

0:00:10.166,0:00:11.541
Hi. Welcome to The Ogden Way

0:00:11.541,0:00:14.875
podcast
where me Ben Nadolski, Ogden City Mayor.

0:00:15.291,0:00:18.500
We???ll be welcoming guests such as Billy
Schuffenhauer who we have today

0:00:18.958,0:00:22.708
to talk about the stories of grit,
resilience, grind and unity.

0:00:23.166,0:00:26.458
The kinds of stories that build people,
people built right here in Ogden.

0:00:27.000,0:00:30.083
So we're excited to get into to our guest
today, Billy.

0:00:30.958,0:00:32.250
Welcome. Welcome back to Ogden.

0:00:32.250,0:00:35.000
Well, thanks. It's,
it's an honor to come back home.

0:00:35.000,0:00:38.458
And, you know, we talked about this
a few times, where we used to be

0:00:38.458,0:00:42.291
and where we are now and the opportunities
we have to give back to our community.

0:00:42.291,0:00:43.833
So it???s fun. Yeah, it is fun.

0:00:43.833,0:00:48.875
So, just so the listeners know,
I got a long background with Billy.

0:00:48.958,0:00:51.458
Yeah. Some people call him Bill.

0:00:51.458,0:00:53.708
I call him Billy because we go way back.

0:00:55.166,0:00:58.541
As some might know,
I was a football player at Weber State.

0:00:58.916,0:01:01.500
That's what brought me to Ogden
from where I grew up in Phoenix.

0:01:01.500,0:01:04.833
And my wife Jaynee, I met her there,
she played basketball and volleyball

0:01:04.833,0:01:05.708
at Weber State.

0:01:05.708,0:01:08.708
And so my wife and I
are both friends of Billy.

0:01:09.416,0:01:10.500
We spent a lot of time

0:01:10.500,0:01:13.791
around the locker room, the weight room,
working out as student athletes.

0:01:14.375,0:01:17.541

And ran through quite a bit downtown
in Ogden,

0:01:17.541,0:01:20.541
bouncing at the bars on 25th Street.

0:01:20.666,0:01:22.541
Right. Good old days.
Oh my goodness. Right.

0:01:22.541,0:01:26.791
So, I don't think I ever went to Brewskis
without getting my I.D.

0:01:26.791,0:01:29.000
checked by Billy.

0:01:29.000,0:01:30.000
So that's the past.

0:01:30.000,0:01:33.500
That's, it's really fun to be full circle

0:01:33.500,0:01:36.500
here with you,
to see where we have landed.

0:01:36.625,0:01:38.750
And we both had a journey to get to here.

0:01:38.750,0:01:41.916
And it's that journey, your journey
that I want to talk about today.

0:01:41.916,0:01:44.541
So thank you for your grace
in coming in to share that.

0:01:44.541,0:01:45.791
Yeah, absolutely. Thank you.

0:01:45.791,0:01:50.000
It's an honor to be invited
and, and, talk to the people about,

0:01:50.000,0:01:51.541
you know, where the roots really started

0:01:51.541,0:01:54.541
and the support
it took for me to get to where I was and

0:01:54.833,0:01:57.375
the ups and downs as we talked about
and the support that it took

0:01:57.375,0:02:00.750
to get through all that stuff too
and just be in this position

0:02:00.750,0:02:05.250
now to be able to turn back and support
and give back in any way, shape or form

0:02:05.250,0:02:05.791
we can.

0:02:05.791,0:02:06.250
That's great.

0:02:06.250,0:02:08.875
So I want to get into your childhood
because I know

0:02:08.875,0:02:11.750
that you grew up here in Ogden
and on the streets of Ogden

0:02:11.750,0:02:16.000

and I want to foreshadow for the listeners
that, just so you all know if you don't

0:02:16.000,0:02:20.000

already know, Billy's a household name
here in Utah and in Ogden for many.

0:02:20.000,0:02:23.000

But if he's not,
Billy is a silver medalist

0:02:23.000,0:02:26.000

an Olympic silver medalist bobsledder
from the 2002 Olympics.

0:02:26.541,0:02:31.750

And that's that is an incredible, an
international accolade, an accomplishment.

0:02:32.250,0:02:34.500

But it's not the finish. It's
not the end.

0:02:34.500,0:02:37.500

And I want to go back to the beginning
and talk about Billy as a kid.

0:02:38.000,0:02:40.333

Billy on the streets of Ogden

0:02:40.333,0:02:43.166

in Weber County, moving around the schools

0:02:43.166,0:02:46.166

and the experience
of what it was like to grow up back then.

0:02:46.750,0:02:49.083

And I want to use that as an experience
and an example

0:02:49.083,0:02:52.208

of what our children always can be.

0:02:52.208,0:02:55.208

No matter how hard your circumstances are,
what you always could be

0:02:55.416,0:02:57.083

and it's an Olympic medalist okay? Yeah.

0:02:57.083,0:03:00.083

So tell us, tell us a little bit more
about how you grew up.

0:03:01.000,0:03:01.250

Yeah.

0:03:01.250,0:03:05.125

I mean, and you know, a lot of times
people tell me I kind of

0:03:06.958,0:03:08.916

don't really give it the, the sauce that

0:03:08.916,0:03:12.625

it should have when it comes to the story,
but it is what it is.

0:03:12.625,0:03:15.875

You know, I grew up with a mom
that, was a very well

0:03:15.875,0:03:19.666

known street mom, street drug addict
mom in Salt Lake City.

0:03:20.166,0:03:23.625

She bounced back and forth from Ogden
to Salt Lake quite a bit.

0:03:24.333,0:03:28.375

I was in and out of 17 different foster
homes, bounced back and forth

0:03:28.375,0:03:31.375

with my grandma when the state
was going to take me away again.

0:03:31.708,0:03:34.791

And, you know, my, my,
my view of life back

0:03:34.791,0:03:39.041

then was nothing but drugs,
alcohol, gangs, police, abuse,

0:03:39.333,0:03:42.750

you know, family members
spending more time

0:03:42.750,0:03:45.750

in jail, in prison than they did outside,
being,

0:03:46.250,0:03:50.666

doing drugs and alcohol myself as a youth,
skipping school, getting held back

0:03:50.666,0:03:53.666

from school, getting in trouble at school,
get in trouble with the law.

0:03:54.416,0:03:55.458

That was my architecture.

0:03:55.458,0:03:57.125

And so that's all I knew.

0:03:57.125,0:04:00.875

And, you know, it was so bad to the point
I was realistically

0:04:00.875,0:04:04.500

just following the footsteps of my mom
and some of my other family members that,

0:04:04.500,0:04:08.750

you know, they're either still in jail,
prison or dead at this point in time.

0:04:09.250,0:04:12.250

And so it was just
a really unhealthy situation

0:04:12.291,0:04:15.708

in a situation when no one ever
really expected me to accomplish anything

0:04:15.708,0:04:19.375

or do anything there, you know,
you're you're born into this lifestyle.

0:04:19.583,0:04:22.041

Your, your role models that you
currently have are the same thing.

0:04:22.041,0:04:23.250

You're going to follow the same things.

0:04:23.250,0:04:27.541

And we're probably going to see you on TV
for getting in trouble, going to prison

0:04:27.541,0:04:30.541

or jail or murder
or you get murdered yourself and,

0:04:30.791,0:04:34.708
and, you know, fortunately, you know,
and that and

0:04:34.708,0:04:38.333
a lot of that happened for me both in Salt
Lake and here and up in Ogden.

0:04:39.583,0:04:42.500
But the reality is that

0:04:42.500,0:04:45.333
the saving grace was one of the times
I did move to Ogden

0:04:45.333,0:04:49.791
and realize that there was more to life
than just the street life

0:04:49.791,0:04:50.708
and I knew that someday

0:04:50.708,0:04:53.708
I was going to want to grow up
and have a family of my own and, and

0:04:54.208,0:04:57.291
want to be a role model to them and,
and not live

0:04:57.291,0:05:00.291
the lifestyle that I was so used
to seeing day in and day out.

0:05:00.375,0:05:04.166
And, you know,
with, with the help of a lot of coaches

0:05:04.166,0:05:07.583
and teachers and family members,
the community.

0:05:07.708,0:05:08.291
Right?

0:05:08.291,0:05:12.708
I was able to get some clarity on
what was possible

0:05:12.958,0:05:16.708
and, and have the opportunity
to truly create my future by design.

0:05:17.250,0:05:19.625
And I didn't know what it was
at that point in time obviously.

0:05:19.625,0:05:22.833
But, I just knew
I didn't want that lifestyle. And,

0:05:24.750,0:05:25.375
you know, it's

0:05:25.375,0:05:28.958
it's not fun when you're used to,
you know, having cops at your house

0:05:28.958,0:05:33.625
and ambulances and child
welfare services at your house and, and,

0:05:33.625,0:05:37.125
just being the black sheep of the family
and the neighborhood that you lived in.

0:05:37.125,0:05:42.458

And, when I had the opportunity
to move back up to Ogden

0:05:42.708,0:05:47.791

and eventually out to Roy and Sandridge
Junior High, that's when I really noticed

0:05:47.791,0:05:51.791

there was, there was a different energy
up here that I wasn't used to.

0:05:51.958,0:05:55.750

And, and, thankfully that, again,
you know, all those people

0:05:55.750,0:05:58.750

that I mentioned before,
teachers, coaches and family and friends,

0:05:58.875,0:06:04.583

were willing to give to me
when I didn't even realize it.

0:06:05.125,0:06:06.708

Right. That they were willing to.

0:06:06.708,0:06:08.041

So you use the word energy.

0:06:08.041,0:06:11.500

Let's, let's hit on that word
because as the mayor here in Ogden,

0:06:11.791,0:06:14.666

of course I would hope and wish that

0:06:14.666,0:06:17.750

no child in the, in our city
is having that kind of an upbringing.

0:06:17.750,0:06:22.291

But not only would I be
naive, I'd be dishonest if I said

0:06:22.291,0:06:25.291

or ever thought that there aren't
children out there that are struggling.

0:06:25.375,0:06:28.041

There are people in our city
that struggle.

0:06:28.041,0:06:31.041

There are also people in our city
that have immense success

0:06:31.208,0:06:33.458

and there's people in every walk of life
in between.

0:06:33.458,0:06:34.041

Right.

0:06:34.041,0:06:35.333

And so I want to talk

0:06:35.333,0:06:38.875

about the energy that you mentioned
because that energy is everything.

0:06:39.291,0:06:42.083

Like we thrive
and we are driving on energy and whether

0:06:42.083,0:06:45.583

it's negative energy or positive energy

or even if it's just a little bit.

0:06:46.041,0:06:47.083
Right.

0:06:47.083,0:06:50.500
And so tell me what you mean by energy
in the,

0:06:51.000,0:06:54.000
in the environment that you experienced
when you came back to Ogden.

0:06:54.250,0:06:54.583
Yeah.

0:06:54.583,0:06:55.041
You know, in,

0:06:55.041,0:06:58.708
in, in Salt Lake and it's nothing against,
you know, Salt Lake and it's,

0:06:58.833,0:07:03.708
you know, where I live right now,
but it was just constant negative energy,

0:07:03.916,0:07:08.250
street life, gangs, drugs, alcohol, police
and all the different things.

0:07:08.666,0:07:11.125
And that's what
I was used to this day in and day out.

0:07:11.125,0:07:13.625
And when I had the opportunity
to move back up here,

0:07:15.083,0:07:17.000
I didn't have to deal with all that stuff.

0:07:17.000,0:07:20.500
You know, I saw kids like, you know,
you see it in my documentary, I talk about

0:07:20.500,0:07:22.916
Jake Schultz, who's
one of the one of the principals

0:07:22.916,0:07:23.833
that really high school now,

0:07:23.833,0:07:26.833
he and I ran track together,
but he was the first kid I noticed

0:07:27.166,0:07:29.333
that was just different.
Everyone liked him.

0:07:29.333,0:07:31.916
He was clean cut. He was dressed nice.

0:07:31.916,0:07:34.541
The kids were happy
and they weren't going out in recess

0:07:34.541,0:07:35.750
and fighting each other

0:07:35.750,0:07:39.125
and doing drugs and dealing
drugs out in, out in the schoolyard.

0:07:39.125,0:07:43.500
And and I was just, when I saw that
and I experienced that

0:07:44.208,0:07:46.500
I literally I got addicted to that.

0:07:46.500,0:07:49.041
I was like,
and as a seventh grader, right?

0:07:49.041,0:07:51.625
I'm making adult decisions
as a seventh grader.

0:07:51.625,0:07:55.250
But I knew that I couldn't sustain
the lifestyle that I was dealing with

0:07:55.708,0:07:57.583
because I would have ended up
just like my mom

0:07:57.583,0:07:58.708
or some of the other family members.

0:07:58.708,0:08:01.166
Talk about a completely different paradigm
with the word addiction.

0:08:01.166,0:08:02.333
Maybe we'll get to that in a little bit.

0:08:02.333,0:08:05.333
But okay, so when you're talking about
energy, you're talking about

0:08:05.666,0:08:07.166
you're talking about an environment
that you're in.

0:08:07.166,0:08:07.375
Yeah.

0:08:07.375,0:08:10.375
You're talking about
the people that you're around, the place

0:08:10.375,0:08:13.375
where you are
and the interactions that you're having.

0:08:13.625,0:08:16.208
And that's exactly why
we asked you to be here today.

0:08:16.208,0:08:19.708
Because when we talk about the art
and when I and I talk about a mission

0:08:19.708,0:08:23.666
and a vision for our city, it's all about
creating an environment for success.

0:08:23.791,0:08:24.166
Yeah.

0:08:24.166,0:08:27.458
An environment that has opportunities
for everybody, no matter where you are

0:08:27.458,0:08:32.666
in your socioeconomic circumstances,
that this city provides an opportunity

0:08:32.875,0:08:36.041
for you
to level up in life and to succeed.

0:08:36.583,0:08:41.041
And so it's it's not lip service

and it's very real.

0:08:41.250,0:08:41.875
Yeah.

0:08:41.875,0:08:45.708
In the environment that we all participate
in, not just the one that

0:08:46.250,0:08:49.583
I experience, but I create an environment
for those around me.

0:08:49.708,0:08:50.291
Yeah.

0:08:50.291,0:08:53.083
And that is fundamental to the Ogden way.

0:08:53.083,0:08:55.250
Is you got to make sure
that you invest in yourself?

0:08:55.250,0:08:55.791
Yeah.

0:08:55.791,0:08:57.291
To do the work

0:08:57.291,0:09:00.500
to level up in life and to engage
with the opportunities that we're creating

0:09:01.041,0:09:04.708
and hopefully in a, in an environment that
that helps you create that opportunity.

0:09:04.708,0:09:05.875
Right? Yeah.

0:09:05.875,0:09:09.333
But as we're doing that
we're engaging with those around us.

0:09:10.083,0:09:11.125
We're lifting them and

0:09:12.083,0:09:13.791
sometimes unknowingly they're lifting us.

0:09:13.791,0:09:14.458
Yeah.

0:09:14.458,0:09:18.250
And so your experience
is a really powerful example of the vision

0:09:18.250,0:09:21.541
in the future that we're striving
to create here in Ogden.

0:09:21.666,0:09:23.583
Yeah. Because it's always been here.

0:09:23.583,0:09:25.541
Yeah. It's always been our thing.

0:09:25.541,0:09:28.250
Right? Yeah. And you use addiction.

0:09:28.250,0:09:30.500
I did use addiction. It???s
intoxicating isn't it?

0:09:30.500,0:09:33.958
I'm, I'm I'm really big,
at creating a lot of my own quotes

0:09:33.958,0:09:35.875
and I've done that, and that's,

0:09:35.875,0:09:39.375
that's a blessing that I was able
to get from my, my high school coaches

0:09:39.375,0:09:41.333
and my college coaches here at Weber State
University.

0:09:41.333,0:09:42.833
I just, you know, back in the day,

0:09:42.833,0:09:44.958
I thought it was funny
that they're always quoting stuff.

0:09:44.958,0:09:46.791
And now I'm
the guy who's creating all my own quotes.

0:09:46.791,0:09:52.083
But I'm also a big fan of,
like, taking negative words

0:09:52.083,0:09:54.791
and negative situations and saying,
how do we turn this into a positive

0:09:54.791,0:09:56.500
because of the opportunities there.

0:09:56.500,0:09:59.625
And we can create,
you know, our architecture by design,

0:09:59.625,0:10:03.083
whether it's individual,
organizations, groups or an entire city,

0:10:03.500,0:10:04.041
you know,

0:10:04.041,0:10:05.750
we have that choice
and we have the options

0:10:05.750,0:10:08.458
and the opportunities and tools
and resources to do so.

0:10:08.458,0:10:09.541
And so, you know,

0:10:09.541,0:10:13.250
when when I talk about addiction,
I talk about it more in a sense of

0:10:13.583,0:10:16.333
I got addicted to something
that was really, really good for me.

0:10:16.333,0:10:17.666
Right.

0:10:17.666,0:10:19.000
And that's what it was.

0:10:19.000,0:10:22.125
I just, I needed to have
that addiction to see that

0:10:23.083,0:10:23.625
on this.

0:10:23.625,0:10:26.541
In this situation, the grass was greener

on the other side.

0:10:26.541,0:10:30.958

And and for me to achieve what I wanted
to, even though I didn't know

0:10:30.958,0:10:34.166

exactly what it was outside of
just getting away from the chaos,

0:10:34.875,0:10:38.291

I had to get addicted to what I saw
and what I noticed and what I experienced

0:10:38.291,0:10:39.416

when I moved up to Ogden.

0:10:39.416,0:10:42.666

Well, and let's talk about addiction,
because obviously it refers to,

0:10:43.041,0:10:45.958

drugs or alcohol,
but there's also addictions to,

0:10:45.958,0:10:49.875

pornography
or to technology or whatever vice it is

0:10:49.875,0:10:52.875

that you have that you're addicted to
is that's holding you back.

0:10:53.125,0:10:56.125

What you just explained
are fundamental principles that are,

0:10:56.666,0:10:58.583

it's more than just the Book of Billy.

0:10:58.583,0:11:00.000

It's also, it's, it's

0:11:00.000,0:11:02.541

built into the fundamentals of Alcoholics
Anonymous for example, right.

0:11:02.541,0:11:06.708

Where they use faith
to replace the feeling of inadequacy

0:11:06.708,0:11:10.041

in addiction with, with something
that feels much better.

0:11:10.166,0:11:12.208

And then you become addicted
to that feeling.

0:11:12.208,0:11:15.041

And that's the feeling
we want to have in our city.

0:11:15.041,0:11:18.250

So that people come here
and they feel well, feel good,

0:11:18.333,0:11:19.500

feel surrounded and loved. Right.

0:11:19.500,0:11:23.625

And they become addicted to that feeling
and that intoxication of positivity.

0:11:24.083,0:11:27.625

And that's why it's incumbent on all of us
to create that environment, or else

0:11:27.625,0:11:31.541
how could a, how could a young Billy
have been dropped into Ogden from nowhere,

0:11:31.666,0:11:34.875
from somewhere else, right,
and have felt something totally different?

0:11:35.000,0:11:36.625
Yeah. That's a feeling inside you.

0:11:36.625,0:11:38.791
So you have a responsibility in that.

0:11:38.791,0:11:43.416
It's a feeling inside everyone
that we transfer that energy, right?

0:11:43.625,0:11:43.958
Yeah.

0:11:43.958,0:11:46.458
So what did that energy
in that environment

0:11:46.458,0:11:48.083
help you do from that point forward?

0:11:48.083,0:11:48.958
Oh my goodness.

0:11:48.958,0:11:51.958
You know, the the foundation of Billy,

0:11:52.041,0:11:54.958
everything Billy is,
is happened from Ogden.

0:11:54.958,0:11:57.875
It doesn't matter if it's my education,

0:11:57.875,0:12:00.875
my Olympic success, my business success.

0:12:00.958,0:12:05.375
My, you know, being a family man
now and being married and having kids

0:12:05.375,0:12:10.916
and a family, that energy has served me
extremely well throughout my career.

0:12:11.333,0:12:15.083
And as you know, and I'm extremely
vulnerable and open to the stuff.

0:12:15.083,0:12:18.083
It doesn't mean it was a perfect situation
all the time,

0:12:18.208,0:12:22.125
but I've learned along the ways,
and the reason I was able to learn

0:12:22.125,0:12:24.500
is because of the community of people
that I knew up here.

0:12:24.500,0:12:27.500
They helped me realize that even though
if I made a mistake,

0:12:27.958,0:12:32.458
the goal is to not beat yourself
down from that, but learn from that.

0:12:32.458,0:12:33.708
And then how do you grow from that?

0:12:33.708,0:12:37.166

And then how do you involve the people
you need to involve in your architecture

0:12:37.500,0:12:39.083

to help support you, and vice versa?

0:12:39.083,0:12:41.750

You support them
so we can all go together.

0:12:41.750,0:12:42.375

That's beautiful.

0:12:42.375,0:12:44.291

I really appreciate
that you would come back to Ogden,

0:12:45.250,0:12:48.250

you know, sit with me this in this form,
in this setting

0:12:48.458,0:12:51.458

and share the power of your journey
because,

0:12:51.625,0:12:53.916

you and I didn't know
a lot of these things in the past.

0:12:53.916,0:12:57.958

We were experiencing a lot of things
in the past, but with with wisdom over

0:12:57.958,0:13:01.833

life, you can look back and see
how powerful and impactful it was, right?

0:13:01.833,0:13:02.500

Absolutely.

0:13:02.500,0:13:06.166

So thanks for being the kind of man
that comes back to give back.

0:13:06.416,0:13:07.125

Yeah.

0:13:07.125,0:13:10.125

Again, that is something
that is just built into our ethos here.

0:13:10.208,0:13:13.166

Yeah. We always get back right.

0:13:13.166,0:13:14.250

And that's how we grow.

0:13:14.250,0:13:17.750

I mean, you know, not only as individuals
but as a community, you know,

0:13:17.750,0:13:21.541

when when you reach out and, and help
somebody or your fellow brother

0:13:21.541,0:13:23.916

or your sister
or someone you don't even know.

0:13:23.916,0:13:26.916

You know, sometimes that's all
somebody needs is that little spark of,

0:13:27.291,0:13:28.375

???hey, I'm here for you brother.

0:13:28.375,0:13:31.416
I???m here for you, sister.???
So I want to talk about service.

0:13:31.416,0:13:33.666
And then I'm going to ask you
about greatness

0:13:33.666,0:13:35.333
because it's a conversation
you and I had over lunch

0:13:35.333,0:13:37.416
when we, when we first reconnected
now that I???m the mayor.

0:13:37.416,0:13:39.333
And you're,
the Olympics are coming to Utah.

0:13:40.791,0:13:43.791
That that dynamic you just explained.

0:13:43.916,0:13:46.791
I've been calling it and I've been
telling our staff at the city,

0:13:46.791,0:13:49.000
I call it the servants cycle. Yeah.

0:13:49.000,0:13:51.916
Where selfless service to others
is the most selfish thing

0:13:51.916,0:13:54.916
you can do,
because when you give to others,

0:13:54.958,0:13:58.000
just as the the people around you did
when you were a kid,

0:13:59.666,0:14:01.375
you're now in a position to give back.

0:14:01.375,0:14:04.458
But I bet in that moment you were giving
them more than you realize as well.

0:14:04.750,0:14:10.083
Oh, you know, it's it's really interesting
because I do a lot of coaching

0:14:10.083,0:14:12.958
and consulting at all levels,
whether it's sports performance or,

0:14:12.958,0:14:14.583
you know, fortune 500 companies.

0:14:14.583,0:14:17.583
And I've been blessed to be able to be
in this position now,

0:14:17.791,0:14:21.000
and every single time
I work with somebody like,

0:14:21.000,0:14:23.291
oh my gosh, you're helping me out so much.

0:14:23.291,0:14:24.875
And I say, you know what?

0:14:24.875,0:14:27.166
I'm actually probably getting more
out of this than you are. Exactly.

0:14:27.166,0:14:29.291

But I'm glad that it's it's
supporting you.

0:14:29.291,0:14:32.875

And I'm grateful to you
and and my only ask to you is, you know,

0:14:32.875,0:14:35.000

if you are getting something out of this,
just pay it forward.

0:14:35.000,0:14:36.625

Go help someone else. Right.

0:14:36.625,0:14:39.625

That cycle of service is

0:14:39.833,0:14:43.333

the fuel that drives
progress and momentum.

0:14:43.666,0:14:46.333

It's the fuel that drives me
to come to work every day.

0:14:46.333,0:14:49.333

I come here
and I give my best energy every day.

0:14:50.000,0:14:53.458

And the the staff
here give me so much in return.

0:14:53.625,0:14:55.083

You have a great staff.

0:14:55.083,0:14:56.958

We have a phenomenal city staff.

0:14:56.958,0:14:59.625

And they do they
they lift me more than they know.

0:14:59.625,0:15:00.291

Yeah.

0:15:00.291,0:15:02.250

And then sometimes
they'll say things like, mayor,

0:15:02.250,0:15:03.666

thank you for all the energy
you're bringing.

0:15:03.666,0:15:06.625

I???m like, do you have any idea how much
energy you're bringing to me? Yeah.

0:15:06.625,0:15:09.083

And when you,
when we do that, it just creates this,

0:15:10.375,0:15:13.000

that intoxication again to positivity.

0:15:13.000,0:15:14.125

Right. Absolutely.

0:15:14.125,0:15:17.500

And so how were you able
to channel that energy

0:15:17.500,0:15:21.000

and that intoxication into into greatness.

0:15:21.000,0:15:25.875

Was it sports when you were young or

when what was it that helped you do that?

0:15:25.875,0:15:29.208

You know, I just, I just,
I learned at a young age,

0:15:29.916,0:15:32.916

you know, through again, through it,
through some great coaches and mentors,

0:15:33.416,0:15:36.916

which I didn't know that's really what
they were also doing to not only help me

0:15:36.916,0:15:40.333

to be a good athlete,
but hopefully someday be a great person.

0:15:41.125,0:15:44.875

And, and through some of those lessons
of learning to be of service to others

0:15:45.000,0:15:51.000

and, you know, I growing up in the church
and now I'm, you know, very spiritual and

0:15:51.291,0:15:54.208

and realizing that, you know, by, by

0:15:54.208,0:15:57.166

taking time
to help someone else out and lift them up

0:15:58.333,0:15:59.666

it's, it's such

0:15:59.666,0:16:03.791

a rewarding feeling
that I don't need anything back from it.

0:16:04.375,0:16:04.791

Right.

0:16:04.791,0:16:07.791

And I think as human beings, our job

0:16:08.125,0:16:11.583

while we're here on this
earth is to be servant to one another.

0:16:11.583,0:16:14.583

That's,
that's what we were designed to do.

0:16:14.583,0:16:18.958

And the more we do that,
the more we just lift up the entire team

0:16:18.958,0:16:21.958

of of community, people, companies,
whatever it may be.

0:16:23.166,0:16:26.166

But I but I learned that, you know,
and it was drilled into me,

0:16:26.458,0:16:29.333

you know, through, you know,
through sports, through business,

0:16:29.333,0:16:32.333

through making a lot of mistakes
and learning from those mistakes.

0:16:32.541,0:16:35.541

And when I truly

0:16:35.583,0:16:38.583

embraced being of service to others,

0:16:39.083,0:16:42.958
which actually didn't even happen
until probably about 2018, 2019.

0:16:44.791,0:16:50.166
And once I really embraced service, which
is one of my number one pillars in life,

0:16:51.208,0:16:54.250
my personal life literally increased.

0:16:54.250,0:16:57.958
And I don't want to use 10x, 100x,
but it is definitely in that space.

0:16:57.958,0:17:01.916
If you look at when I was in the past,
to where I have had

0:17:01.916,0:17:02.875
the opportunity to get to now.

0:17:02.875,0:17:07.250
So okay, so it took you a while
to realize how powerful service was.

0:17:07.250,0:17:07.750
It did.

0:17:07.750,0:17:08.666
I had the same dream.

0:17:08.666,0:17:11.666
My parents raised me
and I tell people this openly,

0:17:13.333,0:17:17.125
service to others is service to God, that
was just so fundamental in my upbringing.

0:17:17.833,0:17:20.125
But it brings me brings us to today.

0:17:20.125,0:17:23.125
You know,
you mentioned faith and spirituality, but

0:17:23.500,0:17:25.333
everyone is driven by something
just a little bit different.

0:17:25.333,0:17:25.708
Yeah.

0:17:25.708,0:17:28.708
And whether it's spirituality, faith
or something else,

0:17:29.208,0:17:32.125
that's not for me to judge or to push.

0:17:32.125,0:17:33.500
I just want us to be driven

0:17:33.500,0:17:36.833
by something bigger than ourselves,
at least driven by each other.

0:17:37.375,0:17:38.708
And so,

0:17:39.666,0:17:40.916
you and I talked about greatness

0:17:40.916,0:17:44.625
when we had lunch

and we talked about mindset of greatness.

0:17:45.041,0:17:47.500

And one of the things you said
was championships aren't one.

0:17:47.500,0:17:49.958

They're taken first before they're won.

0:17:49.958,0:17:52.208

And I want to talk about mindset,

0:17:52.208,0:17:55.250

and I want to talk about greatness
because greatness is not an endpoint.

0:17:55.250,0:17:56.666

It's a journey.

0:17:56.666,0:17:58.250

So let's talk mindset first.

0:17:58.250,0:17:58.791

Okay.

0:17:58.791,0:18:02.333

And I want to talk about greatness
because your story around your greatness

0:18:02.750,0:18:07.166

that you're still always striving for
is an incredible story of ups and downs.

0:18:07.250,0:18:08.458

Yeah. Right?

0:18:08.458,0:18:12.083

So tell me what you meant when you said
championships are first taken

0:18:12.583,0:18:14.291

before they're earned.

0:18:14.291,0:18:17.625

You know, it's it's it's, you know,
when you have something out there

0:18:17.625,0:18:20.125

that you really, really want,
you don't earn it.

0:18:20.125,0:18:22.125

I mean, you put in the work, right?

0:18:22.125,0:18:24.916

Whether it's
whether it's in the gym, on the track,

0:18:24.916,0:18:28.666

on the football field,
on the basketball field, you're you're,

0:18:29.000,0:18:33.708

you know, counseling, self-help, whatever
it is, you're putting the work in there.

0:18:34.333,0:18:38.000

But it kind of goes back to that, to
the movie says, you know, if you build it,

0:18:38.000,0:18:39.375

they will come, right?

0:18:39.375,0:18:41.625

That's that's you earning
it is building it.

0:18:41.625,0:18:43.750

But you gotta go out there and take it
still,

0:18:43.750,0:18:45.541
you've got to go out there and take it.

0:18:45.541,0:18:47.208
And and who really wants it more?

0:18:47.208,0:18:50.208
Is it, is it you
or the guy or the girl next door.

0:18:50.333,0:18:50.750
Right.

0:18:50.750,0:18:55.041
And you know, I,
I've done some amazing stuff in my life.

0:18:55.333,0:18:58.750
But there's a point in time
where I actually had to, like,

0:18:59.291,0:19:02.958
buckle down and realize
there's other people who want what I want.

0:19:02.958,0:19:06.625
And if I don't go after it
and fully commit, engage,

0:19:07.458,0:19:09.416
then somebody else is going to get it
right.

0:19:09.416,0:19:11.875
And obviously, you know, making a lot of,

0:19:11.875,0:19:14.000
you know, sports
analogies in football, right?

0:19:15.083,0:19:16.250
How many
how many games you been

0:19:16.250,0:19:20.083
in, whether it's tight, tied, fourth
quarter, 20 seconds on the field and,

0:19:20.083,0:19:23.750
and it's it's not the team
who is going to earn winning that game.

0:19:23.750,0:19:26.333
It's who's going to go out
and take the championship. Right?

0:19:26.333,0:19:27.500
Who really wants it more?

0:19:27.500,0:19:30.500
Who realizes
when they look internally in here,

0:19:30.583,0:19:34.166
knowing that they put the work
in, knowing that they've been of service.

0:19:34.416,0:19:36.375
They're a good human being.

0:19:36.375,0:19:40.166
They're they're there with intention,
passion, love, drive, desire,

0:19:40.166,0:19:41.541

whatever it may be.

0:19:41.541,0:19:44.250
And, you know, again,
if you take like a football team

0:19:44.250,0:19:47.083
or a basketball team,
you compare that to community

0:19:47.083,0:19:50.583
the more they've come together over time,
the more opportunity

0:19:50.583,0:19:52.375
they're going to have to go out
and take that championship

0:19:52.375,0:19:55.000
and create their, their, their,
their wins by design.

0:19:55.000,0:19:55.791
Right. So

0:19:57.041,0:19:58.208
we're talking about a lot about sports

0:19:58.208,0:19:59.958
because that's what brought you
and I together.

0:19:59.958,0:20:02.000
We wouldn't know each other
if not for sports. Right.

0:20:02.000,0:20:06.708
But it's also was a really fundamental
piece of how I was raised in what really

0:20:07.250,0:20:11.041
the fo, it was the, the vehicle or the
mechanism that allowed me to build myself.

0:20:11.750,0:20:14.750
But for a lot of kids and a lot of people
watching this podcast or listening

0:20:15.458,0:20:17.041
that,
they didn't have that sports background.

0:20:17.041,0:20:21.083
But for me, I always want to make sure
we reassure everybody that this isn't

0:20:21.083,0:20:21.875
just about sports.

0:20:21.875,0:20:23.000
It's about having something

0:20:23.000,0:20:26.000
that you care deeply about,
something that's really hard, right?

0:20:26.083,0:20:29.166
Something that creates discomfort
in your life because discomfort

0:20:29.166,0:20:32.166
is where growth lies, right?

0:20:32.208,0:20:34.750
And so whether that's the arts or S.T.E.M.

0:20:34.750,0:20:37.875
or any kind of, hobby or activity

that you're after

0:20:37.958,0:20:42.291
or maybe even building a business,
you know, entrepreneurship is

0:20:43.291,0:20:44.416
remarkably uncomfortable, right?

0:20:44.416,0:20:45.333
Yes it is.

0:20:45.333,0:20:47.875
And so whatever it is, it's your thing.

0:20:47.875,0:20:49.083
It doesn't have to be sports.

0:20:49.083,0:20:51.916
We're just talking about the human spirit
right now.

0:20:51.916,0:20:53.041
Yeah.

0:20:53.041,0:20:54.583
Channeled through sport for the two of us.

0:20:54.583,0:20:57.083
But it's channeled
through everybody differently.

0:20:57.083,0:20:59.666
All in an effort to become great.

0:20:59.666,0:21:00.958
Right? Right. Yeah.

0:21:00.958,0:21:04.791
And when we were having a lunch,
we talked about greatness

0:21:05.750,0:21:08.750
and we talked about taking championships

0:21:08.791,0:21:11.541
before they're earned.

0:21:11.541,0:21:14.500
To me, as I reflected on that, I thought

0:21:14.500,0:21:16.458
it's all about mindset.

0:21:16.458,0:21:18.333
The greatness is a mindset.

0:21:18.333,0:21:21.333
Of course,
we're not always done being great or

0:21:21.583,0:21:23.500
you don't just show up
and you're qualified

0:21:23.500,0:21:26.750
for anything and everything, but you do
have to make a decision in your mind.

0:21:27.708,0:21:30.708
You do have to have the mindset
that I am great

0:21:30.708,0:21:34.875
and I'm getting better every day,
and I'm going to be great right?

0:21:35.875,0:21:39.208

And I reflect
back on that as the mayor of the city,

0:21:39.833,0:21:42.666
and I think the greatness of our city

0:21:42.666,0:21:46.000
lies in our minds and in our hearts
as human beings, as people.

0:21:46.500,0:21:49.625
And if we don't believe in our greatness,
we won't be great.

0:21:50.041,0:21:51.458
Yeah, right.

0:21:51.458,0:21:54.625
I, I agree 100%. So. Sorry go ahead.

0:21:54.666,0:21:54.916
Yeah.

0:21:54.916,0:21:57.833
No, I mean,
and hopefully I'm following you here.

0:21:57.833,0:22:00.833
You know, in 2002 when I won the silver
medal in Salt Lake and,

0:22:01.250,0:22:05.416
and it was such an amazing moment for me
and my family and hopefully for Ogden

0:22:05.416,0:22:07.000
and the state of Utah.

0:22:07.000,0:22:12.291
Jon Saracino, you know, who was the,
the media guy for ESPN.

0:22:12.291,0:22:13.041
He comes up

0:22:13.041,0:22:17.000
and he and I have been talking quite a bit
through, through the Olympic process.

0:22:17.000,0:22:20.083
And he's like,
who do you want to be more proud of you?

0:22:20.083,0:22:22.250
Like, who are all the people?

0:22:22.250,0:22:23.416
And I said, you know what, John?

0:22:23.416,0:22:24.833
I that's a great question.

0:22:24.833,0:22:26.375
I said, but at the end of the day,

0:22:26.375,0:22:29.375
the only person I want to be
most proud of me is me.

0:22:29.541,0:22:31.708
I said, because at the end of the day,
I had to be accountable.

0:22:31.708,0:22:34.875
I had to believe in myself,
and I had to get up every day,

0:22:34.875,0:22:37.875

and I had to train,
and I had to do the things the right way.

0:22:37.958,0:22:43.125
And and in turn, I was able to bring home
an Olympic medal for my community.

0:22:43.625,0:22:44.416
Right.

0:22:44.416,0:22:48.583
And and I and I hope that,
you know, all of Utah and Ogden

0:22:49.000,0:22:51.625
feels like they were a part of that
because they were, right.

0:22:51.625,0:22:54.625
It wasn't just me. It was everybody.

0:22:54.708,0:22:58.166
From the time this idea of making

0:22:58.208,0:23:01.333
Olympics started, you know, this
kid???s right off the streets,

0:23:02.958,0:23:05.250
there
were so many people that supported me

0:23:05.250,0:23:09.333
in one way or another,
indirectly and directly.

0:23:09.625,0:23:12.250
And that was just it was beautiful.

0:23:12.250,0:23:15.250
And there's absolutely no way I could have
done it without my community around me.

0:23:15.833,0:23:19.458
Smiling and then also getting kind
of goose bumps underneath my suit because,

0:23:19.750,0:23:22.750
you're bringing me back to
when I was watching you do all this.

0:23:23.291,0:23:26.291
I had, you know,
I was right here in Ogden.

0:23:26.333,0:23:29.333
My now wife Jaynee and I,

0:23:29.500,0:23:33.083
then dating her and engaged,
getting engaged and

0:23:34.791,0:23:37.291
to watch someone that we knew

0:23:37.291,0:23:40.791
that we grew up with
for a period of our lives

0:23:40.791,0:23:43.833
doing what you were doing
was really inspirational. And,

0:23:45.708,0:23:47.625
it was everything we were

0:23:47.625,0:23:50.708
we were a part of the community

that that you were part of.

0:23:50.708,0:23:51.250
Yeah.

0:23:51.250,0:23:54.500
And to see someone from our circles
do what you were doing,

0:23:55.208,0:23:59.291
certainly gave us hope, but
I can't even imagine the amount of hope

0:23:59.291,0:24:03.250
you were giving to kids in this city
and, and in these streets

0:24:04.208,0:24:04.958
not just in Ogden.

0:24:04.958,0:24:06.375
Around the world. Yeah.

0:24:06.375,0:24:09.375
Because your story was being told
at that time, too.

0:24:09.375,0:24:09.750
Yeah.

0:24:09.750,0:24:13.583
And it was funny, you know, it's it's,
kind of the ongoing joke

0:24:13.583,0:24:17.583
is when, during the Olympics,
when they were announcing my teammates.

0:24:17.583,0:24:19.000
Right

0:24:19.000,0:24:21.833
in front of billions of people
around the world, you've got my driver,

0:24:21.833,0:24:25.208
Todd Hayes, and he's a MMA champion
and did this and did that.

0:24:25.208,0:24:28.375
And my two other teammates, track
and field and football champions and

0:24:29.000,0:24:31.500
and they said, then you got this kid
Bill Schuffenhauer, shows up

0:24:31.500,0:24:34.500
straight off the streets and you,
I was like what?

0:24:35.208,0:24:38.541
And originally at first
I was a little frustrated with with that

0:24:38.541,0:24:41.625
because it was on international television
in front of billions of people.

0:24:41.625,0:24:44.625
But the reality,
it did tell a story that needed to be told

0:24:44.958,0:24:48.541
and hopefully give hope to those
who maybe didn't have some hope

0:24:48.541,0:24:51.833

or just inspired some people
that just need a little bit inspiration.

0:24:51.833,0:24:55.791
That this kid that came off the streets
with nothing was able to,

0:24:56.333,0:25:00.250
change the stars and achieve everything
at the highest level and,

0:25:00.583,0:25:03.375
and then and then turn around
and do even more and more with that

0:25:03.375,0:25:06.291
and continue to until I can't.
So that's awesome.

0:25:06.291,0:25:10.375
So okay, so you're at I'm going to cover
two more things before we run out of time.

0:25:11.041,0:25:13.500
I want to talk about your journey
because you've had ups and downs

0:25:13.500,0:25:16.500
like that, that
that must have felt like an absolute peak.

0:25:16.791,0:25:18.916
Oh my. You know,
like you just peaked a mountain.

0:25:18.916,0:25:21.916
It still couldn't have gone higher. Right?

0:25:22.041,0:25:23.416
And then you've had ups and downs.

0:25:23.416,0:25:24.166
But I want to

0:25:24.166,0:25:27.208
I want to finish our interview
and our time together today talking about

0:25:27.416,0:25:29.958
what does this mean for Ogden
moving forward. Right. Okay.

0:25:29.958,0:25:31.458
So before we get to that point,

0:25:32.625,0:25:35.625
like tell me about the feeling you had

0:25:36.333,0:25:39.333
on that peak
and the experiences you've had since then

0:25:39.708,0:25:42.833
and how that how those ups and downs
continue to drive you.

0:25:43.291,0:25:43.791
Yeah.

0:25:43.791,0:25:46.875
You know,
you know, to start off on a high note,

0:25:46.875,0:25:50.125
when I, when I did win my Olympic medal
and it was rewarded it,

0:25:50.333,0:25:53.333

in Salt Lake City.

0:25:53.541,0:25:56.000

That's getting me emotional
because I'm just, you know, visually

0:25:56.000,0:25:59.541

seeing everybody out there in the crowd,
the thousands and thousands of people

0:25:59.541,0:26:03.416

that I knew were
my family and friends from Ogden and.

0:26:10.458,0:26:13.625

You know,
just recalling the conversations that

0:26:13.625,0:26:16.916

so many of us had like, oh, you can do it,
and someday you'll make the Olympics.

0:26:16.916,0:26:21.166

And and to finally have that, that
that story actually come to fruition

0:26:21.166,0:26:25.166

and see our entire my entire community,
our entire community out there

0:26:25.708,0:26:27.666

cheering us on was just phenomenal.

0:26:27.666,0:26:30.791

And, of course, then I did
three more Olympics and that was great.

0:26:30.791,0:26:34.458

But, you know,
you know, after I did retire in 2010,

0:26:34.916,0:26:38.958

and I'm this is very,
very public as well, and I'm very open

0:26:38.958,0:26:41.833

because I want other people
to, you know, understand that there's

0:26:41.833,0:26:44.625

some of these things do happen
right after retirement from sports.

0:26:44.625,0:26:45.958

And one of the reasons

0:26:45.958,0:26:49.125

I actually created one of my companies
was also because of this situation,

0:26:49.125,0:26:52.875

that I had a massive loss of identity
when I retired, you know,

0:26:52.875,0:26:56.833

so used to training and with coaches
and with teammates with them,

0:26:57.416,0:27:00.916

you know, very like minded and aligned
and traveling the world

0:27:00.916,0:27:02.208

and competing for medals.

0:27:02.208,0:27:05.208

And, and when all that stopped,
I was lost.

0:27:05.458,0:27:09.791

And it took me down in a very,
very negative, negative path.

0:27:09.958,0:27:12.958

That and a lot of people here
and all around the world know about,

0:27:13.500,0:27:16.750

you know, became an alcoholic,
victim mentality,

0:27:17.250,0:27:19.041

partying, doing a bunch of stuff.

0:27:19.041,0:27:23.083

I mean, I literally went back
to ground zero from where I started, and,

0:27:23.083,0:27:28.125

it was it was, you know, interesting
enough, I've got some, some friends

0:27:28.125,0:27:31.875

like you and, some judges that I know
and some attorneys here that I know.

0:27:31.875,0:27:33.500

They're very great friends of mine.

0:27:33.500,0:27:37.250

And they called me out on my stuff
and they said, hey, if you don't

0:27:37.541,0:27:38.625

change your ways.

0:27:38.625,0:27:41.791

Like we're going to, unfortunately,
have to be the ones responsible for.

0:27:42.166,0:27:44.458

Yeah, doing some things
that we don't want to do.

0:27:44.458,0:27:46.625

And and that was a wake up call.

0:27:46.625,0:27:48.083

And, you know, because I was,

0:27:49.291,0:27:51.916

I was in pretty good trouble.

0:27:51.916,0:27:52.333

You were.

0:27:52.333,0:27:52.583

Yeah.

0:27:52.583,0:27:57.083

And, I, I just,
I had to have a, come to, you know,

0:27:57.083,0:28:00.291

who conversation with myself in the mirror
in my house, right up the street.

0:28:00.958,0:28:03.541

And say, what are you doing?

0:28:03.541,0:28:03.875

Right.

0:28:03.875,0:28:06.125

Everyone else is telling you
that you're making all these mistakes,

0:28:06.125,0:28:09.125
but you're not seeing it because you're
in such as a victim mentality.

0:28:09.833,0:28:12.500
And, that's where I started
reaching out for help.

0:28:12.500,0:28:14.708
And, that included going to AA.

0:28:14.708,0:28:19.250
That included finding mentors
that included, you know, asking people to,

0:28:19.458,0:28:22.916
you know, tell me if I was doing things
wrong and called me out on my bs.

0:28:22.916,0:28:26.958
And that included getting stronger
in my faith and my spirituality and,

0:28:27.541,0:28:30.750
you know, it took a little time,
but once, once I realized,

0:28:30.750,0:28:34.208
like, the mistakes
I was making and I took accountability

0:28:34.750,0:28:38.958
for the life that I created,
I was able to really move

0:28:39.208,0:28:42.750
some mountains and, and hopefully
just continue to do so, so now.

0:28:42.875,0:28:45.708
There are countless lessons within the

0:28:46.833,0:28:47.375
response you

0:28:47.375,0:28:51.291
just gave that trace right back to
why we're here.

0:28:51.291,0:28:53.458
Yeah, we're here for Ogden.

0:28:53.458,0:28:55.500
We're here to discuss the Ogden way. Yeah.

0:28:55.500,0:28:57.208
And you talked about accountability.

0:28:57.208,0:29:00.291
You talked about, you know,
making the decision for yourself.

0:29:00.291,0:29:03.500
You talked about judges
and people in the community, and I.

0:29:03.500,0:29:04.333
And I know who exactly you're

0:29:04.333,0:29:07.333
talking about,
because I've talked with that judge and,

0:29:08.375,0:29:08.958
but I want to

0:29:08.958,0:29:11.416

I want to make the point that that judge
is an employee of our city.

0:29:11.416,0:29:12.083
He is.

0:29:12.083,0:29:16.250
And so it it reinforces the point
when we talk about community,

0:29:16.250,0:29:18.125
we're not just talking about people
that live in the city.

0:29:18.125,0:29:21.708
We're also talking about the people
that serve the city and work in the city.

0:29:21.708,0:29:23.750
And for this city specifically.

0:29:23.750,0:29:24.916
Yeah, because the Ogden Way

0:29:24.916,0:29:28.208
is more than a vision for
for the 90,000 residents that live here.

0:29:28.208,0:29:30.250
It's also a mission for our 700 employees,

0:29:30.250,0:29:32.000
including the judge that helped you. Yep.

0:29:32.000,0:29:35.125
And so that's the culture that we
that we are trying to reflect

0:29:35.125,0:29:38.833
and create here as, as the mayor
that that we are a service

0:29:39.291,0:29:44.375
and a facilitator to, to help facilitate
the success of our people, of others.

0:29:44.750,0:29:47.125
And we do that by helping
to create an environment

0:29:47.125,0:29:49.125
that creates opportunity
for success for people.

0:29:49.125,0:29:50.500
Yeah. Right. Yeah.

0:29:50.500,0:29:54.500
And so with your ups and downs in life,

0:29:54.500,0:29:58.083
especially you were just talking
about being in the down.

0:29:58.375,0:30:01.375
Yeah. Talk to us about that up from there.

0:30:01.541,0:30:03.250
The up is beautiful.

0:30:03.250,0:30:07.333
I mean, you know, you said it that,
you know, through support of the community

0:30:07.333,0:30:11.333
I had around here,
and that included, you know,

0:30:11.375,0:30:14.375

a real estate agent that, you know,
we talked about earlier and,

0:30:14.833,0:30:19.875

and many, many others that they didn't
have to be there to support me.

0:30:19.875,0:30:22.458

They didn't have to be there
to help me out.

0:30:22.458,0:30:25.458

But they were willing to
and they and again,

0:30:25.666,0:30:29.958

just like that child who moved up here
to some greater there's people greater,

0:30:30.291,0:30:33.291

there were people that saw something in me
that I didn't even see.

0:30:33.333,0:30:36.208

And I think the same thing happened
and they just,

0:30:36.208,0:30:38.916

you know, came together
and had a lot of patience.

0:30:40.500,0:30:41.208

It's required.

0:30:41.208,0:30:44.916

And, you know, was willing to,

0:30:45.416,0:30:48.708

get in, get in the, in the trenches
with me and really help me realize

0:30:48.708,0:30:52.125

that I did have to take accountability
from the life that I created

0:30:52.125,0:30:56.416

and that there that my my work
wasn't done in reality.

0:30:56.416,0:30:59.083

Right? It wasn't make the Olympics
and then you're done.

0:30:59.083,0:31:02.500

That was just kind of the starting
point is now now,

0:31:02.500,0:31:04.583

what do you do with your life
after the Olympics?

0:31:04.583,0:31:04.958

Right.

0:31:04.958,0:31:08.083

And it's and it's getting to a place
where, you know,

0:31:09.083,0:31:10.541

I can be a better human being.

0:31:10.541,0:31:14.000

I can be a better friend, father, brother,
whatever.

0:31:14.583,0:31:16.208

Next door neighbor.

0:31:16.208,0:31:20.625

And and and start to really create
what I want to create,

0:31:20.625,0:31:26.083

which is a legacy of my life,
that did take place here in Ogden.

0:31:26.208,0:31:28.333

Well,
I think we can help with that legacy.

0:31:28.333,0:31:28.666

Yeah.

0:31:28.666,0:31:32.083

As we as

0:31:32.083,0:31:35.375

I hear
what you're reflecting to us and to me,

0:31:36.875,0:31:39.041

I, I relate that that

0:31:39.041,0:31:42.083

you had a sense of purpose
when you achieve that medal,

0:31:42.500,0:31:45.500

you knew exactly what you needed
to do every morning when you woke up

0:31:45.500,0:31:48.500

and you knew what your goal was
and your drive, and you had that focus,

0:31:49.166,0:31:50.958

and then you you achieved it.

0:31:50.958,0:31:52.666

Yeah. And then.

0:31:52.666,0:31:55.333

And then after he retired,
what was that purpose?

0:31:55.333,0:31:57.916

And you had to find it again.
And here you are.

0:31:57.916,0:32:01.250

And so I want that same sense
for all of our staff

0:32:01.250,0:32:03.375

here, you know,
and all of the people that live here

0:32:03.375,0:32:05.208

is to have
that sense of purpose in your life,

0:32:05.208,0:32:08.208

because that that, again, gets back
to the beginning of our discussion

0:32:08.875,0:32:11.708

that creates the energy
that that creates community.

0:32:11.708,0:32:12.125

Yeah.

0:32:12.125,0:32:13.208

And so,

0:32:13.208,0:32:17.958

I want to I want to announce, to Ogden
something that you and I talked about.

0:32:18.166,0:32:19.583

And the reason I reached out to you,

0:32:20.625,0:32:22.458

from the in the first place is.

0:32:22.458,0:32:25.791

I ran into Billy at an Olympic event.

0:32:25.791,0:32:29.500

It was a it was a
we were welcoming the international

0:32:29.958,0:32:33.291

president of the Olympics to to Utah.

0:32:33.833,0:32:37.791

And there was a whole buzz around
all of it.

0:32:38.291,0:32:42.208

And we had elected officials and community
leaders, business leaders, and.

0:32:42.541,0:32:44.291

Right, Olympic athletes.

0:32:44.291,0:32:47.916

And I'm sitting we're sitting at the,
Grand American.

0:32:47.916,0:32:50.541

That's
when they said, and Bill Schuffenhauer.

0:32:50.541,0:32:51.625

I'm like, Bill Schuffenhauer?

0:32:51.625,0:32:54.208

I'm like, who's this Bill fella? Right.

0:32:54.208,0:32:55.708

Is that Billy's dad? Right.

0:32:55.708,0:32:59.541

You know, and then Billy comes walking up,
kind of you kind of gave me like a fist

0:32:59.541,0:33:00.500

pumping as you're going up.

0:33:00.500,0:33:02.625

And I'm like, we gotta talk. Yeah.

0:33:02.625,0:33:05.500

And what we talked about that
I want Ogden to know about

0:33:05.500,0:33:07.583

is that Billy is a man of his word.

0:33:07.583,0:33:10.333

He's a man that's committed to people,
committed to his journey.

0:33:10.333,0:33:12.291

He's also committed to honesty
and authenticity.

0:33:12.291,0:33:13.875

And he shares all of it willingly.

0:33:13.875,0:33:16.083

And for that, I appreciate.

0:33:16.083,0:33:17.458
But he wants to give back. Yeah.

0:33:17.458,0:33:21.625
And we are a city
that's going to host the Olympics in 2034.

0:33:22.291,0:33:24.666
It's giving me the chills. Right?

0:33:24.666,0:33:27.666
But we don't want to we don't want
to build everything for the Olympics.

0:33:27.666,0:33:31.875
We want the Olympics to build everything
for us, including building us as people.

0:33:32.375,0:33:34.833
And so it's important to me
and, you know, my background

0:33:34.833,0:33:37.541
and the importance of youth recreation
and sports to help

0:33:37.541,0:33:40.541
build our youth and build our city,
our community through our people.

0:33:40.583,0:33:44.416
But, I want to build a legacy of sport

0:33:44.750,0:33:47.750
around the Olympics, and that doesn't mean
it has to be Winter Olympics.

0:33:48.250,0:33:49.041
It can be.

0:33:49.041,0:33:50.375
It can be winter, it could be summer.

0:33:50.375,0:33:53.166
It could be any any kind of a sport.

0:33:53.166,0:33:55.458
Because it's something
that drives the human spirit.

0:33:55.458,0:33:56.583
Right.

0:33:56.583,0:33:58.791
And so with Billy being a kid from Oregon,
a kid

0:33:58.791,0:34:03.041
that grew up in the streets of Ogden
under the most difficult circumstances

0:34:03.041,0:34:06.666
that our streets could possibly offer,

0:34:07.791,0:34:09.083
I want to start an initiative

0:34:09.083,0:34:13.250
and I want to have a, in the coming year
I want us to start talking about

0:34:14.208,0:34:16.791
we as an Olympic community or a city

0:34:16.791,0:34:19.791
will have an Olympian in our midst.

0:34:19.791,0:34:22.791

Yeah, a future Olympian lives in this city
somewhere.

0:34:22.875,0:34:23.416

Many.

0:34:23.416,0:34:26.416

That small young child,

0:34:27.083,0:34:30.083

boy or girl going to one of our schools,

0:34:30.583,0:34:33.208

growing up in our neighborhoods,

0:34:33.208,0:34:35.208

walking our streets.

0:34:35.208,0:34:36.833

They're out there. Yes.

0:34:36.833,0:34:40.500

And if we set the goal that one day
we are going to find and raise,

0:34:40.791,0:34:45.125

we are going to raise as a community
and as a city, as employees

0:34:45.125,0:34:49.875

and as residents, an Olympic athlete
in the future from Ogden.

0:34:51.208,0:34:54.375

Imagine if we create an environment
and programs and opportunities

0:34:54.375,0:34:57.375

for all of our kids
to participate in those things,

0:34:57.583,0:35:00.458

and we nurture it to the point
that we lift all of them.

0:35:00.458,0:35:04.583

And at some point, we're going to lift one
child into becoming an Olympic athlete.

0:35:04.666,0:35:08.416

We like to think of all the kids
we will have lifted in the meantime.

0:35:08.416,0:35:09.375

Absolutely.

0:35:09.375,0:35:12.375

And this is not a made up
make believe thing.

0:35:12.375,0:35:13.458

No. It's real.

0:35:13.458,0:35:15.875

I'm sitting with it right now
and it's been proven.

0:35:15.875,0:35:18.000

It's been proven by, you know.

0:35:18.000,0:35:22.250

Billy Schuffenhauer, thank you for
being the guest on the Ogden Way podcast.

0:35:22.541,0:35:24.875

Absolutely. Thanks for telling
a tiny bit of your story.

0:35:25.833,0:35:27.916

But most
importantly, thanks for telling the story

0:35:27.916,0:35:31.875

of Ogden, the story of our future
and our past.

0:35:32.000,0:35:32.833

Right?

0:35:32.833,0:35:35.375

And thanks,
most importantly for giving back.

0:35:35.375,0:35:38.375

It's been an absolute honor
to reconnect with you as mayor.

0:35:38.375,0:35:40.375

But more importantly, as a friend.

0:35:40.375,0:35:43.583

And I really appreciate that
you've committed to being a spokesperson

0:35:43.583,0:35:46.625

for this vision and this energy
that we're trying to create here in Ogden.

0:35:47.083,0:35:50.708

So as we as we part today,
I just want to encourage our,

0:35:50.833,0:35:54.708

our viewers and listeners, go out,
look up Billy

0:35:55.375,0:35:59.000

like, subscribe, share and visit
everything that he does.

0:35:59.000,0:36:01.208

He's got books, podcasts.

0:36:01.208,0:36:03.291

He's, a guest speaker.

0:36:03.291,0:36:06.291

He's a business owner, multi-time author.

0:36:06.583,0:36:09.583

Right. Coach, consultant, everything.

0:36:09.625,0:36:11.541

To know Billy more
because you're going to see

0:36:11.541,0:36:14.083

a lot more of him, but also get to know
the Ogden way more. Yeah.

0:36:14.083,0:36:17.083

You know, visit
the the the links on your screen,

0:36:17.166,0:36:21.583

in the credits of this episode
and learn more about The Ogden Way.

0:36:21.583,0:36:25.666

We learn more about what you can do,
find your call to action on how you can

0:36:25.666,0:36:29.583

live consistent and in the principles
and in the vision of the Ogden Way.

0:36:29.625,0:36:30.375

Yeah. Okay.

0:36:30.375,0:36:33.750

And I would like to say, you know,
thanks to the Ogden community,

0:36:34.125,0:36:38.208

because without the community here
in Ogden again,

0:36:38.208,0:36:41.458

I would not be sitting here in this chair
with Ben,

0:36:41.458,0:36:45.833

the mayor of Ogden, a friend of mine
from college and an amazing staff.

0:36:45.833,0:36:49.125

And so I'm I'm honored
and I'm blessed to be here right now.

0:36:49.125,0:36:50.625

And and thank you to all of you.

0:36:50.625,0:36:52.666

Thanks for coming back there.

0:36:52.666,0:36:53.833

Appreciate you man.

0:36:53.833,0:36:55.125

Okay. Until next time.

0:36:55.125,0:36:58.000

We'll part ways in The Ogden Way
and we'll be back again

0:36:58.000,0:37:01.416

with another example
in another story of how Ogden is great

0:37:01.666,0:37:04.666

and how Ogden continues to become great
through its people and by its people.

0:37:05.333,0:37:05.916

God bless you all.