

0:00:09.833,0:00:12.083
Welcome, everybody, to the Ogden
Way podcast.

0:00:12.083,0:00:15.625
A place where we tell Ogden???s stories
by telling the stories of Ogden???s people.

0:00:16.125,0:00:18.166
Today we've got Josh Stewart with us
today.

0:00:18.166,0:00:20.166
Josh is the owner, creator

0:00:20.166,0:00:23.708
and really the curator
of a really important brand for Ogden.

0:00:24.083,0:00:26.250
A brand called Ogden made.

0:00:26.250,0:00:30.375
And if you live in Ogden or
if you visit Ogden, you know this brand.

0:00:30.583,0:00:34.166
Because if you really understand our city
and understand

0:00:34.166,0:00:37.583
our people, you almost don't
even have to talk about what it means.

0:00:37.583,0:00:40.375
You just know, right? Yeah.

0:00:40.375,0:00:43.291
And that's
that's a big part of the goal for sure.

0:00:43.291,0:00:43.708
Yeah.

0:00:43.708,0:00:47.750
Because this is a city that just has it

0:00:48.291,0:00:51.291
and you feel it when you're here.

0:00:51.500,0:00:55.791
And that's that it
that I love about Ogden, right?

0:00:56.208,0:00:58.208
I love this city. You love this city.

0:00:58.208,0:00:59.958
And that's why you built this
brand, right?

0:00:59.958,0:01:00.833
I do love the city.

0:01:00.833,0:01:03.000
And I do love the brand. And I do love

0:01:04.666,0:01:07.666
I love the community that people created.

0:01:07.666,0:01:11.125
Have created Ogden to become
and to be every day. So.

0:01:11.208,0:01:14.666
And it's and it's in that spirit and
that love that you've created this brand.

0:01:14.875,0:01:15.375

Yeah.

0:01:15.375,0:01:20.208

So, Ogden made sounds a little bit
like the Ogden Way, right?

0:01:20.291,0:01:21.375

Yeah.

0:01:21.375,0:01:24.375

And so I just want to share with,
with our community

0:01:24.666,0:01:27.708

that kind of how we became connected.
Yeah.

0:01:27.750,0:01:31.375

Because I've always recognized
and cherished your brand, and I.

0:01:31.791,0:01:35.208

I rep that brand through your apparel
and proudly.

0:01:35.500,0:01:37.166

Yeah, for a long time. I appreciate it.

0:01:37.166,0:01:38.791

Yeah. Especially
especially anything with camo.

0:01:38.791,0:01:39.375

Yeah.

0:01:39.375,0:01:42.291

Well, I almost wore a camo hat, but
I thought I'd just stick with black today.

0:01:42.291,0:01:45.125

Oh, you missed my favorite color.

0:01:45.125,0:01:46.958

But,

0:01:46.958,0:01:49.791

for for the, long part of my first year

0:01:49.791,0:01:52.791

as mayor, I was going through a process

0:01:52.791,0:01:56.833

of developing my vision
for for my tenure here as mayor.

0:01:56.916,0:01:57.625

Yeah.

0:01:57.625,0:02:00.500

And most people were like,
oh, what's your vision?

0:02:00.500,0:02:02.166

And they expect this, like,
elevator pitch.

0:02:02.166,0:02:05.541

But it's a lot harder than that, actually,
especially if you want to do it right.

0:02:05.541,0:02:06.166

If you want to just,

0:02:07.125,0:02:09.750

you know, create a few talking
points, fine.

0:02:09.750,0:02:13.250
But if you really want to create something
that matters, it takes time.

0:02:13.250,0:02:15.291
And we went through a process internally.

0:02:15.291,0:02:18.500
And during that time
I knew I wanted to call it the Ogden Way,

0:02:19.083,0:02:22.083
and I was kind of populating
all of the elements of it.

0:02:22.666,0:02:26.750
And, and you reached out to us

0:02:27.666,0:02:30.666
and said, hey, I saw the Ogden Way.

0:02:30.750,0:02:32.125
Good job. Whatever.

0:02:32.125,0:02:35.125
And you also said, I moved in there
just around the corner from you.

0:02:35.333,0:02:36.208
Right.

0:02:36.208,0:02:38.208
And that was the first like, introduction.

0:02:38.208,0:02:39.791
And then

0:02:39.791,0:02:42.750
that was the opportunity for me to connect
you and I between the Ogden Made brand

0:02:42.750,0:02:46.708
and the Ogden Way as a framework for, for
our city's improvement and development.

0:02:47.000,0:02:47.583
Yeah.

0:02:47.583,0:02:51.500
And I'm like, I'm like, Cindy, can you
help me connect with Josh, this guy?

0:02:51.583,0:02:53.083
I want to talk to him. Apparently,
as a neighbor.

0:02:53.083,0:02:55.666
Now, I definitely need to know him. Right?
Yeah.

0:02:55.666,0:02:59.708
And, and we had an awesome talk,
and I got to hear from you

0:02:59.708,0:03:02.708
why you developed the brand,
and I was like, I have to.

0:03:03.041,0:03:05.500
I want to have this guy on the show
because I want the whole community

0:03:05.500,0:03:07.875
to have the kind of experience
that I have with you. Yeah.

0:03:07.875,0:03:09.291
So thanks for being here.

0:03:09.291,0:03:10.291

I appreciate it.

0:03:10.291,0:03:11.541

I appreciate our conversation

0:03:11.541,0:03:14.208

that we had in your office,
and I appreciate being here.

0:03:14.208,0:03:17.333

I think there's lots of good
that can come from this. And,

0:03:18.791,0:03:21.625

you know, I'm happy to answer questions
and open up

0:03:21.625,0:03:26.083

about what I've done, what we do,
and and how this all really goes around.

0:03:26.333,0:03:29.916

Okay.

So, when we met, you talked about

0:03:30.583,0:03:33.166

what it was about Ogden that you loved.

0:03:33.166,0:03:36.208

And and it was interesting because you had
all these different business ventures,

0:03:36.416,0:03:38.291

which you don't have to detail
if you don't want.

0:03:38.291,0:03:39.708

But it's.

0:03:39.708,0:03:42.583

But you kind of landed on this brand
and you just kept doing it,

0:03:42.583,0:03:45.291

not because it's got this big return of

0:03:45.291,0:03:48.250

finances, but yeah, it's
just this thing that you love, right?

0:03:48.250,0:03:49.500

Yeah, I do, I do love it.

0:03:49.500,0:03:52.500

And it hasn't made me a millionaire.

0:03:53.250,0:03:55.291

But I do know it's,

0:03:55.291,0:03:58.291

it's kind of a part of who I am.

0:03:58.583,0:04:00.541

And it's been fantastic.

0:04:00.541,0:04:03.000

But if we kind of rewind a little bit,

0:04:03.000,0:04:06.208

I mentioned just as we were talking
before this all started.

0:04:07.166,0:04:09.500

Ogden is special for a lot of reasons.

0:04:09.500,0:04:12.500

Both sets of my grandparents
lived in Ogden.

0:04:13.875,0:04:16.875
My whole family,
we grew up, the south part of Ogden.

0:04:17.583,0:04:23.666
I was kind of engulfed in a lot of
the sports scene, you know, growing up.

0:04:23.666,0:04:27.416
But Ogden High had some opportunity
to play and participate

0:04:27.416,0:04:29.208
in two sports at Weber State.

0:04:29.208,0:04:32.833
And through all of that,
it's really allowed me

0:04:32.833,0:04:36.500
an opportunity to fall in love
with what Ogden has to offer.

0:04:37.958,0:04:40.958
But that's not even, like,
the biggest reason why

0:04:41.041,0:04:43.791
I stay
and want to be involved in this community.

0:04:43.791,0:04:47.333
I just, throughout my,
I would say more of my adult

0:04:47.333,0:04:50.333
life, really from when I graduated college
until today.

0:04:50.625,0:04:53.083
More has been in

0:04:53.083,0:04:56.083
the special part of Ogden is more about
the people that I've been able

0:04:56.083,0:05:01.083
to rub shoulders with, and the communities
that have been built around

0:05:02.541,0:05:05.875
not like my communities, but like just
the communities that I'm involved with,

0:05:05.875,0:05:09.916
whether it's in the work scene
or just the normal everyday life.

0:05:10.000,0:05:13.583
And I think there's
just as a special thing

0:05:13.583,0:05:16.583
about Ogden and those who

0:05:17.083,0:05:21.166
really grasp on to this city that I don't

0:05:21.583,0:05:26.083
I haven't seen that
you really get many other places.

0:05:26.083,0:05:27.083
I believe they're out there,

0:05:27.083,0:05:31.041
but I haven't really experienced
other places with the city.

0:05:31.458,0:05:34.041
Not that we're huge, but we're not small.

0:05:34.041,0:05:37.250
We're not some salt lake,
but we're not some little farm town out in

0:05:37.875,0:05:40.041
the middle of nowhere.
We're we're a real city.

0:05:40.041,0:05:43.541
And just the the goodness has come from

0:05:44.208,0:05:46.666
this place has been unmatched.

0:05:46.666,0:05:49.666
It's so. It's amazing.

0:05:49.666,0:05:52.000
It is unmatched. Yeah. It's amazing.

0:05:52.000,0:05:55.875
We talk about the sweet spot,
the perfect size.

0:05:56.500,0:06:00.375
This is something that my CAO, Mara
Brown, and I actually say all the time

0:06:00.375,0:06:01.875
where, like, something will come up
and she'll look at me.

0:06:01.875,0:06:03.916
She's like, sweet spot. See?

0:06:03.916,0:06:07.041
We're like the we're like, America's

0:06:08.208,0:06:09.708
smallest big city.

0:06:09.708,0:06:10.083
Yeah.

0:06:10.083,0:06:10.791
And, like,

0:06:10.791,0:06:14.083
we're big enough to be well-resourced
for the big city of our area.

0:06:14.291,0:06:16.708
Yeah. Oh, yeah. But really not a big city.

0:06:16.708,0:06:18.083
You know, Chicago is a big city.

0:06:18.083,0:06:21.083
New York, L.A., those are big cities
like Phoenix is right.

0:06:21.625,0:06:24.625
You know, Salt
Lake City is a bigger city in Utah.

0:06:24.875,0:06:27.875
It's still not a big city
compared to others in the country.

0:06:28.583,0:06:31.583
But my point being that

we're big enough to be resourced

0:06:31.583,0:06:35.750
and to have the diversity
that we do, to have kind of a big city

0:06:35.750,0:06:38.750
feel to it a little bit with bedroom
communities around us.

0:06:39.208,0:06:42.833
But we're small enough to know each other
well, to run into each other,

0:06:43.250,0:06:46.458
to have these small town connections
at times to,

0:06:47.083,0:06:49.083
you know, we have 150 sworn officers.

0:06:49.083,0:06:51.833
I know a lot of those men
and women by name.

0:06:51.833,0:06:54.833
And yeah, I see them,
I recognize them, they recognize me.

0:06:54.875,0:06:57.125
We're like a Salt Lake city
with 600 officers.

0:06:57.125,0:06:59.750
Does it have that same.
You know, I'm saying. Yeah.

0:06:59.750,0:07:02.000
And so but at the same time,
we have a police force

0:07:02.000,0:07:05.666
that has all of the specialized
bureaus of Right, Community

0:07:05.666,0:07:09.458
Policing and Crime Reduction
unit and gang and homicide and so on.

0:07:09.458,0:07:12.541
And so we're well resourced,
but we're small enough to be connected.

0:07:12.541,0:07:15.541
And I think that that is
just a perfect fit for us.

0:07:15.875,0:07:17.250
Right? It makes for

0:07:18.291,0:07:20.666
tapestry and experience for all of us.

0:07:20.666,0:07:23.958
But you, you've
you've had a lot of things in your life

0:07:23.958,0:07:27.666
that have been major blessings,
but also enormous challenges.

0:07:28.125,0:07:29.333
Yeah. And it's been Ogden.

0:07:29.333,0:07:31.625
That's kind of helped you
through that too, right?

0:07:31.625,0:07:31.916

Yeah.

0:07:31.916,0:07:35.583

In in a lot of ways, Ogden,
I really believe

0:07:35.583,0:07:38.583

is made up of the people inside of it,
and those are

0:07:38.583,0:07:41.958

the people who have rallied around us
and have really helped us,

0:07:42.791,0:07:45.791

you know, go from almost survival mode to

0:07:46.375,0:07:47.375

more than survival.

0:07:47.375,0:07:50.541

And, you know,
I got a lot of gratitude and,

0:07:50.541,0:07:53.666

and thanks to give for a lot of people
who've helped us along the way.

0:07:54.583,0:07:58.125

So you

you are the father of two, three, three.

0:07:58.333,0:08:01.250

Yeah. Ages. Yeah.

They're all spring babies.

0:08:01.250,0:08:03.541

So they're almost that.

0:08:03.541,0:08:06.291

Are almost eight,
almost seven and almost four.

0:08:06.291,0:08:09.291

That's smart, you don't interfere
with the fall hunt, right?

0:08:10.458,0:08:11.791

No, I don't participate in the fall.

0:08:11.791,0:08:13.458

But I wouldn't mind it.

0:08:13.458,0:08:16.458

I do it, I got a fall, baby,
so that's relevant for me. But,

0:08:18.916,0:08:21.333

then you've had
you've got some challenges in your family.

0:08:21.333,0:08:22.125

You've got a son.

0:08:22.125,0:08:23.791

The cutest kid in the world.

0:08:23.791,0:08:26.750

Yeah, right. He's. He's special needs.

0:08:26.750,0:08:31.791

And, And you've also had some tragedies
with with your daughter, right?

0:08:31.791,0:08:32.583

Been through some stuff?

0:08:32.583,0:08:34.583
Yeah, we've had some some big accidents

0:08:34.583,0:08:38.583
that we've prevailed from,
but they were super difficult at the time.

0:08:38.583,0:08:40.958
I mean, there's hardship
in a lot of different ways.

0:08:40.958,0:08:43.583
And, you know, family members
who aren't here anymore.

0:08:43.583,0:08:45.875
That should be, in my opinion.

0:08:45.875,0:08:48.166
But, you know, there's

0:08:48.166,0:08:48.916
there's a bigger picture.

0:08:48.916,0:08:51.500
There's a bigger plan out there
that I'm not essentially aware of.

0:08:51.500,0:08:53.916
And, you know, here we got to figure out

0:08:55.250,0:08:56.833
how to keep going, right.

0:08:56.833,0:09:00.458
So tell me tell me what it is
the Ogden Made brand means to you.

0:09:01.083,0:09:04.083
Like, what was what were the values
and the things specifically that,

0:09:05.541,0:09:07.208
like, inspired you to create it?

0:09:07.208,0:09:11.083
So in those early years,

0:09:14.833,0:09:17.083
I'll just
I'll just be a little transparent.

0:09:17.083,0:09:20.625
Not that I had anything to hide,
but I actually worked for Ogden Made,

0:09:20.958,0:09:21.916
so I didn't.

0:09:21.916,0:09:24.708
I was not the creator of Ogden Made,
and I.

0:09:24.708,0:09:25.666
That's not something I hide.

0:09:25.666,0:09:27.958
That's not anything. That's a big secret.

0:09:27.958,0:09:30.708
I actually had a few friends
buy Ogden Made

0:09:30.708,0:09:34.250
from the company we worked for
and it was great.

0:09:34.250,0:09:35.666

It was very small.

0:09:35.666,0:09:38.750

It was at a very introductory stage of

0:09:38.750,0:09:41.833

what Ogden Made was who was becoming.

0:09:41.833,0:09:43.416

But, we kind of ran a,

0:09:44.458,0:09:45.500

a promotion.

0:09:45.500,0:09:48.916

Where a lot of people in Ogden

0:09:50.000,0:09:52.125

really grasp on to the idea,

0:09:52.125,0:09:55.125

and it was really just set around merch
and different things like that.

0:09:55.125,0:10:01.000

So it was fun for people years and years
ago to just wear an Ogden Made shirt.

0:10:01.000,0:10:04.583

As the years went on,
it became more than just

0:10:05.000,0:10:08.125

selling a shirt to make a buck,
selling a hat to make a buck.

0:10:09.208,0:10:11.666

And as I think as I've grown and develop

0:10:11.666,0:10:14.666

into, you know, who I am
today, it's become.

0:10:14.666,0:10:17.666

And this happened years ago,
but it's really become

0:10:17.750,0:10:20.541

something to

0:10:20.541,0:10:25.000

walk around with a sense of pride,
because I believe Ogden is different,

0:10:25.166,0:10:30.000

and I believe Ogden is special
and a lot of people haven't.

0:10:30.375,0:10:32.500

They grasp on to Ogden
made in different ways.

0:10:32.500,0:10:34.541

And I think that's totally okay for me.

0:10:34.541,0:10:38.625

Like, I'm from here,
but that's not what Ogden made, is to me.

0:10:39.041,0:10:40.708

Ogden made is

0:10:40.708,0:10:43.708

almost a little bit about your story,
and I don't know if you've shared it, but,

0:10:43.916,0:10:47.625

you know, you really came to Ogden in your

college years play football here, right?

0:10:48.000,0:10:50.833

Met your wife decided
to raise a family here and stay here.

0:10:50.833,0:10:54.666

Now, I don't know how many years later,
but you're a year into your--

0:10:54.916,0:10:55.833

almost 30 years here.

0:10:55.833,0:10:59.625

Time as mayor, you know,
and you're no different

0:10:59.750,0:11:03.791

from what Ogden Made is than I am,
even though I'm 37 years and I was born

0:11:03.791,0:11:08.000

and raised here, and I have everything
Ogden made around me.

0:11:08.541,0:11:13.750

But what Ogden Made is, is a sense
of belonging to a group of people,

0:11:13.750,0:11:16.750

a community that help each other

0:11:16.750,0:11:19.916

really thrive and progresses into the,

0:11:21.083,0:11:24.083

I mean, become better people and.

0:11:26.416,0:11:27.708

Really taking

0:11:27.708,0:11:30.541

ownership and enjoying what's around us.

0:11:30.541,0:11:33.541

And I just there's
just too much good around us for there.

0:11:33.541,0:11:34.958

I mean, there's lots of different aspects

0:11:34.958,0:11:36.708

of Ogden
that a lot of people can grasp on too.

0:11:36.708,0:11:38.000

But yeah, there's a lot of good

0:11:38.000,0:11:40.375

that people can grasp on to,
and it's just a special place.

0:11:40.375,0:11:42.458

You know, my my communications
director, Mike McBride,

0:11:42.458,0:11:45.166

one of the things that he loved
that I was writing early on when I was

0:11:45.166,0:11:48.166

I kept putting iterations to him
like a million and

0:11:48.833,0:11:51.833

but one of them,
one of the things that I said, and it was,

0:11:52.125,0:11:55.041
there's room for personal interpretation
within the Ogden way and,

0:11:55.041,0:11:58.583
and and growing up and living and working
here, serving here.

0:11:59.083,0:12:00.125
He loved it because he's like,

0:12:01.250,0:12:02.375
everybody understands what it means,

0:12:02.375,0:12:05.000
but everybody kind of comes in it
with just a little different view.

0:12:05.000,0:12:05.375
Yeah.

0:12:05.375,0:12:08.958
And that's the tapestry of all of our
diversity in our context in the city.

0:12:09.833,0:12:12.833
But when I first came here
on a recruiting visit to play football,

0:12:13.791,0:12:16.583
I had actually already committed
to play at Montana State University.

0:12:16.583,0:12:17.541
I gave him a verbal commitment.

0:12:17.541,0:12:19.375
That?? kinda like a rival right?

0:12:19.375,0:12:21.125
You know, it's a little bit now.

0:12:21.125,0:12:23.958
Yeah, but I don't
I don't know, just for Weber State.

0:12:23.958,0:12:26.041
I don't deeply loathe them like I do
the Griz

0:12:26.041,0:12:27.916
that's, That's fair,
that's they're the Grizzlies are more.

0:12:27.916,0:12:30.666
Yeah yeah yeah yeah yeah okay
I cannot stand the Griz.

0:12:30.666,0:12:32.833
Like that's an Ogden thing.

0:12:32.833,0:12:35.125
It's never
we never want to lose them right.

0:12:35.125,0:12:36.958
Whatever sport it is
it doesn't matter right.

0:12:36.958,0:12:38.750
Yeah. Yeah we'll get to that. We

0:12:40.333,0:12:42.083
But I

0:12:42.083,0:12:46.083
remember I flew to Montana
State in my whole recruitment there.

0:12:46.083,0:12:46.833

They had my major.

0:12:46.833,0:12:48.500

They had the winning Moore
winning program.

0:12:48.500,0:12:51.500

They had all of the checked
all the boxes on paper.

0:12:51.791,0:12:53.500

And then I flew straight to here.

0:12:53.500,0:12:56.208

Then I was supposed to go from here
to Idaho State.

0:12:56.208,0:12:59.208

And it was really kind of had come down
to those three options for me.

0:13:00.041,0:13:04.250

And I told the coaches
before I left Montana, it's it's a lock.

0:13:04.250,0:13:06.708

You guys are
you're checking every box. Right.

0:13:06.708,0:13:08.833

And that's the rational thinking. Yeah.

0:13:08.833,0:13:11.708

And I came to Weber State
and they had almost they had just about

0:13:11.708,0:13:14.958

dropped their football program prior
really struggling financially.

0:13:15.541,0:13:18.041

Had some up years and some down years.

0:13:18.041,0:13:20.916

Right.

The facilities were nowhere near as nice.

0:13:20.916,0:13:23.333

They weren't sponsored by by Nike.

0:13:23.333,0:13:25.791

They were sponsored by pony.
And it's like, who wears ponies anymore?

0:13:25.791,0:13:30.041

You know, the the weight room was tiny,
compared to the one there.

0:13:30.041,0:13:31.333

And they didn't have my major yet.

0:13:31.333,0:13:33.208

All of those things,
they didn't have any of them.

0:13:33.208,0:13:35.500

And I went home and I and I canceled
my trip to Idaho State

0:13:36.500,0:13:39.208

and I told my
parents, I said, I'm going to Weber State.

0:13:39.208,0:13:42.208

And they're like,
oh, that came out of nowhere, why?

0:13:42.250,0:13:45.041
And I go, I don't know why,

0:13:45.041,0:13:48.041
but I think it's what I felt
when I was here.

0:13:48.083,0:13:50.625
I just like, I don't know,
but I feel like that's where I need to be.

0:13:50.625,0:13:52.541
Yeah, and that's Ogden.

0:13:52.541,0:13:57.000
We're like, such a welcoming place,
you know, we embrace people here.

0:13:57.208,0:14:00.125
There's each other and that's

0:14:00.125,0:14:02.708
that's part of, like, being Ogden Made.

0:14:02.708,0:14:04.791
Yeah.
When you're embraced by your friends

0:14:04.791,0:14:06.958
and your neighbors
and people who don't even know you,

0:14:06.958,0:14:09.958
but they still reach out and embrace
and help you like

0:14:10.333,0:14:14.000
you're made different
when you are raised like that, right?

0:14:14.208,0:14:17.208
Yeah. So that

0:14:17.500,0:14:21.333
that's what I've, I've recognized the very
first time I set foot in the city.

0:14:22.250,0:14:27.875
So yeah, I think not that other places are
ignorant or rude or anything, but I do.

0:14:28.083,0:14:31.916
I do feel like
the people in Ogden are kind. Yes.

0:14:32.041,0:14:33.916
And they're very welcoming and open.

0:14:33.916,0:14:39.291
And regardless of backgrounds and color
and anything else, I think it's a really a

0:14:39.708,0:14:44.166
a place of welcoming arms and hearts
that allow people in.

0:14:44.166,0:14:49.291
And,
yeah, just really full of great people.

0:14:49.291,0:14:52.750
And I think that's been a huge blessing,
you know, being the owner of Ogden Made.

0:14:52.750,0:14:56.208
And I've had opportunities to meet
a lot of people in a lot of different

0:14:56.208,0:15:01.083
aspects of the
the city help in different businesses.

0:15:01.083,0:15:05.166
And, it's been really fun
getting to know a lot of people

0:15:06.041,0:15:10.166
and just seeing how good so many of them
are, right?

0:15:10.541,0:15:11.125
Yeah.

0:15:11.125,0:15:14.708
You know, and there'll be somebody
listening or watching saying, oh, there's

0:15:16.166,0:15:17.166
you know, we're not naive.

0:15:17.166,0:15:18.833
We know that there are challenges out
there.

0:15:18.833,0:15:21.250
Yeah. We're not ignoring that.

0:15:21.250,0:15:25.791
But there is a mindset of seeing the good
instead of focusing on the bad.

0:15:26.083,0:15:27.125
Right?

0:15:27.125,0:15:28.583
Yeah.
That's a good mindset in my opinion.

0:15:28.583,0:15:31.083
To me too is a mindset of abundance.

0:15:31.083,0:15:34.541
But it also just has a better,
more happy and fulfilling life.

0:15:35.583,0:15:38.125
It doesn't mean that
you ignore the challenges around us.

0:15:38.125,0:15:41.125
No you can't, but it does mean that
you recognize the the

0:15:41.291,0:15:45.166
the beauty around you
and you get to work fixing the challenges.

0:15:45.291,0:15:47.416
Yeah. Addressing them. Right. Yeah.

0:15:47.416,0:15:50.750
So I feel like we have a really gritty
blue collar

0:15:50.750,0:15:52.375
roll up our sleeves, like do the work.

0:15:52.375,0:15:55.041
We're not ashamed of getting our hands
dirty here at all.

0:15:55.041,0:15:57.375
I think there's tons of honor in that.

0:15:57.375,0:15:58.375

They're doing the work.

0:15:58.375,0:16:00.541

Life satisfaction, tons of satisfaction.

0:16:00.541,0:16:02.541

And that's where we got a guest.

0:16:02.541,0:16:08.083

John Watson and Steve Peterson
for from the My Hometown Ogden program.

0:16:08.458,0:16:12.166

And they say that you you get to know
each other best when you serve together.

0:16:12.375,0:16:13.083

Yeah. Right.

0:16:13.083,0:16:14.000

And it's true.

0:16:14.000,0:16:15.166

Yeah. No doubt it's true.

0:16:15.166,0:16:16.875

And I think that this service is what,

0:16:19.000,0:16:20.708

wrapping ourselves in service.

0:16:20.708,0:16:21.625

Right.

0:16:21.625,0:16:24.333

We're making ourselves and Ogden made.

0:16:24.333,0:16:26.625

Yeah. When we serve and give and build.

0:16:26.625,0:16:28.250

Don't you think? Yeah.

0:16:28.250,0:16:29.208

No, absolutely.

0:16:29.208,0:16:30.916

There's there's not a better way.

0:16:30.916,0:16:33.916

And I think to serve you,
you have to roll up your sleeves.

0:16:34.125,0:16:35.833

You have to get your hands dirty.

0:16:35.833,0:16:37.875

And there's lots of different ways
to do that, right.

0:16:37.875,0:16:40.375

Figuratively, literally.

0:16:40.375,0:16:43.375

But really, if you want to.

0:16:44.166,0:16:44.791

Be a part.

0:16:44.791,0:16:46.791

And and I think one thing
that's really cool,

0:16:46.791,0:16:49.791

I think there's a lot of people in Ogden
who want to do that,

0:16:49.875,0:16:52.875

who want to get involved,
who want to volunteer for

0:16:53.333,0:16:55.500
the marathon or different events or help

0:16:55.500,0:16:58.500
downtown, or help in so many capacities

0:16:58.875,0:17:04.208
to improve this place
that we that so many 90,000 of us

0:17:04.208,0:17:08.583
call home, because it's a lot of people
stay here for a lot of good reasons.

0:17:10.125,0:17:11.083
I mean, I'm

0:17:11.083,0:17:14.875
one of them, you know,
I feel like I just just bought my forever

0:17:14.875,0:17:17.875
home, and I'm super excited
about staying here for.

0:17:19.541,0:17:20.833
Forever, I guess.

0:17:20.833,0:17:21.375
Right.

0:17:21.375,0:17:21.833
Yeah.

0:17:21.833,0:17:25.875
Well, I think I'm in my last home now.

0:17:25.875,0:17:26.583
My forever home.

0:17:26.583,0:17:29.541
But I think we're going to retire
in a different home.

0:17:29.541,0:17:33.375
Yeah, just because ours is,
I think our kids are going to need ours.

0:17:34.333,0:17:36.458
Well, yeah.

0:17:36.458,0:17:39.875
Future will never know what I know
now, but I want to.

0:17:40.208,0:17:41.750
I want to talk about our neighborhood.

0:17:41.750,0:17:42.166
Yeah.

0:17:42.166,0:17:45.166
I've never talked about it on this show,

0:17:45.375,0:17:48.541
but it it to me is also an Ogden
made element and an Ogden way.

0:17:48.833,0:17:52.041
Is, we lived in a neighborhood
just a little to the north

0:17:52.041,0:17:57.083
of where we are, and we had two young kids
at the time just a toddler.

0:17:57.083,0:18:00.208
And, just just running around,
breaking everything.

0:18:00.208,0:18:02.000
We were exhausted,
you know? You know, this phase,

0:18:03.291,0:18:06.291
and they're
like three and five or so, and,

0:18:07.333,0:18:09.291
and we were kind of
in an older, more established,

0:18:09.291,0:18:12.291
older money,
older families area of our neighborhood.

0:18:12.750,0:18:16.083
And we moved just a little to the south,
and we suddenly found ourselves

0:18:16.083,0:18:18.583
going, you're trying to get closer
to the grade school we wanted to be in.

0:18:18.583,0:18:19.333
Yeah.

0:18:19.333,0:18:22.541
And, we suddenly found ourselves
amongst a lot of young families,

0:18:23.166,0:18:25.666
and there was an immediate

0:18:25.666,0:18:26.833
arms wrapped around us.

0:18:26.833,0:18:28.500
Yeah, like

0:18:28.500,0:18:30.750
door knock, neighbors
introduce themselves.

0:18:30.750,0:18:32.791
Welcomed us. Right.

0:18:32.791,0:18:36.291
Summer soon rolled around and we had the.

0:18:36.291,0:18:39.291
Is it like the first Sunday of the month
where we do the neighborhood walkabouts?

0:18:39.500,0:18:39.916
Right.

0:18:39.916,0:18:42.333
Those are organized by the church,
but they always,

0:18:42.333,0:18:44.083
you know, and we're not members
of the church, but we're,

0:18:45.166,0:18:46.541
we're

0:18:46.541,0:18:47.833
we're family.

0:18:47.833,0:18:48.791
We're neighbors. Yeah.

0:18:48.791,0:18:49.625
And we get invited.

0:18:49.625,0:18:51.666
And no one ever pressures anything on us.

0:18:51.666,0:18:53.041
No one ever pushes anything on us.

0:18:53.041,0:18:56.041
They just want us to be invited
and around.

0:18:56.583,0:18:59.500
That's the area we live, right? Yes.

0:18:59.500,0:19:01.916
That is exactly the neighborhood
we live in.

0:19:01.916,0:19:04.125
In the.

0:19:04.125,0:19:05.958
When you moved in, did you feel that?

0:19:05.958,0:19:06.291
Yeah.

0:19:06.291,0:19:09.708
And I, I mean, we moved in shortly
before Thanksgiving.

0:19:11.541,0:19:14.916
We didn't live very far,
which was also a great neighborhood.

0:19:14.958,0:19:16.541
We were very welcomed there.

0:19:16.541,0:19:20.958
But yeah, this, this, this section of
the area is, is a little different.

0:19:20.958,0:19:23.333
There's a lot more families, more.

0:19:23.333,0:19:24.166
They're a little ahead of us.

0:19:24.166,0:19:27.166
I feel like we're on the younger
side of the families, but,

0:19:27.833,0:19:29.041
Yeah, I mean, people caught

0:19:29.041,0:19:32.166
wind of us moving
and we started getting invited in

0:19:32.166,0:19:36.000
and welcomed into the neighborhood before
we were even part of the neighborhood.

0:19:36.708,0:19:39.541
And that's that's meant a lot. Yeah.

0:19:40.625,0:19:42.166
And it's continued.

0:19:42.166,0:19:44.000
It wasn't a one time thing.

0:19:44.000,0:19:47.333
It started months before we moved in
and it happened.

0:19:47.875,0:19:50.875

Honestly,

the last experience I had was last night.

0:19:51.083,0:19:53.416

The neighborhood called and it was simple.

0:19:53.416,0:19:56.416

It was just some guys

I didn't even know very well.

0:19:56.416,0:19:58.208

They invited me to play basketball.

0:19:58.208,0:20:01.875

I don't even play basketball,
but I thought it was so cool

0:20:01.875,0:20:06.833

that people are willing to take others
and then and welcome in into

0:20:07.583,0:20:10.583

a new situation and around new people,

0:20:10.583,0:20:14.000

and to meet others
that you're not well acquainted with.

0:20:14.000,0:20:17.458

But people are so willing
and open to bring new people

0:20:17.458,0:20:22.458

into their groups and their neighborhoods
and their communities that I think that

0:20:22.708,0:20:26.750

that encompasses
a lot of who people are here.

0:20:26.875,0:20:27.166

Yeah.

0:20:27.166,0:20:29.000

Well,

I didn't notice you limping on the way in,

0:20:29.000,0:20:30.583

so I'm glad you didn't get hurt playing
church ball.

0:20:30.583,0:20:34.833

I took a little easy, I knew I well,
I actually had a big, and went hiking

0:20:34.833,0:20:37.875

up, Maylands in the fresh snow
with, one of our team members.

0:20:37.875,0:20:40.333

So that was more important
than getting hurt in basketball.

0:20:40.333,0:20:42.208

All right,

so you're sore, but for different reasons.

0:20:42.208,0:20:45.083

Yeah, I got, I got yeah, my legs are a
little sore, but it's not for basketball.

0:20:46.583,0:20:48.375

Do you wanna hear a cool story
about our neighborhood?

0:20:48.375,0:20:48.750

Yeah.

0:20:48.750,0:20:52.666

This is this is, the best example
I can think of just in the moment.

0:20:52.875,0:20:55.125

And to guarantee I'll think of more.

0:20:55.125,0:20:57.083

But, how the neighborhood

0:20:57.083,0:21:00.000

supported me and my family.

0:21:00.000,0:21:02.291

So in 2020, during the pandemic,

0:21:02.291,0:21:05.291

I was coaching flag football.

0:21:05.666,0:21:09.375

And we had this great set of kids,
and my daughter's on the,

0:21:09.375,0:21:12.375

the boys team and, and I was teacher
coaching this,

0:21:13.416,0:21:17.083

you know, tackling drill on the fly,
just breaking down and how to move

0:21:17.083,0:21:20.625

laterally and, and, you know, tackling
angle, cut off angles and stuff.

0:21:21.208,0:21:24.083

And I don't know where I frickin
ruptured my Achilles.

0:21:24.083,0:21:24.875

And it was loud.

0:21:24.875,0:21:27.458

The kids, just little kids, poor kids.

0:21:27.458,0:21:29.166

Heard it till this day.

0:21:29.166,0:21:31.916

They told me that I, they can????t
get that sound out of their mind.

0:21:33.041,0:21:36.250

But, one of the dads took me to the E.R..

0:21:36.416,0:21:38.416

It's ruptured.

You have to get it fixed, etc..

0:21:38.416,0:21:40.083

So some time goes on.

0:21:40.083,0:21:43.166

I get my surgery, I'm having complications
post-surgery,

0:21:43.666,0:21:44.833

worst injury I ever went through.

0:21:44.833,0:21:47.041

But I ended up having, a ton of pain.

0:21:47.041,0:21:49.416

And I just thought, well, pain is pain.

0:21:49.416,0:21:52.291

And,
one of my neighbors names Crit Ardema.

0:21:52.291,0:21:54.500
You know?

0:21:54.500,0:21:56.375
Crit???s helped me.

0:21:56.375,0:21:58.666
Crit's one of the best people
I've ever met in my entire life.

0:21:58.666,0:21:59.000
Right?

0:21:59.000,0:22:02.000
He is. So,

0:22:03.000,0:22:06.083
I at the time of that project,
I was working on

0:22:06.708,0:22:09.208
finishing my garage

0:22:09.208,0:22:10.250
amount of workshop and stuff.

0:22:10.250,0:22:13.041
I like to do a lot of tools and stuff,

0:22:13.041,0:22:15.208
and, I wasn't done

0:22:15.208,0:22:18.000
when the injury happened, but

0:22:18.000,0:22:19.166
setbacks happen you got to keep working.

0:22:19.166,0:22:20.833
So I had one of those little carts we got.

0:22:20.833,0:22:23.250
Yeah, I'm on my knee, you know. Yeah.

0:22:23.250,0:22:27.125
And, I was I had an entire sheet
of sheetrock, and I was on my cart,

0:22:27.875,0:22:29.916
and I was just moving it over
from my truck to go.

0:22:29.916,0:22:30.625
I mean that's talent dude.

0:22:30.625,0:22:33.041
You know, it was it was a mess. Right.

0:22:33.041,0:22:36.041
But I was in a boatload of pain,
and I didn't know why.

0:22:36.625,0:22:38.166
I was just trying to get through it.

0:22:38.166,0:22:40.458
And Crit was jogging by with his dog,
Rosie.

0:22:40.458,0:22:41.333
Yeah.

0:22:41.333,0:22:42.708
And he saw me. He's like, dude,
what are you doing?

0:22:42.708,0:22:42.916

You know?

0:22:42.916,0:22:45.916

And he jumps over and helps me with this
sheet rock and like, hey, thanks, man.

0:22:45.916,0:22:47.875

He's like, man, you don't look,
are you okay?

0:22:47.875,0:22:50.791

You know, like, he could look at me
and so Crit???'s a doctor.

0:22:50.791,0:22:52.041

Yeah, I should, I should add,

0:22:54.250,0:22:56.958

I go, oh my
gosh, man, I haven't slept in weeks. Man.

0:22:56.958,0:22:58.416

The pain's just off the charts.

0:22:58.416,0:23:01.000

I'm surprised. He goes
let me take a peek real quick.

0:23:01.000,0:23:04.375

And he took one look at my leg and he was
like, you have to go to the ER right now.

0:23:05.000,0:23:06.166

Right now.

0:23:06.166,0:23:11.250

And I went and I had a blood clot
and it ended up I've got lifelong damage.

0:23:11.250,0:23:13.083

Nerve damage, permanent in my leg.

0:23:13.083,0:23:16.166

And it felt like this is the worst pain
I've ever been.

0:23:16.166,0:23:19.166

Yeah, I was having these dreams
of Civil War era dreams.

0:23:19.166,0:23:21.083

We were cutting my leg off,
and it was such a relief.

0:23:21.083,0:23:22.875

That's how much pain.

0:23:22.875,0:23:25.458

Yeah that's hard. And it was,

0:23:25.458,0:23:28.250

But I wouldn't have known that,
and I, I was I could have died

0:23:28.250,0:23:31.000

if I didn't have a neighbor
running by asking about me.

0:23:31.000,0:23:32.083

How am I? Yeah.

0:23:32.083,0:23:34.041

Seeing me struggling and running over

0:23:34.041,0:23:36.125

or dropping

what he's doing, saying my dog can wait.

0:23:37.208,0:23:38.375
I have a neighbor that needs me.

0:23:38.375,0:23:39.916
That needs help, right?

0:23:39.916,0:23:42.875
Yeah. So he saved my life for one.

0:23:42.875,0:23:45.875
But, out of nowhere.

0:23:46.291,0:23:49.291
And this is where the neighborhood
really kicks butt man.

0:23:49.291,0:23:52.291
A whole crew of guys
showed up at my house,

0:23:53.333,0:23:58.041
and they hung all the sheetrock
they had for me, like, yeah,

0:23:59.083,0:24:02.083
all I had to do was mud and tape
after that, you know, like,

0:24:02.291,0:24:03.708
that's the kind of neighbor we live in.

0:24:03.708,0:24:04.791
And I didn't ask for that.

0:24:04.791,0:24:08.500
Yeah, they just showed up
and I didn't have enough sheetrock.

0:24:08.500,0:24:10.166
They brought it.

0:24:10.166,0:24:12.083
I didn't have enough screws.
They brought the right screws.

0:24:12.083,0:24:14.625
Yeah. You know the shims.
They brought the shims.

0:24:14.625,0:24:17.208
That's the kind of people we live around.
Yeah.

0:24:17.208,0:24:21.750
And I, I'm going to add to that because
I've, I've felt that from multiple people.

0:24:22.250,0:24:24.000
People just up from Crit.

0:24:24.000,0:24:26.333
And I got stories as well.

0:24:26.333,0:24:31.416
But I, I do think our neighborhood
special, I'll give you that.

0:24:32.166,0:24:34.000
But I've lived in a few different ones.

0:24:34.000,0:24:36.791
I grew up in the same neighborhood
with my parents.

0:24:36.791,0:24:40.291
Nobody make fun of me, but I lived there

0:24:40.416,0:24:43.416
through the time
I graduated college, and I.

0:24:43.416,0:24:45.250
It was it was. I'm grateful for it.

0:24:45.250,0:24:49.000
They allowed me an opportunity
to kind of be done with school.

0:24:49.000,0:24:52.125
Debt free after some of the scholarships,
and it was super helpful. But

0:24:53.500,0:24:55.500
there's people like that,

0:24:55.500,0:24:58.333
I believe, everywhere,
and I think we've experienced it early

0:24:58.333,0:25:01.333
in our in our marriage,
in our first home that we bought,

0:25:01.916,0:25:05.041
we've lived in three
now in our ten years.

0:25:05.041,0:25:09.000
But, I felt that
and there's just so many people

0:25:09.000,0:25:12.958
willing to make sure people are doing
okay.

0:25:13.958,0:25:16.958
And like, that's a big part of.

0:25:18.291,0:25:21.125
What we want to encompass
our, our brand around.

0:25:21.125,0:25:24.375
And I think it connects
well with the Ogden way as well.

0:25:24.958,0:25:27.833
There's just more ways to survive

0:25:27.833,0:25:32.125
and thrive in this world
than trying to do it by yourself.

0:25:32.125,0:25:34.333
And I think if you really want to thrive,

0:25:34.333,0:25:37.333
you've kind of got to put yourself out
there, but also be willing to

0:25:37.625,0:25:39.291
you got to be willing
to help other people,

0:25:39.291,0:25:42.291
and you have to be willing
to have other people help you.

0:25:42.541,0:25:48.000
And I think that's a big way for all of us
to really push forward, because and

0:25:48.958,0:25:51.458
you never really know what you're going

to experience in life,

0:25:51.458,0:25:55.041
and it's the people around you
that are going to get you through

0:25:55.041,0:25:59.250
tough times and get you
staying on your feet or back up

0:25:59.250,0:26:04.708
onto your feet, or, you know, going from a
walk to a run in life scenarios.

0:26:04.708,0:26:09.125
And yeah, I think it's important
that it's cool that the people we have.

0:26:09.125,0:26:12.125
But I think it's also important to try and

0:26:12.416,0:26:16.125
get yourself to a point that you can be
that for somebody else as well.

0:26:17.000,0:26:20.541
You know, Crit for your,
in your example, like, how could you

0:26:21.083,0:26:24.583
maybe not save someone's life
but hang a piece of sheetrock,

0:26:24.958,0:26:29.208
do someone's yard and spend time
with, the old lady down the road?

0:26:29.708,0:26:32.416
You know,
she wants to visit as well, right?

0:26:32.416,0:26:35.708
And I think there's a lot of that
that actually goes on.

0:26:35.708,0:26:36.916
And the cool part is, is

0:26:36.916,0:26:40.458
I think there's a lot of humility and,
and people around here that,

0:26:41.375,0:26:44.708
they're not going to go
share their story on Instagram

0:26:44.708,0:26:47.916
or whatever to boast about the,
the good people that they are.

0:26:48.833,0:26:50.083
You just you said some

0:26:51.083,0:26:52.083
significant some

0:26:52.083,0:26:55.083
that we don't talk enough about here
and I want to

0:26:55.375,0:26:59.083
I want to expand on you said can you be
willing to let other people help you?

0:26:59.083,0:27:02.083
Yeah, we talked a lot about helping others
here.

0:27:02.375,0:27:05.541
We've never we don't talk a lot
about letting other people help you.

0:27:06.375,0:27:08.208
And that's important.

0:27:08.208,0:27:11.208
I mean, we because we want to make sure
that we're taking ownership of our own

0:27:11.625,0:27:14.833
situation and our accountability
for ourselves and doing the work

0:27:15.208,0:27:18.208
for ourselves
while lifting those around us.

0:27:18.333,0:27:22.291
But if you're doing those things,
sometimes you need to be lifted.

0:27:22.833,0:27:24.458
Yeah, right. Yeah.

0:27:24.458,0:27:25.625
That's powerful.

0:27:25.625,0:27:28.625
So the humility to allow others
to serve you

0:27:28.666,0:27:30.375
when you're in your time of need, right?

0:27:30.375,0:27:31.333
Yeah.

0:27:31.333,0:27:34.916
So I do actually remember feeling guilty
about those guys hanging that sheetrock.

0:27:35.125,0:27:36.166
Yeah.

0:27:36.166,0:27:39.041
I, I, I felt those same things.

0:27:39.041,0:27:41.250
Yeah. That I, I'm a man.

0:27:41.250,0:27:42.291
You know, I got to be tough.

0:27:42.291,0:27:44.291
I got to be able to do things on my own.

0:27:44.291,0:27:46.833
And honestly,
it wasn't until pretty recent

0:27:46.833,0:27:50.041
that I had a mind switched in in that.

0:27:50.083,0:27:51.625
And that's just in personal life,

0:27:51.625,0:27:54.708
but that's also in business
and in a lot of different ways.

0:27:55.291,0:27:55.791
You know, you

0:27:57.000,0:27:57.583
try not to be

0:27:57.583,0:28:00.583
arrogant and boastful
and things like that, but you

0:28:01.541,0:28:04.541
there's a there's that old saying
if you want to go fast, go alone,

0:28:04.666,0:28:07.166
but if you want to go far,
you got to go together.

0:28:07.166,0:28:07.666
Right?

0:28:07.666,0:28:11.500
And those people that are, there's
a lot of people willing to help you.

0:28:11.875,0:28:12.166
Yeah.

0:28:12.166,0:28:15.500
And if it if it's you or me
or anybody else, there's people out there

0:28:15.500,0:28:20.041
that are willing to help you
and sometimes we get in our own way.

0:28:20.416,0:28:22.791
I think there's, there's many people.

0:28:22.791,0:28:27.833
And so like I said, and I think
around the time shortly before we moved

0:28:27.833,0:28:32.583
in, it was kind of this mind shift of me
and I, since my mind shift.

0:28:32.583,0:28:36.166
It's been amazing
how many times I've seen people

0:28:36.583,0:28:39.583
willing to help me in the neighborhood
a lot.

0:28:39.916,0:28:42.833
But honestly,
I witnessed it. This morning.

0:28:42.833,0:28:46.291
I went out hiking with a guy
who's helped me at Ogden Made.

0:28:46.333,0:28:49.333
He's not full time, but he's fantastic.

0:28:49.750,0:28:51.833
He's elite in a lot of ways.

0:28:53.083,0:28:55.333
And he's

0:28:55.333,0:28:58.083
we started talking about Ogden Made
and just some different things

0:28:58.083,0:29:02.166
and I allowed myself
just to listen and hear him

0:29:03.583,0:29:05.833
not being the guy who knows everything.

0:29:05.833,0:29:08.250

Right? It's my brand. I know it all right now.

0:29:08.250,0:29:10.125
I put myself in a position to listen.

0:29:10.125,0:29:14.833
And the things he had to say coming down off the mountain, I think, are

0:29:14.833,0:29:19.583
going to be so beneficial to what we start doing for the rest of 2025.

0:29:19.916,0:29:21.041
So stay tuned.

0:29:21.041,0:29:21.916
Good things coming.

0:29:21.916,0:29:24.916
That's right. But

0:29:26.000,0:29:28.708
he's willing to help do so many different

0:29:28.708,0:29:31.791
things and expects no compensation.

0:29:32.541,0:29:34.708
And I just like

0:29:34.708,0:29:37.041
I don't believe that happens everywhere.

0:29:37.041,0:29:38.958
I think those people exist all over.

0:29:38.958,0:29:41.958
But I think there's so many of those type of people that are,

0:29:42.500,0:29:45.500
you know, he sees an opportunity

0:29:45.791,0:29:50.125
more for me in the brand than himself, and he's willing to do things.

0:29:50.791,0:29:55.125
And, you know, I told him, everything will be squared

0:29:55.125,0:29:56.625
if you if you're going to help out and do things.

0:29:56.625,0:30:00.583
But the willingness to help with honestly no

0:30:00.583,0:30:04.791
expectations in return, I thought is there's so much of that.

0:30:04.791,0:30:08.875
But I think it's also a position of where we have to get ourselves

0:30:09.166,0:30:10.625
individually to because,

0:30:11.583,0:30:13.541
you know, two years ago,

0:30:13.541,0:30:16.958
I don't know if I would have been in a position to accept

0:30:18.708,0:30:23.375
help like that or accept help
because the home we moved into was

0:30:23.375,0:30:26.458
it was vacant, it was kind of rundown
and the inside was okay.

0:30:26.458,0:30:31.375
About the yard is a lot
and I I've had the neighborhood to 2

0:30:31.375,0:30:33.708
or 3 different times and it's been winter,
so it's been kind of hard.

0:30:33.708,0:30:37.458
But just the willingness to come
over and help clean up.

0:30:38.333,0:30:40.625
Like it's a huge undertaking by yourself.

0:30:40.625,0:30:43.333
But when you have ten people things
go quick.

0:30:43.333,0:30:46.333
Yeah.
But allowing like I could do it all right.

0:30:46.333,0:30:51.250
But allowing others in
is a cool part of you know this.

0:30:51.375,0:30:54.125
Okay. So let me ask you this.

0:30:54.125,0:30:56.625
Have you done the same thing for anybody
in your neighborhood too?

0:30:56.625,0:30:59.958
For them. Yeah. And I knew you did. Yeah.

0:31:01.666,0:31:02.250
I think it's

0:31:02.250,0:31:05.250
easier
to do when people are doing it to you.

0:31:05.333,0:31:08.250
And I.

0:31:08.250,0:31:11.625
I love being a dad
and I think there's specific things,

0:31:11.625,0:31:16.000
as a dad you need to pass on to your kids
and younger generations.

0:31:16.000,0:31:19.000
You know, I, I also coach soccer
and I absolutely love it.

0:31:19.125,0:31:21.000
But it's not always just about soccer.

0:31:21.000,0:31:23.958
It's about developing these young kids.

0:31:23.958,0:31:26.166
And I don't know everything,
but I know a few things.

0:31:26.166,0:31:29.666
And so passing what I think is good
and what's helped me in life

0:31:29.958,0:31:33.708
under these little kids,
and I know this is very small

0:31:33.708,0:31:36.708
and it's I'm not like,
this is not me boasting, but it's

0:31:37.333,0:31:40.041
we had a big snowstorm
and it was very obvious to my neighbors

0:31:40.041,0:31:44.166
around town,
and I took one of my girls with me

0:31:44.166,0:31:48.291
the first time and we and snowblowed
their their driveway.

0:31:49.541,0:31:52.541
Small, small act of service is not big.

0:31:53.000,0:31:56.208
But I also gave my little kid
an opportunity to to learn the snow blower

0:31:56.208,0:31:59.208
and to help out and

0:31:59.208,0:32:01.250
what's cool is, is

0:32:01.250,0:32:04.041
they arrived back home after a few days
and they showed up to my house

0:32:04.041,0:32:08.625
with a stack of cookies
and just a really nice thank you note.

0:32:09.083,0:32:11.750
And then the note they saw
they had a camera on their doorbell

0:32:11.750,0:32:15.291
and they said, oh, we saw you snow
blowing with your cute little daughter.

0:32:15.291,0:32:18.916
And, you know, it's it's
just those opportunities that we have

0:32:19.500,0:32:23.541
to be able to give and take
that's really going to propel.

0:32:23.958,0:32:26.333
I think, all of us forward faster.

0:32:26.333,0:32:27.083
Yeah, because I do

0:32:27.083,0:32:30.125
I think you can do a lot of things on
your own and you should. But.

0:32:32.416,0:32:32.958
If we want to move

0:32:32.958,0:32:35.958
forward faster and, and progress

0:32:36.708,0:32:40.375

at a, at a better, more efficient rate,
I think you got to go together.

0:32:40.583,0:32:44.750
So what you just explained is one of the
most fundamental elements of the Ogden Way

0:32:45.416,0:32:48.500
because and I say it and nah there???'s
probably a lot of people that are tired

0:32:48.541,0:32:50.833
hearing me say it.
But I don't want to build a city.

0:32:50.833,0:32:51.708
I want to build a community.

0:32:51.708,0:32:55.041
Yeah, city is a bunch of buildings,
it's infrastructure or whatever,

0:32:55.041,0:32:59.250
but it's the people in the connections
that they share with in those buildings,

0:32:59.250,0:33:01.791
outside of those buildings
between and the infrastructure

0:33:01.791,0:33:04.791
and the playgrounds in the park
and the mountains,

0:33:04.875,0:33:06.791
it's it's all of those things
that build a community.

0:33:06.791,0:33:07.291
And so

0:33:08.541,0:33:09.791
I knew, I knew,

0:33:09.791,0:33:13.125
I knew that you would have done
some acts of service

0:33:13.125,0:33:16.125
for others. And.

0:33:17.083,0:33:19.875
It's really important that we allow others
to do the same for us.

0:33:19.875,0:33:20.958
Yeah, right.

0:33:20.958,0:33:23.625
I think so,

0:33:23.625,0:33:24.916
I've done it in the neighborhood, too.

0:33:24.916,0:33:25.500
You get.

0:33:25.500,0:33:27.708
I'll get like a mass text,
I don't know who

0:33:27.708,0:33:30.708
most of the people are on the text thread,
and everyone's like, I'm in.

0:33:30.750,0:33:33.625
It's like 8:00 Saturday.

0:33:33.625,0:33:36.125
Someone's house flooded. Yeah.

0:33:36.125,0:33:37.166
Need to tear out the carpet.

0:33:37.166,0:33:40.166
You need to move furniture out, right?
Yeah.

0:33:40.500,0:33:42.416
I'm in,
I'm in, I'm in all these strangers.

0:33:42.416,0:33:44.583
And if if I'm available, I'm in.

0:33:44.583,0:33:47.208
Yeah, right. And if I'm not, I'm not.

0:33:47.208,0:33:50.208
But one day I need sheetrock,

0:33:51.000,0:33:51.708
right? Yeah.

0:33:51.708,0:33:54.666
And they all showed up.
That's exactly how it happened. Yeah.

0:33:54.666,0:33:56.208
And I know that you're right.

0:33:56.208,0:33:58.375
There are people all over the world
that are like this.

0:33:58.375,0:34:01.375
Yeah, but they don't all live like we do.

0:34:01.375,0:34:04.041
And where we do and connect like we do.

0:34:04.041,0:34:07.041
And it's amazing how many different
sort of neighborhoods there.

0:34:07.291,0:34:10.291
And, but there's, there's commonality
but there's also distinctions.

0:34:10.291,0:34:12.666
Yeah. In small areas.

0:34:12.666,0:34:15.041
And it's just, it's such a unique

0:34:15.041,0:34:17.375
combination of us, you know,

0:34:17.375,0:34:20.625
I love it, I do, I do,
and that's why I love this job,

0:34:20.625,0:34:23.625
because I get to be in
so many of those communities.

0:34:23.916,0:34:26.083
And you use the term communities earlier.

0:34:26.083,0:34:26.833
Yeah.

0:34:26.833,0:34:29.416
I mean, I feel like, you know, as a,

0:34:29.416,0:34:32.541

as a, as a company,
people talk a lot about their customers.

0:34:33.166,0:34:36.125
And I, it's hard
for me to even say customer.

0:34:36.125,0:34:39.166
I feel like we have Ogden
Made is a community.

0:34:39.708,0:34:40.541
It's fun.

0:34:40.541,0:34:44.166
Like this morning
we ran into a community member.

0:34:44.166,0:34:46.583
She's she's a customer.

0:34:46.583,0:34:48.458
She's part of the community.

0:34:48.458,0:34:51.458
But she's also like,
I feel like they're supporters

0:34:51.750,0:34:53.541
because, yeah, you know, I do make money.

0:34:53.541,0:34:54.833
Off Ogden Made

0:34:54.833,0:34:57.500
not enough to make me a millionaire
or even really just to do it

0:34:57.500,0:34:59.666
as my sole purpose of how I earn money.

0:35:00.833,0:35:04.500
But it's it's bigger than me, and I, I

0:35:04.500,0:35:08.833
there's just so many people out there
who have become more than a customer.

0:35:08.833,0:35:13.250
They're more of a supporter who are really
a member of the Ogden Made community.

0:35:13.625,0:35:16.625
And I think that's just a reflection of

0:35:16.875,0:35:21.875
the city of Ogden and who Ogden is,
I think continually becoming.

0:35:22.416,0:35:25.708
And I think it's I mean, in my life,
I mean, I didn't pay attention to things

0:35:25.708,0:35:28.333
when I was a little kid, you know, and
a teenager and things, you know, it wasn't

0:35:28.333,0:35:32.833
until you kind of get to become an adult,
but you look back and you realize

0:35:32.833,0:35:36.208
a lot of those amazing things
happened all throughout your life. Yep.

0:35:36.375,0:35:38.000
And so it's cool.

0:35:38.000,0:35:41.875
And, you know, I appreciate Ogden
being who it is because I get to

0:35:43.333,0:35:43.958
kind of build

0:35:43.958,0:35:47.291
an idea
and a brand and things around the city

0:35:47.291,0:35:50.625
that people gravitate towards
you, and it's amazing.

0:35:50.625,0:35:52.416
You know,
these are easy things to take for granted,

0:35:52.416,0:35:54.833
especially if you're a young kid.
You grew up in this way.

0:35:54.833,0:35:55.958
You don't know any different.

0:35:55.958,0:35:57.625
You think that the world is all like this?

0:35:57.625,0:36:00.291
Yeah. It's not,

0:36:00.291,0:36:02.041
you know, I came from another place.

0:36:02.041,0:36:03.250
It's a big city.

0:36:03.250,0:36:04.791
Yeah, yeah, Phoenix is a big city.

0:36:04.791,0:36:08.000
And, I had tons of friends and neighbors,
and we had a neighborhood,

0:36:08.458,0:36:10.333
and that was considered my community.

0:36:10.333,0:36:13.500
But even with my mom
being in politics in Phoenix,

0:36:14.125,0:36:18.375
we didn't feel I didn't feel a connection
to a broader Phoenix area as a community.

0:36:18.958,0:36:20.291
It was a it was a city. Yeah.

0:36:22.291,0:36:24.875
So when I came here, I felt it viscerally.

0:36:24.875,0:36:27.625
I think as I reflect back on it,
remember when I was young,

0:36:27.625,0:36:29.125
I didn't know why,
but I'm signing at Weber State

0:36:29.125,0:36:31.208
even though they checked
none of the boxes for me,

0:36:31.208,0:36:34.250
I felt something that I couldn't identify
certain of the wisdom identified

0:36:34.250,0:36:37.375
in the life experience just to identify
what I was feeling when I was there.

0:36:37.875,0:36:39.291
Yeah, now I do.

0:36:39.291,0:36:41.208
Well, depends who you ask.

0:36:41.208,0:36:43.125
Don't read social media.

0:36:43.125,0:36:46.750
Yeah, but the point being,
this is a special place.

0:36:47.125,0:36:50.125
The kids that we are raising,
we are building

0:36:50.208,0:36:53.250
and raising in the in the Ogden made way.

0:36:53.416,0:36:56.000
Yeah. They're made here. Yeah.

0:36:56.000,0:36:59.458
By those of us that surround them
with these this loving lessons.

0:36:59.458,0:37:02.208
Right. Yeah. And the hardships
and the challenges do out there.

0:37:02.208,0:37:02.958
They're out there.

0:37:02.958,0:37:05.000
Oh, yeah. Our kids run into stuff.

0:37:05.000,0:37:06.083
Real world stuff here.

0:37:07.125,0:37:08.208
And and that's the

0:37:08.208,0:37:11.458
mix of, like,
makes for a well-adjusted kid then.

0:37:11.458,0:37:12.250
Yeah. Yeah.

0:37:12.250,0:37:14.458
I mean,
they just get exposed to different things.

0:37:14.458,0:37:17.458
And I think it's important
as you enter adulthood

0:37:17.750,0:37:19.500
that you're
a little bit more well-rounded.

0:37:19.500,0:37:20.541
I mean, it's a big,

0:37:20.541,0:37:24.541
big reason why we stay it's a big reason
why we want to be a part of it.

0:37:24.541,0:37:27.791
I mean, as our kids get older, it's
going to be a lot more fun being more

0:37:27.791,0:37:32.916

involved in in the school systems,
involved in a lot of what they do.

0:37:32.916,0:37:35.500
I mean, you're a dad and a mom, like,
you're going to be a lot.

0:37:35.500,0:37:37.958
You're going to be heavily
involved in what they do.

0:37:37.958,0:37:40.250
But,

0:37:40.250,0:37:43.666
real quick, it's been it's been fun that
going back to the feeling that you feel,

0:37:44.083,0:37:48.333
you know, being in the position
I am, I've had families

0:37:48.333,0:37:52.583
and people reach out to me and say,
hey, we've seen you on Instagram.

0:37:52.666,0:37:55.125
We ended up vacationing here,
checking it out.

0:37:55.125,0:37:57.500
Wow. Yeah, they live here now.

0:37:57.500,0:38:00.916
And it's not because of pictures
or videos that we posted

0:38:01.250,0:38:03.708
that may have sparked an interest of like,
hey, what's this place?

0:38:03.708,0:38:05.625
Let's let's go check it out.

0:38:05.625,0:38:09.708
But the cutest little family live on
the north part of Ogden family is three.

0:38:10.583,0:38:12.291
They're fantastic people,

0:38:13.375,0:38:16.333
but they live here now because they felt
something a little bit different.

0:38:16.333,0:38:17.583
A guy I coach with.

0:38:17.583,0:38:20.583
He coaches with me on my soccer team
similar.

0:38:21.833,0:38:25.458
He lives here because it's different
and he loves it.

0:38:25.750,0:38:28.875
He's from he's lived in Michigan,
he's lived in Florida

0:38:28.875,0:38:32.083
and little old Ogden Made. Yeah.

0:38:32.083,0:38:34.333
This is where he landed and he loves it.

0:38:34.333,0:38:35.750
So yeah, it's cool.

0:38:35.750,0:38:38.750
I don't know if you know this, but we,

0:38:39.041,0:38:42.958
a lot of people come from out of state
to see the city

0:38:42.958,0:38:45.291
where there's people
who invest in the city,

0:38:45.291,0:38:50.083
or maybe they visit here or like Olympics,
there's international visitors around,

0:38:50.208,0:38:53.208
outdoor recreation
and training for Olympics, yada yada.

0:38:53.291,0:38:55.875
Just we bring people and,

0:38:55.875,0:38:59.041
sometimes I'll just run down
to the Weber State downtown.

0:38:59.625,0:39:00.500
I'll just grab it an Ogden Made hat and

0:39:01.750,0:39:03.583
like, before they say goodbye,

0:39:03.583,0:39:06.583
like, thanks for visiting our city
and we give them a hat

0:39:07.125,0:39:09.041
and you can just see them like, dude.

0:39:09.041,0:39:10.208
Yeah.

0:39:10.208,0:39:12.375
And, you know, I don't know what it is
that they're feeling in that moment.

0:39:12.375,0:39:14.750
They're just saying like that

0:39:14.750,0:39:17.041
is what I felt since I've been here.

0:39:17.041,0:39:20.541
And they go home and they wear that
hat and you're right, sometimes they move

0:39:20.541,0:39:21.291
here.

0:39:21.291,0:39:24.750
Yeah, I mean, I've,
I've had I've a handful of stories.

0:39:25.333,0:39:25.708
Yeah.

0:39:25.708,0:39:30.250
And it's because of what the city is not
because of Ogden Made or.

0:39:30.833,0:39:33.833
But is,
is because of the people who live here

0:39:33.833,0:39:36.625
and who embrace them when they come
and when they're on vacation

0:39:36.625,0:39:38.750
and who they bump shoulders with
when they go out to eat.

0:39:38.750,0:39:40.333
It's it's pretty amazing.

0:39:40.333,0:39:42.166
So your your kids are young.

0:39:43.125,0:39:43.666
Yours.

0:39:43.666,0:39:44.875
You told me before.

0:39:44.875,0:39:47.208
So you're really starting
to have some fun. Yeah.

0:39:47.208,0:39:48.916
With all the stuff
you've been through with your kids

0:39:48.916,0:39:52.541
and you're not taking it for granted, and
you're like, this is getting really fun.

0:39:52.541,0:39:55.250
Yeah, it gets even better.

0:39:55.250,0:39:56.833
And it also gets even more challenging.
Right?

0:39:56.833,0:40:00.083
But I my girls are 14 and 15 now.

0:40:00.708,0:40:02.416
They're both like six feet tall.

0:40:02.416,0:40:03.541
It's it's crazy.

0:40:03.541,0:40:06.166
Yeah, but

0:40:06.166,0:40:08.166
they're starting to

0:40:08.166,0:40:11.166
talk about real things. It's

0:40:11.541,0:40:13.916
so and it's not so much fun
as it is fulfilling.

0:40:13.916,0:40:16.250
Which yeah, I've talked about before, but

0:40:16.250,0:40:19.125
like last night I was laying on the ground
rolling my back.

0:40:19.125,0:40:21.750
I got a bad back
and I'm like rolling on the foam roller

0:40:21.750,0:40:24.583
in the dark and my daughter's
like alright dad goodnight.

0:40:24.583,0:40:26.333
And I'm like, hey,
haven't we haven't talked about it?

0:40:26.333,0:40:30.041

And she just laid on the ground with me
in my arm, her head on the foam roller.

0:40:31.208,0:40:31.666
And we talk

0:40:31.666,0:40:34.666
about her mindset around her schoolwork.

0:40:35.583,0:40:38.583
And we we get to talk about the lessons
of being Ogden Made.

0:40:38.750,0:40:40.458
Yeah.

0:40:40.458,0:40:43.458
And so you're in for even more fulfillment
and more fun.

0:40:44.166,0:40:47.000
But I get to think back
and you just say, I'm so blessed

0:40:47.000,0:40:50.541
that I got to raise our kids around
people like we have here.

0:40:50.708,0:40:51.250
Yeah.

0:40:51.250,0:40:52.958
And that's ultimately why I ran for mayor.

0:40:52.958,0:40:55.958
It's like I have more to give, right?

0:40:56.125,0:40:58.458
I don't want to be in politics,
I don???t even want to be a politician.

0:40:58.458,0:41:01.000
I just want to love and serve
and give this stuff up.

0:41:01.000,0:41:02.750
We can.

0:41:02.750,0:41:05.541
But I'm so proud of my girls
for being made in the Ogden way.

0:41:05.541,0:41:06.000
Yeah.

0:41:06.000,0:41:10.000
You know, that's maybe that's the blend
made right, made in the Ogden way.

0:41:10.125,0:41:11.125
Right?

0:41:11.125,0:41:11.791
I like it.

0:41:11.791,0:41:14.875
So thanks for
thanks for repping the brand, creating the

0:41:15.916,0:41:16.166
story.

0:41:16.166,0:41:19.500
Not necessarily creating
but I didn't create but I carry it on.

0:41:19.541,0:41:20.291
Carry it through.

0:41:20.291,0:41:23.125
Yeah right. Building it and I you know,

0:41:23.125,0:41:25.625
the one thing is we're really trying
to bring it

0:41:25.625,0:41:29.250
into the community and how it was created.

0:41:29.250,0:41:32.750
It was just more about a bag
that was made here, which was cool and I

0:41:33.083,0:41:33.708
love the bags.

0:41:33.708,0:41:36.833
And just before we talked about,
one of your workers

0:41:36.833,0:41:39.833
who still uses the bag, it's amazing,
I love them.

0:41:39.833,0:41:41.750
I wish we could still make them
in the through,

0:41:41.750,0:41:43.541
you know, different business
circumstances.

0:41:43.541,0:41:46.000
We're not able to, but,

0:41:46.000,0:41:49.541
yeah, we we are excited for 2025.

0:41:49.541,0:41:52.375
And I think there's lots of,
good things to come.

0:41:52.375,0:41:55.375
Well,
I'm excited for you for 2025 as well.

0:41:55.416,0:41:58.666
I really commend you
for carrying the spirit within you,

0:41:59.083,0:42:00.500
you know, really highlighting it. And,

0:42:01.583,0:42:03.750
you know, kind of saving the brand
and preserving it.

0:42:03.750,0:42:05.333
Yeah. And carrying it forward.

0:42:05.333,0:42:06.958
I'd love to see what you do in 2025.

0:42:06.958,0:42:08.958
There's anything I can do
to help you with that.

0:42:08.958,0:42:11.958
I want to help you succeed.

0:42:12.583,0:42:13.791
That's what makes us us, right?

0:42:13.791,0:42:14.708
Yeah.

0:42:14.708,0:42:18.166
But I think something that
really struck me in our conversation today

0:42:18.166,0:42:20.125
that I want to use for our call to action

0:42:20.125,0:42:22.541
is this notion of allowing others
to serve us.

0:42:22.541,0:42:23.208
Yeah.

0:42:23.208,0:42:26.208
Be the kind of person that serves others.

0:42:26.541,0:42:28.583
Do it selflessly.

0:42:28.583,0:42:29.958
Yeah, right.

0:42:29.958,0:42:31.125
Do it graciously.

0:42:31.125,0:42:33.541
You don't have to be recognized
for it. Don't.

0:42:33.541,0:42:35.375
You don't need credit.

0:42:35.375,0:42:37.750
You just do it
because it's the right thing to do. Yeah.

0:42:37.750,0:42:39.833
And let others do the same for you
when you need it.

0:42:39.833,0:42:40.875
Right? For sure.

0:42:40.875,0:42:42.625
That's important and that's powerful.

0:42:42.625,0:42:43.166
It is powerful.

0:42:43.166,0:42:46.458
So be the kind of person
for a call to action that serves

0:42:46.458,0:42:49.750
others, serve selflessly,
and then look for those opportunities,

0:42:50.000,0:42:53.416
those times when someone else
is trying to help you and let them.

0:42:53.833,0:42:56.708
Yeah, let them offer you that grace.

0:42:56.708,0:42:59.083
Right? Yeah. And that abundance.

0:42:59.083,0:43:01.500
And because actually
it doesn't just help you.

0:43:01.500,0:43:03.166
It helps them too. Yeah.

0:43:03.166,0:43:06.291
Because, you know, you're going
to return the favor again in the future.

0:43:07.166,0:43:08.958
That is the Ogden way. Yeah.

0:43:08.958,0:43:13.125
And that's how we raise kids to be made
in the Ogden way that is Ogden made.

0:43:13.458,0:43:14.291
That's great. Right.

0:43:14.291,0:43:16.250
Yeah. Okay. Thanks for being with us.

0:43:16.250,0:43:18.583
Thank you
for all the people that joined us today.

0:43:18.583,0:43:22.291
Josh Stewart
Ogden made as a brand big plans for 2025.

0:43:22.291,0:43:22.791
Yeah.

0:43:22.791,0:43:25.791
Let's make sure that we support
our friend, our neighbor,

0:43:25.791,0:43:29.000
an Ogden made man, a man
that's raising his kids

0:43:29.000,0:43:32.000
all within the etho,
ethos, in the spirit of the Ogden Way.

0:43:32.333,0:43:35.166
And in so doing, his kids will be made.

0:43:35.166,0:43:36.916
Ogden made. Yeah, right.

0:43:36.916,0:43:38.000
Yeah. Thanks, brother.

0:43:38.000,0:43:39.875
Appreciate you,
man, I appreciate you. Yeah.