

EPISODE 265

[INTRODUCTION]

[00:00:19] AVH: Hey everybody, welcome to Paleo Magazine Radio. I hope you're feeling adventurous because today's topic is all about adventure. Adventure that makes you feel good and feel connected with other people and with yourself and with nature and that also involves a lot of physical activity and a lot of delicious food and I don't know about you guys but that sounds like my kind of adventure so I'm talking with my friends, Vanessa and Adam Lambert, they're the couple behind Bee The Wellness.

They offer personal health and life coaching and training programs and they also do these fantastic, fun, paleo style adventure retreats, all over the world that helps people, I think, kind of get out of a rut but you may be in your life where you sort of maybe going through the motions, you work a lot, you're at the gym just kind of doing what you got to do, maybe on screens too much, look, you just need to get out and do something a little different to sort of kick start, I don't know, whatever it is that you want to do.

In case you're worried that these adventure retreats by the way entail some kind of rough ancestral style living, I can assure you that from what I have seen anyway, they take very good care of you. You will be active and you might challenge yourself a lot and in different ways during these retreats but the places they stay, the scenery, the food, it all looks very nice to me. If you follow them on Instagram it's like, it's kind of crazy, the places that they're going and the things they're doing.

I am extra excited because I'm actually joining these guys on a retreat in Montana in September, because I've never been to Montana and I want to get this full immersive experience with Bee The Wellness, see what they have to offer and I'm going to be writing all about it for Paleo Magazine so stay tuned for that.

They are offering a hundred dollars of any retreat for you guys if you want to go. All you have to do is use the code paleomag. If you want to come hang out with me in Montana in September or maybe you want to go to Costa Rica or Machu Pichu or New Zealand or any of the cool places

that they're going, you can go to bethewellness.com and just check things out, do some exploring and yeah, you get a hundred dollars of if you want to go.

Don't forget that is bee like bumblebee with two E's. So beethewellness.com. Yeah, today, I'm just chatting with these guys about what it's like going on fancy vacations for a living, spoiler alert, it's a lot of work and just a discussion about finding that elusive balance between working hard, being present for other people, taking care of yourself, achieving goals and all the other things that make life a big, fun, exciting, crazy, difficult adventure.

I hope you enjoy the interview.

[INTERVIEW]

[0:03:01.3] AVH: All right. Adam, Vanessa, thank you for being here and chatting with me, I'm so excited to catch up.

[0:03:06.6] VL: Yes, we love catching up with Ashleigh. It's awesome.

[0:03:09.9] AVH: After like 30 minutes of trying to make technology work and me throwing — almost throwing my laptop out the window but here we are and let's take a breath collectively.

[0:03:23.3] VL: That feels good, right?

[0:03:23.6] AL: You know, what's funny is that they call it ZenCaster, you know what I mean? You fundamentally have to have some pretty solid Zen techniques, already under wraps before this goes.

[0:03:33.6] AVH: Yeah, I love it. I'm so glad that we get to chat though just because we haven't been able to kind of be in person for a little while, I think the last time was when I was in Venice Beach and we hung out there, I mean, that was last October maybe or September, something like that, it's been a long time.

[0:03:47.5] AL: Yeah, it was six to eight months or something.

[0:03:50.5] AVH: Yeah, it's been way too long so I'm very excited about our trip that we're going to be taking together soon but we've got lots to talk about before we get there. Our listeners probably already remember you guys have been on the podcast before talking about your company and the work that you do but before we kind of get more into the current events, if you could just kind of give us the little refresher course on exactly like what you guys do and who you are, that would be good.

[0:04:17.2] AL: Sweet. It's always a funny question because we're like man, what is it exactly that we do? Who are we, what do we do? Bee the Wellness is our company and we are focused on three areas of life. Body, mind and experience and we attack that stuff through online distance coaching and incredible, awesome retreats and events, kind of all around the world.

We bring people in and we prepare them for the events, we give them strength and conditioning and nutrition and mindfulness, mindset components to preparing for these events and just fundamentally training for the adventure of life is kind of our tag line in that regard. Yeah, we've got our podcast, Bee the Wellness Podcast and what else are we doing?

[0:05:05.9] VL: yeah, I think you nailed it. Body, mind, experience, that's what's up, yeah.

[0:05:11.7] AVH: Are you – last time we talked like officially for the podcast, it was kind of like half and half between coaching and these retreats, have you moved more into focusing on the retreats or is it still a lot of – it's still kind of like a mix of all of these things?

[0:05:30.2] VL: Yeah, I think we're really committed to keeping that blend because for us, obviously, we do a lot of retreats all around the world and we're doing cool stuff, we really still are focused on the importance of that day today script that you're running in your life of keeping your meals and your workouts and your mental game.

I think for us, it's really about that blend and yes, going on vacation and having these awesome adventures of a lifetime are amazing but what sets the stage for that to be amazing is the day to day in and out that you do every day to take care of yourself. For us, it really is a commitment to both of those lifestyles and to really giving people the tools for every day of your life, for keeping

yourself healthy and you know, that general preparedness for life and then going out and having these epic experiences where you can really exercise and you know, showcase all of this amazing fitness and wellness and mental wellbeing that you've been working on in that sort of day to day grind of taking care of yourself, if that makes sense.

[0:06:33.4] AVH: Yeah, I love that. I think that is important because it is sort of human nature maybe to be very event focused like whether we're training for a specific athletic endeavor or we want to get in good shape for like this specific vacation or something, we're very good at setting a plan in place to achieve like this one specific acute goal but being able to create sort of balance and sustainability in our life so that when that event is over or that vacation is over, we're not just like set adrift and don't know what to do with ourselves, that's harder, right?

For your work, to like come up with a lifestyle that you can – that is your life, it's not like – it's not this thing I'm doing that is your life, it's not like it's this thing I'm doing just while I'm training for something, it's like nope, this is actually my life so I don't have to do some crash diet before I go to the Caribbean or something, you know what I mean? Harder to validate.

[0:07:28.1] VL: It's a huge reason why our business is structured the way it is and why the community aspect of it is so important because we know that people can train for a single event or they can train for a one of thing but when you come home, oftentimes, you lose the plot or you drop the ball or all of those things and I think for us having that community support and you know, a place where you can land again, where you're like okay, I got to get back into my routine, where's my workouts, where's my mindfulness, what's my system and having that support from the community, albeit online, it really helps people to get back in the game and sort of not lose that traction that they had going into that event.

Then, you know, we always encourage people, put something back on the map, put something back in the future that you can get excited about again because we know that's how we work as people. Fundamentally, we're motivated by something a stake in the ground by something being set in the future that we can work towards.

Don't work against your nature, keep something out in front of you that you can prepare for and feel motivated to train for but don't let it be like you know, once that event is over, you just

completely lose the plot and go back to square one. I think it is about that balance and striking that, for each person individually.

[0:08:42.3] AVH: I'm curious to know for the people that you work with, your clients. Not everybody's going on these awesome vacations although we all should and do it but what's the difference and this is probably a very high level but also a very individual kind of answer but what's the difference between the work that you're doing with people who are going to come on the retreats with you, versus people who are not but just want to work with you and kind of create that balance for their life, how do you approach those two groups differently?

[0:09:13.9] AL: Everybody gets fundamental baseline of coaching, right? Our distance coaching piece is, it covers all of this ground whether you're going on one of our adventures or not. I mean, we build in what we would call like micro adventures into our programming or you know, whatever it is that you can identify as that goal or that benchmark, that signpost that you're headed towards.

We help people through the coaching programs to develop those for themselves, it's not necessarily a thing of like well, if you're in this program then the only benchmark is going to be this retreat that you may not be coming on. Yeah. It makes people feel a little left out, you know? Because there are only so many seats.

We help people work through that in the actual coaching modules and then for the folks who are coming on the retreats, depending on the retreat that they come on, some of them, like the more arduous things like our trips to Peru and the more adventurous ones like our trip to New Zealand that we just came back from, those include the three months of coaching, the physical prep leading up to them.

Anybody who is in our community who is doing the normal strength and conditioning mindfulness, mindset, nutrition stuffs or sort of any one of those in an ala carte model, if they choose to come on the retreat then you know, three months prior, they get loaded up with all of the stuff that they need to prepare for.

[0:10:33.5] AVH: Okay.

[0:10:34.3] AL: It's kind of like both.

[0:10:35.4] AVH: Yeah, okay. How many retreats are you guys doing a year now?

[0:10:39.8] VL: This year I think we're at five and you know, our plan is not necessarily to just keep doing more and more, we have our Bee Fest Event which we hosted last year for the first time which was a slightly larger event and we plan to grow that event over the coming years.

To sort of maybe one of the more benchmark offerings for the year that we can take a larger group and it can be more of a larger community gathering but we do plan to keep hopefully three or four of those international retreats or maybe even national retreats in the community but yeah, obviously for us, we're only two people. It becomes tricky at some point to just be doing a retreat every single month or you know, every other month.

For us, it's not necessarily about having 10 retreats a year but just offering really quality things that we know we can deliver on and then you know, getting people in our community in other ways online or you know, maybe more local events here and that's really where that Bee Fest Event also is really important to us to grow is that we can get more people and really grow that community and that touchstone for everybody to come together once a year.

[0:11:45.4] AVH: Do you think that you'd want to grow the business to the point where you're having retreats that you guys aren't going on or is the whole point that you want to kind of keep it a little bit more small and intimate and you get to go to all the awesome places too?

[0:11:59.8] VL: You know, I think for us, we are reaching a point where we realize that this is beyond just us, right? It's not just about us and about our experience, it's really about the larger offering to the community and how we can make a difference.

We are totally open and actually we've just recently partnered with Steph Gaudreau, formerly of Stupid Easy Paleo and she'll be leading one of our – her and her husband Zee will be leading one of our retreats in Peru next year and we'll be partnering with them. There is sort of an

opening where we are opening up the funnel, so to speak, to have sort of different offerings and different coaches and guest coaches and that kind of thing.

We're just treading lightly with it because we want it to really develop in a very organic and you know, a way that's super in alignment with the offerings that we've had and the quality of what we've offered to this point.

[0:12:46.3] AL: Yeah, the quality and the continuity of what a Bee the Wellness event is paramount to us. I think ultimately, we've had the luxury, so to speak, of growing at a very sustainable pace to maintain that so far and we want to continue that, you know? It's a critical component for us, you know?

[0:13:09.7] AVH: Yeah, well, we're big fans of Steph over here so when I saw that, I was pretty excited and I'm excited to see how that goes and hear more about that partnership. You guys want to do any kind of rugged, outdoor adventures in Canada, you can just holler at your girl.

[0:13:24.6] VL: I know, we have quite a Canadian audience too, so it's like, you're saying that in jest but it's not actually far of from a real offering that we would be down.

[0:13:34.0] AVH: Listen, I'm only half jesting, all right.

[0:13:37.2] VL: Yeah.

[0:13:38.8] AVH: Hey, can we do like Canada Bee the Wellness. If we can find some places in Canada that people want to come and hang out, it's very dependent on the weather and what's going on. I mean, obviously Canada is a beautiful place if you like to be outside and be in the wilderness, there is plenty of that up here.

[0:13:57.1] AL: Yeah, in New Zealand, we had like a shocking amount of interest in ice climbing. I mentioned it because it's something that I've always thought would be cool is like yeah, ice climbing sounds cool and a lot of people were like, yeah, we get to wear the spikes and do the things and I was like, yeah, really? All right.

[0:14:16.0] AVH: Yeah, again for somebody like me who spends half of their year like walking to the gym and it's basically like ice climbing. Basically ice climbing half the year, it's a little bit less sexy to me but I totally get the adventure part of that. That's really cool. What percentage of people who are going on the retreats with you are like repeat guests?

[0:14:39.5] AL: You know, this is a number that we should actually just know exactly but it's usually somewhere around 50, 60%.

[0:14:45.0] AVH: Yeah, that's crazy.

[0:14:47.2] AL: We have a few multiple repeat offenders who kind of come to everything which is pretty awesome.

[0:14:55.6] AVH: That's a testament to how well these things are run to how fun they are but also, to how much you get out of it aside from just being in a beautiful place, right? Because these people who I'm assuming could afford a nice vacation with or without you guys, right? Pick a beautiful place to go but you're getting more than just – as you've eluded to this, it's like the community and there's a deeper kind of heart to it than just we're going to a beautiful place and hanging out for a week.

[0:15:23.6] VL: Yeah, absolutely and I think that's really what keeps people coming back and you know, also, as fun as vacation is, for a lot of people, it's a lot of work, right? All the logistics, all the planning, all the little details that make an experience feel effortless is actually a lot of effort, so for folks to show up and not have to deal with any of that and to just be able to set down their type A hat or their planner have and just be present to the experience is huge for people and that's really what we offer.

We offer people an opportunity to just set down that side of themselves and just completely be present to what's there. They end up having the much deeper experience of connecting with the location of connecting with the people, of enjoying the experience because they don't have to stress about all the background noise that it takes to run an event or to plan an event. It makes a huge difference and also to speak to the returnee.

You know, that 50 to 60% is really at any given event where it's about half returnees, half new people but overall, we've got about an 80 to 90% return rate for folks who come back time and time again, year on end. We really do have a huge recurring guest list, so to speak, and it really is a testament to what people are getting out of the experience and we always say, you know, they're co-creators.

We really do all the logistics and everything but at the end of the day, the people who come are creating that experience and we've been really lucky that the people who come create an awesome time and just really show up with a positive attitude and an awesome outlook and just a willingness to really have an amazing experience. It makes a difference.

[0:17:07.7] AVH: That's cool. Yeah, do you ever have any of your guests, it's funny how I always kind of go to these like, I try to find like the friction and the problem – do you ever have any of your guest, you mentioned this sort of type A and people want to give up the reins, sometimes in all the stress of the logistics and planning things and just like go and have someone else do that for them but do you ever have guest who sort of rebel against that a little bit like when they actually get there and they kind of –

I don't know, aren't used to the idea of having someone planning everything for them or having their day sort of planned and I guess one of the reasons I asked that is because one of the reasons I personally don't tend to plan vacations, like all-inclusives or like spending a week on a cruise ship or a trip like this is because I am like, "I don't want people telling me what I'm doing all day? I want to do my own thing."

I guess, you come into it with a different perspective because you're like, I'm putting trust in these people that I'm going to have this great experience and it's taking the work away from me but do you ever have people who are like kind of push back against it a little bit when they actually get there?

[0:18:15.8] VL: You know, it's funny. I'd love to give you a little bit of drama that we've been super lucky that you know, people who come, I think like you said, there's already an openness and a willingness to surrender because they know like okay, I'm on this group thing. I've got to just set it down. But I think the other part of that is that we factor in that and we make space for

free time. We make space for people to have time that isn't filled and it makes a huge difference for people so they feel like I do get the reins at some point in these little spaces so that they can have that time to themselves and they can decide what they want to do with it.

I think there's a balance of you know, that surrender from people and also us intuitively knowing, okay, people do need to have space where they get to navigate and make decisions about – at least this half a day or these few hours or I want to opt out of this particular thing. There is still some autonomy with how people get to interact with the experience themselves.

[0:19:13.3] AVH: Got it.

[0:19:14.1] AL: Yeah, then the other piece of it too is that, you know, I've never actually just been on like a group tour somewhere, you know? In sort of gen pop. I've just never done that so I'm sort of speculating here but we're different than that, you know what I mean? The way that we are doing these, we call them adventure travel retreats or adventure retreats or transformation retreats, depending on which one that you're going to and part of that is like the intentionality behind it.

It's not just a vacation to Peru, right? We're going there with a specific intention to do something, right? I think that that, plus the free time and just you know, over time, we've really figured out the best way to pace things. I think that that takes away a lot of that potential for people to be like, this isn't what I want to do. I wanted to come to Peru and sample coca leaves, you know? That's not what we're doing. It kind of gets everybody on the same page, yeah.

[0:20:14.3] AVH: Okay, you talked about like how these amazing vacations are obviously – there's a lot of work that goes on behind the scenes and in the y ear or so since we last had kind of our formal conversation about what you do, obviously, there's been some evolution and you guys are more experienced with the work that goes into this.

Are there any new things that you've learned in terms of organizing retreats like this or how you like to structure them and put them together, is it becoming more effortless or is it just that it's a smoother process because you're better at it? Talk to me a little bit about the actual process of putting these retreats together?

[0:20:54.8] VL: Yeah, you know, we're going into, I want to say seven or eight years of doing retreats, there's a lot of experience at this point and you know, it's the little things that make a big difference and so anyone can say, let's go to this place, let's do this activity, let's have this experience but where the rubber meets the road so to speak is really an understanding the flow of an event.

Understanding, well, how are people going to feel energetically at this point, are they going to feel like this is a good spot for some downtime built in, are they going to feel like I want to keep the experience rolling at a quicker pace because they've just gotten there and they still got that ramped up energy.

Really, the intricacies and the thing I think that we've gotten really good at is understanding the flow, the energetic flow of how people will feel at certain points and what will make sense in those particular pockets and what they will be tolerant of, in terms of like travel time during the day. When people start to get antsy and feel like they've been in the car for too long.

There are all these little small nuances that I think is really what has made these experiences feel so well planned and so effortless for people, is that we understand those little moments and how to curate around that so that people feel like, "Wow, just as I was feeling tired, holy cow, there's half a free day." There's just all of these nuanced that really makes the perfection in it seem effortless and so that I think is what we've really stepped up to the plate on.

[0:22:31.5] AL: Yeah, there's definitely a learning curve, right? Don't put the 10 mile hike on leg day, you know? Pay attention to the wind patterns on the lake before you go paddle boarding, you know what I mean? You know, it makes a really big difference when all that stuff just works, you know?

[0:22:49.1] VL: Yeah, it definitely – it's just time, you know? That's just time in the space of understanding how things flow and just having the feel for just how to really curate those things so that people find that they get just what they need in that moment, even if they didn't realize they needed it.

I wish that there was like a really specific formula but I think for me, it's just – and I do the majority of the planning and the actual schedule, so I think for me, it's just become an almost intuitive sense of like, okay, this feels like this will be a good flow and this feels like it will hit the right spot in the right moment. There is kind of this balance of intuition and logistics that are always dancing together that you just get better at with time.

[0:23:35.6] AVH: I suppose it's like with anything, there usually isn't a sexy formula or answer, it's about consistency and time put into improving your craft, right? You've been doing this for a year, there's trial and error, there's learning, there's research, there's experience all of those things that's just putting in the work really to get better.

[0:23:55.7] VL: 100%. It's just like anything, right? You just over time get better and better and you know, we've started to offer more complex offerings because for instance, New Zealand was a 10 day trip that we stayed in three different hotels and we were moving around because in order to really capture what New Zealand has to offer, you don't really want to stay in one place, you kind of want to move around and be able to access different areas and so you know, maybe five years ago we wouldn't have been up to the task to really put that one on the docket because it's a complex offering.

We're able to step into those more complex offerings now because we understand the event flow and we understand how to make these things happen and you know, the logistics of it, we get. We're asking our clients to step into bigger experiences alongside of us because we are prepared for them and we know they are too. We're like, "Okay, I know usually we stay in one spot and we kind of work from there but we're asking you guys to be a little bit more pro travel and like step into a bigger experience with us because we're prepared to go alongside and to offer that."

It's cool how the community we're growing together and we're stepping in to bigger things together.

[0:25:03.0] AVH: That's cool.

[0:25:04.0] AL: Yeah, it opens up a lot of windows, you know? Then we can fundamentally like go fly fishing in the morning and skydiving in the afternoon, you know? It works out.

[0:25:13.8] AVH: I think anybody who is listening to this who does not follow you guys on Instagram, whether you're ever going to go on a retreat or not, you need to get on this because their Instagram stories are ridiculous. I'm like, let's check in with Adam and Vanessa, let's see what those guys are doing.

Okay, fly fishing, that's cool. Wait, now you're jumping out of a plane, last minute, I love you two. Okay, I want to dig in for some drama guys.

[0:25:37.7] AL: Okay.

[0:25:37.5] VL: Okay, do it.

[0:25:40.3] AVH: You guys are partners in life and in business and this conversation is not new, can you work with your spouse or your partner? You want to be around them all the time, how do you handle the stresses of work and life and how do you create balance between – let's not talk about work after this time or whatever but like, do you guys really get along all the time when you're traveling?

Like all right, we have been here for a bit, leave me alone or like, you know, it's stressful because a lot of people, we all love to travel and go on beautiful vacations with our partners but there's inevitably some times, some friction and stress that occurs when you're tired or you've been on a plane for too long or something comes up and it goes wrong and it's annoying and you're stressed out and you're not in your comfortable home, et cetera.

You guys are doing this on a bigger scale a lot and you also have other people's wellbeing, that's in the mix here too because you're organizing this for other people, not just for yourselves. How do you guys do it? Do you guys get mad at each other sometimes? Tell me all the details.

[0:26:45.9] AL: Well, definitely. That definitely happens.

[0:26:49.3] AVH: No, I was going to be like, come on.

[0:26:51.5] AL: Yeah, something that's interesting about it is like, in June of last year, I left my career with the fire department, right? It hasn't been that long that we've been fundamentally together every single day, right? Years, in the first iterations of this business and all of that stuff, I was gone a solid half of the year, if not more. That in itself caused a bunch of problems but it also gave us space to sort of breath and work through this stuff.

And to be perfectly honest, if we were – if the business wasn't established and operating, I think being together all the time and being in business together all the time would have been a lot more difficult. But we sort of had this built in time away and like you know, the ability to kind of do our own things to some degree while I was gone and then come back together and kind of work through it.

I'm not sure how it would go for somebody else if that wasn't built in. Since then, this has been, one of like our primary concerns with me leaving my job and coming full time here is like we've never done this, we have never been together for this amount of time and we're both like pleasantly surprised at how well it's working out.

[0:28:03.6] VL: Yeah, you know –

[0:28:05.6] AVH: That works out nicely.

[0:28:06.9] AL: Yeah.

[0:28:08.0] VL: We've been married for 15 years. I mean, it was a long time, it was a long track record of not being together and so I think for us, yeah, like Adam said, we were like, I hope we like each other. Legit but you know, I think to speak to actually on the events when we're in go mode, it's actually, we work so well together because we really have a complimentary skillset and so, on the events themselves, I feel like we're kind of in this high performance mode if that makes sense and so we almost put ourselves aside.

We're like yeah, personal stuff and whatever aside because we're here with the task at hand, we're super focused and we're on for our people and for the experience. I would say actually in the experiences themselves, we get along really well because we're not focused on ourselves, we're focused outward on taking care of our group. When we get home and we're like back to the normal grind where it's like – we got to deal with this and that.

That's like, probably where the arguments and the frustrations happen but you know, again, like Adam said, we've been pleasantly surprised how well we get along and how well this whole thing is working out.

[0:29:15.7] AL: Yeah, something that's interesting because Vanessa's exactly right and what she's saying about being on the events and it's not like we're fake, you know? Everything's Smallville and are Pleasantville I guess. You know, that we are who we are, you know? We're who we are on the podcast, we're who we are in real life. That is real but something that's been very interesting to kind of note on what Vanessa said because she's right, something that if we were at home, you know, I would say something that would normally trigger her into a fit of rage or vice versa —

[0:29:50.9] AVH: What that is so I can —

[0:29:54.6] AL: I don't know, usually it has something to do with not putting dishes away. Something like that where it would just — but in the context of the retreat, no, we're just not going to deal with that. You don't react to it and then life just continues and if you don't remember it, a greater lesson in life like just control your reactions to the things that trigger or cause outbursts and your home life will probably be better too, you know?

[0:30:18.5] VL: A bit longer.

[0:30:19.4] AL: Just a little bit, yeah.

[0:30:20.3] AVH: Picking your battles and knowing what's important. I think it's like having that perspective is so important and it's hard to do it in the moment, right? Because we all kind of take a lot of things for granted but I try to have — because you know, obviously, my situation

mirrors yours a lot, right? In terms of the time that I spend with and away from my partner. We've had this conversation.

Our situations are very similar and how we deal with them is also pretty similar but having some perspective about like those little things, the not putting the dishes away that is so annoying and if you let it go for a minute and you calm down and you realize that actually didn't matter at all because it just doesn't, it's not a big thing, it's not worth getting all worked up over and you're doing it to yourself, no one else is doing that to you, you're the one getting worked up.

And then, also having the perspective of like, all of the bigger things that could happen that are so much more important like when you were a firefighter and again, the situation that I'm dealing with where your jobs are very important and they take you away and they take you in dangerous places and you're like, does this dirty dish really matter in the context of what else is going on in our relationship, you know?

I think that perspective, it's hard to gain sometimes but when you can do it, it helps the relationship a lot. But it also seems like you guys do a good job of almost like, I guess kind of setting boundaries and kind of compartmentalizing things a little bit because as you said, when you're in work mode, you are still together with your partners but you're like, we're working first, that's what's the priority is here. We're not going to let our own little petty things get in the way.

We're going to work and we work well and then we can deal with the rest of it later when we're off the clock, right?

[0:31:56.2] AL: Yeah, in our business relationship specifically, we've had to compartmentalize the various job tasks, you know? From this – from the outside looking in, sometimes it looks a little bit weird because this doesn't happen in like physical reality but we'll have a meeting so to speak where you know, Vanessa's wearing the visionary CEO hat and I'm wearing like the COO hat or maybe the CFO hat and both of them at the same time.

We'll have a meeting around that and so she presents her ideas and we talk about how it could work and then we're like okay, that meeting's over and now we're going to switch meetings and all right, I'm the COO and you're the marketing director, here's what you're going to do.

We have to do that to keep everything straight and keep everybody in their lane so to speak as far as who is responsible for what. Because frankly, we're really at a point with the business where it's complex enough that neither of us have a full grasp on everything all the time, you know? We've really had to separate out the aspects of the business that each of us handle.

It really is based on kind of our own proficiencies and stuff and like Vanessa said, we're really fortunate that we have a very complimentary skillset, there's things that I'm really good at that Vanessa is not and vice versa. It just works, we happen to just line up in that regard, you know?

[0:33:16.7] VL: Yeah, a lot of luck.

[0:33:20.2] AVH: I think there is maybe a little bit of luck with everybody but I think a lot of it is you guys found the right partner, right? It doesn't mean you found the perfect partner because that doesn't exist but you found what works for you. You also make it work and communication and the communication you just described, that's key in everybody's communication looks different but you have to have it.

That's the one thing that relationships have to have is communication because without it –

[0:33:45.9] VL: 100%. Yeah, I think that you probably experience this as well because your partner is in more of a militaristic sense and Adam was in the para-militaristic job and they're actually really great about creating structure for things and if something is not working, you're like okay, well let's create a system for this and Adam's very responsive to that and so I think that that makes such a huge difference is that something's not working, we're not both like super emotional about it and just you know, flying off the handle emotionally.

It's about like okay, well what's the container we can put around this so that there's less friction and we're both really responsive to that and I think you probably have that with Alex as well and I think that makes a big difference is that you know you can go to that person and say okay, well how can we solve this, how can we make a solution around this? They're responsive.

[0:34:39.4] AL: Put your crystals outside to charge under the full moon, using a spreadsheet.

[0:34:43.1] AVH: Yes, exactly right. Well, I mean, on our end, it's more of an issue of like we both maybe look at things a little too militaristically, I mean, I don't know, we're both kind of softening up I think in our older age and kind of breaking some of that other side of it but it's whatever. It's a work in progress. You guys can sort of sound Montana.

[0:35:03.4] VL: Exactly.

[0:35:05.5] AVH: I can't wait.

[0:35:07.2] AL: Yeah, so I mean it is not all rainbows and unicorns though. The one thing that has been consistent that we have never been able to actually sort out is working out together and it's neither of us want to be told what to do and we both know about this stuff that it is a tough one. We got really close for a little while last year and then it faded out.

[0:35:31.2] VL: Yeah, we are going to get it back together. That's going to work out.

[0:35:33.9] AVH: Guys a little something because you guys are so similar to us I think in a lot of ways because I think we used to – it is so funny, we used to be like this because he was more into fitness and health before I was and then when I got into it I took the reins and made it my career because I was able to do that. I was lucky and fortunate enough to do that and I have learned so much over the last decade or so that I think he and I are quite level in terms of knowledge and in some places I outpace him. Just because that is what I do for a living now.

But I remember back in the day when I was into maybe only you're both into Crossfit when I was into a little bit of power lifting and stuff and he'd helped me out and I get frustrated just because I think maybe we're a little too close to the situation and maybe some of the ways he was encouraging me didn't work. Not because they were bad but they just didn't work or whatever.

But we have really found a place where we can come together and maybe I am speaking naively because again, we haven't really done it that much because he is always away but when we are together I think we found — and maybe again, it comes with being slightly less competitive but also the fact that he and I both are good at different things. So there is almost

no competition available and I would think that you guys would be the same way because Vanessa you are like me.

You are like this short little fiery rocket and Adam is this tall lanky guy. Alex and I don't do the same things well. We are never going to have a rowing competition. This is not happening but you know maybe pound for pound like bench pressing, I might be able to crush him at that. But if we go for a run so I think it is allowing a little bit of that give and take. Sometimes you are the expert and sometimes I am and ultimately we're in it together.

We are there to help each other and make each other grow and not to – we are not in it for the friction, you know? So I think that we have been able to find a way to make that work I think just because we are coming at it from such separate places you know.

[0:37:35.1] VL: Yeah totally and I think that Adam and I have a huge level of respect for each other in terms of the different knowledge base and styles and the way that we approach things. I think really what it is, is that we just don't necessarily want to do things in the way the other person does it and so when the other person is like, "Oh you should do it this way," it's like, "I don't want to do it that way, I want to do it my way because I know how I want to do it for me."

So yeah and you know at the end of the day we laugh about it and we just are like, "Okay, let us just work out next to each other not with each other."

[0:38:09.9] AVH: Yeah again picking those battles.

[0:38:12.2] VL: Picking those battles for sure.

[0:38:14.2] AVH: Yeah, I love that.

[SPONSOR MESSAGE]

[0:38:18.7] AVH: This is just a quick interruption of today's interview to mention our show sponsor, ShopAIP, which is an online store that is the result of the founder, Sandra Dorst, whom I interviewed recently. You can go back and check that out, creating a resource that she felt was

missing in the world and that she herself sorely needed. In 2014 she came down with a rare autoimmune disorder and after years and a lot of work, managing her health through a number of avenues including diet, she realized how important that autoimmune protocol can be in literally changing the lives of people with sensitivities.

So she decided to create an online resource for people to find AIP compliant treats, snacks, food, spices, condiments, skin care and much more and you can buy bundles and packages that make great gifts for people. There is all kinds of stuff there that it is all anti-inflammatory, much of it is paleo and Sandra is giving our listeners a discount for their first order. So if you head to shopaip.com and use the code "paleomag" you will get 10% off.

I highly recommend whether you are following an AIP diet or not just to go check it out because there is tons of healthy delicious food we could all use a little bit less inflammation in our lives and if you are buying anything, you might as well pick me up some plantain chips, I'd appreciate it at shopaip.com.

[INTERVIEW CONTINUED]

[0:39:35.5] AVH: Tell me where I guess the last retreat you were on, where were you?

[0:39:39.8] VL: Yeah, we just got back from actually back to back retreats. We were in Peru and then we went pretty much straight to New Zealand. We were only home for a few days in between. So yeah, we kind of went back to back, which was really awesome and did a 10 day hike to Machu Picchu on the Salkantay trail and then went to north island in New Zealand and did a plethora of crazy wild fun activities.

[0:40:02.8] AVH: So like you said before, different retreats do different things. Some of them are things that might be more heavy duty on the physical part of the entire trip would be around this hike or whatever whereas other ones are more about going and experiencing the culture and doing more mini-adventures I guess from day to day is that right?

[0:40:23.5] AL: Yeah, that is the case and those are what we would consider our adventure retreat and then there is the transformation retreats, which is like what you are coming to in

Montana, which is a mix. So there is day to day cool stuff to do but there is also training and coaching that goes along with it, right.

[0:40:42.7] AVH: Okay that one sounds more scary to me. Pick me up on the top of the mountain if you want but I have to learn things and be earthen though but I guess that is the one I should be on then, right?

[0:40:57.3] VL: Yeah, well I think that each one of them offers something different and they are all really transformative in their own way, shape or form but you know to actually give the container of having coaching or having set aside time for people to be able to dial in some of the things that they are interested in and in the past, we've had different structures for different retreats but the cool thing about Montana is the way we have structured this one is that we are actually going to work on the things that people are interested in working on.

So this is something that is really important to us is that if you are coming to one of our events, you are getting from us what you need, what is important to you and what would make a difference in your life. So that retreat is actually structured in a way where we are going to take people through the things that they are working on. So you know we have some base concepts and some base things that we love to communicate with people and get them sorted on.

But at the end of the day, if we are going to spend time together, if you are going to come all that way and we are going to set aside dedicated time, we want to know what people are working on, what's important to them, what are they struggling with and how can we make a difference and a breakthrough for them in that particular juncture of what they are moving forward on.

So we really love it because people come in and obviously we are going to do some awesome hikes and some awesome adventures but people are going to leave feeling like, "Wow I made a breakthrough in this little particular thing that I was working on." And what else becomes possible for them after that point is so exciting.

[0:42:18.8] AVH: Yeah that's cool. How do you decide where the trips are going to be? Some of them obviously if you are doing Machu Picchu that is self-explanatory but how did you come up with the location for the Montana trip for example?

[0:42:32.8] VL: Yeah, I think that for the most part we'll ask our audience, so at Bee Fest last year, we actually ask people where they were interested in going. We will send out surveys to our audience and ask people where they are interested and then we will have a grouping of places or experiences that are popping up and that we are hearing from people that they are interested in and then sometimes we'll go scout them.

So we actually took a trip to Montana and went and looked at the location that we're going to stay and some of the activities and we ran a dry run, so to speak, of that event. Otherwise, we'll just choose these bucket list adventures and Machu Picchu is certainly one of them where it is like, "Okay, this is a bucket list for so many people, how can we do it in the coolest way possible? How can we do it in a different way where we're not hiking and camping on the side of the mountain?"

Like 99% of the people that do a Machu Picchu trip are doing, you know we found this luxury set of lodges that we can hike to and we want to just do it in a different way than what other people — how normally people would experience it. So for us it is about finding those things and then putting our signature experience over it.

[0:43:43.0] AVH: I love the mix of hard work and you used the word luxury and I have seen again, following something like — again I am trying to remember the place you guys went and you showed some video outside of your suite or your hotel room or something and you were looking out onto this mountain vista, the most amazing beautiful thing. It looked like — you didn't go to Switzerland did you?

[0:44:08.0] VL: No it was probably Peru. That would be the Andes, yeah.

[0:44:11.6] AVH: Holy moly it doesn't even look real. It's crazy.

[0:44:16.3] AL: Yeah, it's got to be lodge two on the Salkantay trek that is the Sorampay or something like that yeah and it is in this valley between two massive glaciers. There was a glacier and when it is clear it is like nothing you have ever seen.

[0:44:35.3] AVH: It was like the sound of music though. It was so beautiful but look, I have slept in a tent and I like what you guys are doing. You are doing it better. I mean I don't think that there is necessarily – I think there is a lot to be said for taking yourself out of your comfort zone and doing things that are different and I think that that is certainly what you guys are doing in your own way but I also don't think that you have to live rough to have a meaningful experience either. I think that you could find what works for you.

[0:45:08.5] AL: Yeah, there is definitely a balance right? And I mean like you, I have spent a lot of time sleeping on the side of hills, you know what I mean? Just straight up in the dirt most of the time, you know?

[0:45:18.8] AVH: Yeah like I have learned what I need to learn from that experience.

[0:45:21.2] AL: Yeah, I feel like I got it, you know? And so that is really a large part of what we try to do because I do think that life shouldn't be easy all the time. We should have these things that push us outside of our comfort zone whether that is physically, mentally or both or all of it.

Like if you are scared of heights you should do things that are high up very safely. You should do this kind of stuff. But we also think that you should sleep in a nice bed and eat really good food, you know? And shower every day so yeah.

[0:45:53.7] VL: Yeah, like Adam said, you know? We do all of these adventures. The point is to get people to push into a new place for themselves and to experience something that they didn't know was possible for themselves, whether that is jumping out of a plane or whether that's – we just did the about a 12 mile hike on the Tonga River crossing in New Zealand and you know that was a benchmark hike for a lot of people and a lot of our folks have never done anything that long and that kind of distance.

And that kind of elevation gain and all of that good stuff, so for us it is about factoring that in so people can have these new unique experience but then to care for them at the end of it and say, "Hey good job." Now we have this amazing gourmet meal for you and a warm bed and a nice place to sleep where you can feel like you really can rest and recover from the day's experience.

[0:46:46.1] AL: Yeah because Mordor is no joke.

[0:46:48.7] VL: Yeah.

[0:46:49.4] AVH: Holy moly. Yeah I guess not. How many people are going on these retreats? I know I have asked you this before.

[0:46:55.9] AL: Yeah so it depends generally on the capacity of wherever, you know there is always something on a retreat that chokes our capacity, right? Whether it is transportation or the lodging that we find and so it is anywhere from 15 to 20 people usually, 23, 24 people was our sweet spot and then Bee Fest that is 70 people at the last one, right? So it is a bigger event.

[0:47:23.9] AVH: All right, so talk to me a little bit about in addition to these beautiful places and you are going on these adventures and there is coaching and there is a community aspect to it, can you talk a little bit more about what that looks like? For somebody who is thinking about going on one of these retreats I was just wondering how the day goes.

We see these amazing pictures of you guys going on hikes and everyone is getting along and it is beautiful. And then there's delicious food but what is the more community mental coaching learning side of it look like?

[0:47:53.8] VL: Yeah, good question. So the first thing we would tell people is just to go to our website and check out the experiences page and each event is a little bit different. So there will be a slightly different event flow and schedule.

But I would just say for folks out there that are like, "Okay what would this experience be like for me and what am I most attracted to or what would make the biggest difference for me?" Is to scan our events. And see if anything hops out to you because usually there will be some sort of a gut feeling or a gut pull towards something and then you can go in and you can actually look at the schedule.

So look at the schedule and see what the daily events are and for something like Peru, it is going to be a lot different than something like Montana. So it really depends on the particular event and we always really structure that out on the website, so people can really see how the days are going to go.

[0:48:46.0] AVH: Okay, how many people are going on these trips with a significant other or a friend or a family member versus going on their own?

[0:48:56.2] AL: You know it is usually a pretty even split and there is a lot of going with the friend or sibling kind of a thing as well as couples. But yeah, it is usually a pretty even split and we do get a lot of female solo travelers, which is a huge piece to the whole thing and I don't know that that was necessarily on purpose but it is how things worked out and it's turned out to be a really awesome thing because something that I, being a man, had no idea is that there is a lot of women out there that want to travel but they are afraid to do it by themselves.

And I mean it makes sense, it is just not something I'd ever considered or thought about, you know? And so we tend to see a lot of that, which is pretty awesome and then the couples that come together, the way that the whole thing is set up I mean obviously they are staying together in their own room but our community is so strong at an individual level that it is never weird. It is never like, "Oh there is the married couple and here is everybody else," it is never like that.

It is not the way that the flow turns out. Everybody sits with everybody and it is not like we keep metrics on this stuff but we pay attention as we are seeing especially like meal time and stuff. Who is sitting where, is it always the couple sitting together or does it get inter mixed and it's pretty dang rare to see the couple sitting together on the retreats. Yeah, people just – you know they intermix and the conversations flow and I mean yeah, wide open.

[0:50:30.6] VL: It is really cool and I think that yeah, for the female solo travelers it's ended up being a really special part of our business because we see women who get to do things that they might not necessarily have been able to do. Because they don't have someone who maybe is willing to do it with them or maybe they don't have a spouse or a partner, whatever it is and they get to come to these events and immediately feel like they have a posse.

They are greeted with a group of friends, a community again that they are like, "Oh okay, I showed up and my community was built in. I don't even have to bring anyone with me." And it is a huge piece. It is something that we are really proud of because we know how it is. We know how it is to feel alone in the world or to feel like you are not part of something or you are on the peripheral and to see people come in and immediately feel welcomed and part of something is just a huge – I don't know it is such a pleasure for us to witness.

[0:51:23.9] AVH: It does make sense that you guys would resonate with female solo travelers because first of all, there are certain realities that women traveling on their own have to face that men mostly do not. And those are safety issues in certain places. Traveling where it is less accepted for a woman to be on their own and all of these things but then on the other side of that and we don't want to over generalize but this is still a reality and when I say you and I were – we are these people so we can recognize that this is a reality that we are even in this day and age still kind of raised to be more cautious, more aware more – honestly in some cases fearful of being alone in the world than men are, right?

There is still an understanding that men – it is like a default for them to be independent and be able to take care of themselves and not be afraid of what the world can do to them and that is not necessarily how women are raised. So it is a lot more of a thing men might understand for women to take that step, to go on an adventure, go on a vacation or go somewhere different alone and even in this context where you are not alone but you are still doing it.

You are taking that step on your own to go join this community and have this adventure without having someone by your side from the outset. It is in some cases a really big step for people.

[0:52:43.6] VL: It is a huge step and that is probably maybe one of the biggest adventures of all for people is to step into that discomfort of like, "Okay, I am going to do this alone," and to really go through that process of being vulnerable, putting themselves out there and experiencing what's there to be had in that space and then realizing on the other side like, "Wow I did that." That might be one of the biggest come ups that somebody gets out of an experience is like, "I did that by myself and I am super proud of putting myself out there."

[0:53:14.9] AL: Yeah, totally and we have a client who we love to tell her story a little bit but she came to us back in the day when we were running Primal Luxury Retreats with Mark Sisson and it was the very first time she had ever flown alone like just flying from the east coast to the west coast that was a big step and then she came to Costa Rica with us and it was zip lining and there was like, “Yeah there is no way I am doing this. You guys are crazy.” And you know, Vanessa coaxed her into it.

And it worked and she got through it and was super awesome, you know? And so to take her from that point to where she finally wound up like three or four years later, flying to Costa Rica by herself, renting a car and taking a hopper flight on a little Costa Rican puddle jumper to get from the main airport, where we were days before we even showed up is a completely different person. And obviously she did a lot of work on herself over the years to make that happen but it is amazing like once you realize that you can do something the world or the door opens, yeah exactly, you know?

[0:54:21.0] AVH: All the possibilities. It is so cool. I mean I say this in a joking way like a flip it way like, “Oh you guys really have it made.” You managed to sort out a career where you are just having these amazing vacations from beautiful to amazing but really there is a lot more to it.

Obviously there is a lot of work that goes into it but there’s also a lot that you get out of it in addition to just like, “Hey I get to go on vacations for a living.” Because these are really transformative experiences for you and for the people that you are bringing in and if you can empower people that way and have the confidence to do things they never thought they could do from going on a vacation and having fun with the community that is an incredible thing that you are putting onto the world.

[0:55:04.7] VL: Oh totally and you know it is funny because right from the outside looking in, you’re like, “Oh that is amazing, dream job,” and it is. Don’t get me wrong, we love what we do and we’re really grateful that we get the opportunity to facilitate these experiences but I will say that we were big travelers before. We have travelled a lot and it is not like we needed this in order to have experience. But we wanted to create this because to have experience within the context of it being in service has opened up such a new paradigm for how we experience it.

And it is so cool to be in service to somebody else's amazing experience and it's almost made our experience that much more special because we are getting to be a part of somebody's opening or somebody's awakening or somebody's transformation and it's so much more special than just going on a vacation of our own. Because we are getting to witness this potential opening up for people within the paradigm of this, of that adventure and it's so, so special.

[0:56:10.3] AL: Yeah, it really is and I think Peru – well Peru and Costa Rica are both perfect examples of this. You know places that we have been and we have spent time and we love and so it's like, when we get to bring a group of new people, we're waiting, you know what I mean? Like, "Oh man they are going to be so excited," like we are so excited, they are going to be so stoked when they go around this next corner and get their first glimpse of Salkantay or whatever it is.

You're just waiting for it and you see it, you're like I got them, you know? And for me, being in service like Vanessa was talking about and doing something that I feel like is valuable and has some level of meaning around it is – I mean that is how I got into the fire service. It was like, "Yeah this job matters," does it pay very well? No, the hours suck? Absolutely but it matters like this is something that is worth doing and you know I quickly promoted my way out of that feeling in that job.

And got to the point where I'm like, "You know what? I am a bureaucrat this isn't what I signed up for." And I will tell you in what we are doing now, I found more meaning and fulfillment than I could have ever imagined. And it is for all the reasons that Vanessa is just describing. It is sharing the things that we love with people.

[0:57:22.5] AVH: There is no such thing as a dream job, really. If you are lucky enough to get a job that you combine what you are good at with helping others and feeling like you are getting something out of it too I mean you've got it made. I think about my job is as close to a dream job as I can get. I get to read and workout and talk to smart people like you from the comfort of my underwear in my condo, like I think I've got a pretty cool job.

But it is not a dream every day and it is not perfect every day and you still wake up and think, "Oh my God, I got to do some stuff I don't want to do." And there is a lot going on but I feel the

same way like when I get people who reach out to me that said they actually learned something from something that I did or that they felt empowered to do something or they improved their health or something like it is that whole cliché thing.

If you could help one person from the thing that you'd want to be doing anyway, how lucky are you that you get to be a part of that? I mean it is pretty incredible.

[0:58:21.1] VL: Totally, I couldn't have said it better.

[0:58:23.0] AVH: Yeah, you know I do this for a living.

[0:58:24.8] VL: Yeah you do this, yeah you are good at this.

[0:58:27.0] AVH: I have another question about from watching from the outside these amazing retreats you guys are going on and that is the idea of mindfulness and kind of being in the moment and being present because I think that is one of the biggest parts of even just vacation for a lot of people. So a lot of people who have a nine to five job or they just got a busy life and they get worn down and they are living for this Caribbean vacation they're going to take in a month because they just want to sit on a beach and feel good and feel the sun and not thinking about a million different things.

And so I think one of the things even if it is not articulated this way that people really love about trips and vacations and adventures is just feeling maybe alive than they do at other times. And how is that something that you guys – because your still and this isn't a judgment but people are still taking pictures. They are still on their phones and putting things on social media. How do you guys balance like we want to remember this and we want to document it but we want to make sure that we are experiencing it also in the moment and how do you work that into the retreats?

[0:59:37.6] AL: Yeah so that is a really good question and it is something that we put some thought into because it really is this thing where even if your primary intent behind vacation is to go unplug and I am sure people have experienced this before, if you don't actually practice

doing that good luck going to whatever beach you want to be on and actually being present and doing that, if you still have self-service, right?

So if your phone works where you are, you are going to be on it unless you actually set an intention and come up with some tools for what else to do with your brain, you know what I mean? In order to get through to those first couple of days and that is usually what it is. It is just like one or two days of relatively unplugged from social media especially, that provides that sort of gap and clarity and then all of a sudden it becomes easier, right?

So this is something that we think about quite a bit and we don't want to be in this position of telling people, "Okay hand me your phones. This is a no phone situation." Because one, people are traveling internationally often solo and so they obviously need to be able to be in communication with folks and we don't want to tell people how to vacation and so the way that we approach it really is the mindfulness mindset stuff is a big part of our coaching and a part of our programs and all of that.

So I think folks coming in for one are sort of prepared to be exposed to some of that if they aren't already practicing it and so they are already open to the concept and at the beginning of each retreat, we fundamentally ask people to set an intention for being present and for something else that they want to get out of it, right? So they start to set their mindset around it right from the get go and just even that little bit of attention or intention can help you stay focused in what is going on in the moment. So there's that piece.

The second piece is that we try to do a really good job of documenting and taking photos and handling that stuff, so people can feel fairly comfortable with all of these that somebody has gotten the info and so that kind of relieves a little bit the stress for folks and then the other piece is a lot of what we do puts people into the flow state, right? We do things that are physically challenging often that require mental acuity and so it is like jujitsu or Olympic weight lifting or surfing.

You can't not be there when you are doing it, you know? And so when you are hiking over 14,000 feet you are right there looking for oxygen like that is all you are doing, you know?

[1:02:09.7] AVH: You are not checking Instagram when you are freezing to climb up a mountain, yeah.

[1:02:14.0] AL: Yeah so some of that stuff is really baked into the activities and all of the stuff throughout the day. So even if folks are, “You know what? I want to stay connected to —” Whatever their internet world is, some portion of the day has been distraction free, based on the activities and the things that we are doing, you know?

[1:02:35.1] VL: Yeah, absolutely and I think that the other thing is some of the events will actually structure in guided meditation or opportunity for actual meditation and mindfulness, depending again on the schedule but we’ve over the years also just found spaces where maybe we are sitting around having lunch and this just happened to us in New Zealand at the top of Tongariro Crossing where we have this amazing vista.

We had just finished lunch and we decided to do a quick five minute silent meditation and everybody just turned off everything and closed their eyes and just sat quietly together and just took in the moment. And so we are really good about finding those little spaces where we can even steal away five minutes, 10 minutes to just really be deeply with the experience at hand and I think that you don’t always have to structure everything.

Again like Adam said, a lot of it is built in but even taking five minutes or five deep breathes, it can make such a difference in the day, in the moment, in the experience. So we try to just massage those in or fold those in where we can and it really in the end, you look back and you’re like, “Wow there is a lot of mindfulness, without a huge effort or focus on it.” Exactly, yeah.

[1:03:49.4] AVH: Yeah, okay. What are some of the retreats coming up? Is there one between now and our Montana adventure?

[1:03:55.7] VL: Actually Montana is the very next one coming up. So that is in September and there is still a few spaces for that especially again for solo travelers. I think we’ve got space for both individual males and females. Our couple spaces are sold out but anybody out there listening that is like, “Hey I want to hop in,” that is a great opportunity to do that. After that, we

have our signature Costa Rica adventure retreat, which is just awesome and everyone should do it once at least.

And many of our people have done it three and four times but it is an awesome adventure in southern Costa Rica. We do white water rafting and surfing and hiking and go to an animal sanctuary and just all kinds of awesome Costa Rica amazingness and then, we've got a really interesting retreat coming up in Costa Rica again. But this time in the North and we take a group to Rythmia and we actually co-host in Ayahuasca experience there.

So for folks out there who have been hearing about plant medicine and are thinking about doing it, we can't recommend Rythmia enough and I know we were talking a bit about it earlier Ashleigh but we actually offer a simultaneous program called Authentic Self to help people prepare for that event and also in a great after it. So if you are interested in that you can look on the website and learn more or reach out to me at info@beethewellness.com. I am happy to talk about that.

And then we just launched next year 2020 Peru, the Peru offering and we actually have two offerings. We will be doing the Salkantay again, Steph Gaudreau and her husband Zee, will be leading the one trek on the Salkantay and then Adam and I will actually be leading the Loris trek, which is a really cool combination of hiking and cultural activities. So if folks are interested in really getting a taste of Peru so to speak, they would want to come on that side of it with us.

And if they are really interested in doing the deep dive into the hiking and really staying focused on a trek through the Andes, there is a couple of spots in the Salkantay left as well and that is actually up for sale right now and just launched this week. So those are the next events coming up.

[1:06:06.0] AVH: All right you got a couple of things on the go.

[1:06:07.5] VL: Yeah there are some things.

[1:06:09.3] AL: And then whatever else we decide to do between there.

[1:06:11.8] AVH: Right, the Rythmia thing though. I mean I have actually already – I interviewed Josh Trent who spent some time at Rythmia talked to a bunch of people. That is like a very well-known venue for that kind of plant medicine experience and that is something. So we are just going to have to do a part two because that can't be glossed over in a couple of podcast like a whole thing. So we'll do it on the schedule to talk about because that is a very big topic.

And something that I think people are very interested in but for now, folks can learn more about this, talk to you guys. They can go to beethewellness.com to check out all of the retreats and ask questions and sign up and all of that good stuff, right?

[1:06:51.5] VL: Yes and come join us in Montana, Ashleigh and Alex will be coming to join in on the fun.

[1:06:58.3] AVH: It is on Montana. I know, of course I could have picked crazy beautiful exotic Costa Rica but to me personally I actually think Montana is a little bit more exotic because I have never been anywhere remotely close to it and I am very familiar with being on tropical islands because my mother is from Bermuda and I spend a lot of time in beautiful places like that I know and I'm a lucky girl. But I don't know anything about Montana or mountains or anything. So this is my exotic retreat I am very excited for it.

[1:07:26.8] VL: Totally and Montana is spectacular. Like I said, we went and scouted this trip in person and kind of ran a dry run doing all of the activities ourselves and it is just such a spectacular – I mean it is just so deeply embedded with nature and vibes and just good amazing energy.

[1:07:45.0] AL: Yeah and you know the things that we do in the states, we are super lucky to be able to bring our chef and bring additional coaches. So we've got Chef Joanne coming to do all of the cooking, who is phenomenal and our homie from the Northern California, Angela De La Cruz is coming to help us coach and it's going be a good show.

[1:08:04.1] VL: It is going to be a special experience for sure, yeah.

[1:08:06.2] AVH: I am so excited. I am so pumped to hang out with you guys. I can't wait and yeah, thank you for doing what you do. Thanks for taking the time to chat with me today. You two are inspirational. I just can't wait to hangout and learn more and have fun with you guys in September. It is going to be great.

[1:08:23.2] VL: Yes, awesome and right back at you girl. We love being with you and we are super stoked to have you and Alex and yeah, it is going to be a really special experience.

[1:08:30.9] AVH: Yay, all right guys thank you so much for taking the time. We are going to do a Facebook live closer to the event. So folks who are listening, I am going to put that on social media. So we can schedule that. If you guys want to ask questions and see us in person instead of just hearing our voices in your ear, we can do that. I am pumped for that and yeah, let us just keep in touch and have a super fun awesome adventure in September.

[1:08:53.8] VL: Awesome, we'll see you soon.

[1:08:55.3] AVH: Thanks guys.

[1:08:55.1] VL: Bye.

[1:08:56.9] AL: Bye.

[END OF INTERVIEW]

[1:09:01.2] AVH: That is it everybody, thanks for listening. I am super pumped to hang out with these guys in Montana in September. Make sure you stay tune to social media. You can obviously follow them @beethewellness.

You can follow at Paleo Magazine and my own Instagram @themuscle Maven because I am going to be sharing all the fun while I am there and don't forget again, if you want to come hang out on this trip or any other, they are giving you a \$100 off if you use the code "paleomag" so head to beethewellness.com, check it out.

And thanks again to our show sponsor, ShopAIP. If you follow an AIP diet or you just want to browse and try some healthy anti-inflammatory food options, you could go to shopaip.com and once again, code “paleomag” that code is just taken over the world. You get 10% off your first order.

And next week I am speaking with one of the team members at Jones Dairy Farm that's been a farm which has been around for 130 years offering high quality healthy animal products. The old fashioned slow batch high quality way. So don't miss it, make sure you subscribe to Paleo Magazine Radio wherever you listen and have a great week everybody.

[OUTRO]

[1:10:03.8] AV: The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]