1:53:57

we try not to go heavy on the head. That's my biggest thing is I don't want our sparring it's more body not as much to the head just because obviously, I don't know, I'm 48 years old. I'm not trying to I'm going to do a competition next year, which obviously will I will get hit but I'm in the sparring and everything like that. It's mostly like from here down. Gotcha.

 James Geering 1:54:17

Brilliant. All right. Well, then you talked about where we could find the warrior gamer foundation. What about you specifically any places online?

 1:54:25

I'm mostly on LinkedIn. So you know, Joshua Terrell on LinkedIn. I try to post and kind of share different experiences that I've had and things that I'm doing on LinkedIn. So that's really my main I have an Instagram but it's more I just post like my daughter and I shooting or my daughter shooting or you know, something like that. So it's, it's more just fun stuff. But from a personal and business standpoint, I would say LinkedIn. Brilliant.

 James Geering 1:54:51

Well, Josh, I want to say thank you. It's been an amazing conversation, quite an interesting journey that you've been through and the virtual community He's not one I've covered on here before especially linking civilians and veterans so you're doing incredible things. But I want to thank you so much for being so generous with your time and coming on the behind the shield podcast today.

 1:55:10

Thank you, James. I appreciate you having me on. It was an honor and a privilege and thank Ken for for connecting us but I'm really thankful and thank you for giving me opportunity in the microphone.

