Kristin C.: [00:00](https://www.rev.com/transcript-editor/Edit?token=hl7liEMfjNxLJBzbLBK10Gh3vLd75OgeYHCK7NT1U_mVaRYMesl4pwcpQO_2FMUNP1pB_1OgoHjkyV88gJH_nO3zoB0&loadFrom=DocumentDeeplink&ts=0.61) My God. Okay. All right. We're recording. So, I'm going to have it be quiet for a couple seconds, and then I will introduce you and we will have a very fun conversation. This is a great one to start with, too, for them.

Kristin C.: [00:16](https://www.rev.com/transcript-editor/Edit?token=U1pHhqdHB1kBjAVXiYE8Or7U9P95vbTzVpjPfAONCVzsXXhqXI_bmhXurmmxgc2wM9xKfCtUGTBc3WWuXg3BxuoB6eM&loadFrom=DocumentDeeplink&ts=16.84) Welcome back, everybody to another episode of the Channel Mastery Podcast. I am very proud to introduce today's guest, Jen Gurecki, CEO of Coalition Snow and editor of Sisu Magazine, and a social entrepreneur on a mission to the show today. Welcome, Jen.

Jen Gurecki: [00:34](https://www.rev.com/transcript-editor/Edit?token=enOO4EeJh6OPXRIgMMQKjJdcs-8tFBNJTCZLAmZ9LHRPoqMnvcS9y9UN0oSeLkHu66xx-MycU2MddJJZw6WAmP64Z1I&loadFrom=DocumentDeeplink&ts=34.75) Thank you for having me. It's a pleasure to be here.

Kristin C.: [00:36](https://www.rev.com/transcript-editor/Edit?token=okQO0Sf0ng6xeybqqaguEZ1HbBq45IgZRklOjEX7QPYbB-TF1u7kVOM0DED5oH5k0wtbGBsOPvgoXH9tjIod2xCfdyU&loadFrom=DocumentDeeplink&ts=36.99) We've been planning this for time now, and I'm so glad we got it together. So, just know I'm super grateful that you're able to take the time. I know you've had a lot going on, a lot of great stuff we're going to talk about. With that, can you give my awesome audience a bit of your background or your founder story on Coalition Snow, on Sisu, on all that you're doing and how it all ties together?

Jen Gurecki: [01:02](https://www.rev.com/transcript-editor/Edit?token=ikidGoxEU8yFwNy5fTGDuewagTWMVA_K04xtK6Plz5T5BMFpbgFsWqmauGRxkxYjhLLI8f8FIwK5P-kzSjjmT5i9fF0&loadFrom=DocumentDeeplink&ts=62.24) Absolutely. I'm one of those people who's perhaps an unlikely entrepreneur in the outdoor space, although I would consider myself an outdoors person since I was a teenager. So, I first learned how to ski and snowboard in Arizona.

Kristin C.: [01:18](https://www.rev.com/transcript-editor/Edit?token=qD4ODkD7hEAq1SkHFr2Xh6clG7PT59hUvfP4rLxf3zOGfsjCY2o810lhj91cLG6O1Ca8e1HjIJlqh6CSNnMEHt94Kuw&loadFrom=DocumentDeeplink&ts=78.45) Yay.

Jen Gurecki: [01:18](https://www.rev.com/transcript-editor/Edit?token=tKaN_kdeuIyEhTtmevotcfAQ__ck99RdrCNIaBsI8G2JYy4xAXjWzdoKh85SikvhOveKj5a0ylZJNJFYM0JtGx_oVaU&loadFrom=DocumentDeeplink&ts=78.96) Not a place that people associate with snow, but I joined the ski club when I was in high school because my family didn't ski. That was my first introduction. I knew that that was a sport that I was going to love for my entire life. So, I picked a school in Arizona where I could only take classes Tuesdays and Thursdays and work at Arizona Snowbowl and ski pow my entire college existence.

Kristin C.: [01:43](https://www.rev.com/transcript-editor/Edit?token=DtPk-Jw0d_YCSWl3o4h2sMer8MmHq_zola3eQVxM7UyxJXCPEEh70GkXAYNBrxt0p6u29FgY_E9lL7XUxAQg0Z6rbPE&loadFrom=DocumentDeeplink&ts=103.19) That's awesome.

Jen Gurecki: [01:43](https://www.rev.com/transcript-editor/Edit?token=89je9Af5kNzSGybg31jhQrDlpmVYF3z7ettClfYj9l8VZEn3CwQyOnDofO9fMVhh8SMR04aFxHO7_m0CouDniK0_ur8&loadFrom=DocumentDeeplink&ts=103.96) Then from there I moved to Tahoe. So, I've been on this path of loving the outdoors and loving skiing, but I was never in the industry. In fact, I really stayed away from it, because I'm not really into the hype. Let's just say that. I think some people are, and good for them. I just really like making turns with my friends.

Kristin C.: [02:04](https://www.rev.com/transcript-editor/Edit?token=L25kv2SsfFbedGMniRiWJiH0i_bo1pMK6-PrPOG8bzc_6m6lSu8tAnpg5vuAQntfAAD5wxmouyODM9cANT9p_oqXH3Q&loadFrom=DocumentDeeplink&ts=124.72) I love it.

Jen Gurecki: [02:06](https://www.rev.com/transcript-editor/Edit?token=zaeCav-9znWfn9BKfJwi5QXCXiMQVx9X6jY7xHWFplmaE9E2TJK7dORSXmQRVsKjrGl8NhjCdTMNIFQyOUMOva_P1hA&loadFrom=DocumentDeeplink&ts=126.3) When I first moved to Tahoe, I had finished my degree. I was only 22, 23 years old, and I needed a job. I was able to get into outdoor education. So, I started on the outdoors side of things as a guide, and I worked in both a nonprofit and the for profit side. Then, as any ski bum, I, who was woefully underemployed, went back to school and got a master's degree. It was in my master's degree that I ... I was actually at Prescott College. Probably a lot of people in the audience have heard of them for their outdoor rec degrees.

Kristin C.: [02:46](https://www.rev.com/transcript-editor/Edit?token=w2Fh3otB9KN7LPaJUAHz9zEyU7r9zK0yhO59eDNC6QLGirm1PAJ2cCeU3fQx24Zshuc_4n5DlXru4fzE8ROBXOMwinY&loadFrom=DocumentDeeplink&ts=166.06) Absolutely.

Jen Gurecki: [02:46](https://www.rev.com/transcript-editor/Edit?token=lITv-ghmdEM0KAQscnuKGAER5anOCP9pp4pb5VkFjJCF5mR4sk6U_hjLeu2J1kTvBBkHht_RXJ1DYH4vnQW4GZ372JI&loadFrom=DocumentDeeplink&ts=166.93) I went to Prescott College, and I was actually really focused on bottom-up approaches to social change. The research that I conducted was with a team of women in Kenya. I really steered away from the outdoors. Eventually my research brought me back to where I am today, but I was really looking at what needs to happen on the ground for women to step into positions of leadership, both in the home and in society, that they were ready to be in and that they deserved to be in. That was my first time traveling to Kenya, and I ultimately ended up starting a business in Kenya while-

Kristin C.: [03:31](https://www.rev.com/transcript-editor/Edit?token=12osG7ypx5EwEYf5lWVECG8I_z-RXudf2typFIlKw4le7kt7Y5-TNXs609s9WU1EhGH5sJgISxjMajciKr0eU_9Es2U&loadFrom=DocumentDeeplink&ts=211.73) While you were getting your master's.

Jen Gurecki: [03:33](https://www.rev.com/transcript-editor/Edit?token=SHPXdXRklg7q_bkA-UtTicHdl0Sj1nWo3OJxaSkZZC5PfqUyLO7kIDBziDflwHMxgKt4M0EJlFnL36SoIESIEohvQ50&loadFrom=DocumentDeeplink&ts=213.07) Well, I finished the master's. Finished the master's, took a job at UC Berkeley, and I was the director of a program called Adventurous Challenge that still exists today. It's an incredible nonprofit. The mission was to bring underserved, underrepresented, and English language learner and first generation students into the wilderness for 40-day courses. So, I was working in Yosemite National Park, working all across the Central Valley of California, driving into what felt like the middle of nowhere, going to speak to parents in Spanish and talking to them about getting their child out into Yosemite for the summer. That was a definitely crystallizing transformational experience for me to be able to do that work in partnership with UC Merced and UC Berkeley, Yosemite National Park, and work in Tahoe.

Jen Gurecki: [04:28](https://www.rev.com/transcript-editor/Edit?token=vi18uuiI0Xo3H_OxOFLX6IgNXiBGnkM8PBrhY8VzKmy2-ghpFrELllgMK1hwde5zTrjziTttkq9UmXJkEqAPeiUJAxw&loadFrom=DocumentDeeplink&ts=268.18) Then I got really tired of working with other people's kids, and I thought, I don't have any kids myself. They're just not my jam. If that's your jam, good for you. Not for me. I had sort of moved into ... I had literally gotten my feet wet in another business. I was co-owning a white water rafting company, and I really just wanted a change. So, I, once again, woefully underemployed ski bum in Tahoe, what do you do? You go back to school again. So, I went back to school. I started a PhD, which I will admit, I have ... I dropped out of a PhD, because I thought it was more important to be a CEO. I went back to school. I left Berkeley, went back to school again, was studying a lot of economic development. I was working under the London School of Economics and looking at climate change and ecosystem, really looking at how you tie social environmental movements together.

Jen Gurecki: [05:36](https://www.rev.com/transcript-editor/Edit?token=_UUYbNiP2NkWZnsVApXn5pgGieAyvfw2lT1STrZy8t_m7VW910iq89450AvEKwrzyaVtS8vO1azsS3T5UWTdJSBaC6M&loadFrom=DocumentDeeplink&ts=336.32) Then, because I love to suffer and just really enjoy doing difficult things, I was on a back country ski trip with friends. At the time, I was ... Like I said, I've never really been one to be a part of the industry, which is probably why people wonder what the hell that I'm doing, because they're like, "You didn't work for anyone. You were never here." Yeah, you're right. I wasn't. I was just hanging out with friends. But I was noticing that there was this big shift happening where women athletes in particular, so like Lynsey Dyer and Molly ... Different people were starting to talk about how women were positioned as athletes in snow sports.

Jen Gurecki: [06:22](https://www.rev.com/transcript-editor/Edit?token=D1Y-l8hlIAWCGY9ywmT2lF7Gyr-tynmdSu7mLIvp2bRP8f7g87_gDqDtnyeEz4LKIqmvQel5YX6la84uHfOlo4jIxIM&loadFrom=DocumentDeeplink&ts=382.09) I'd never seen people talk like this. Perhaps that's because we didn't have things like Facebook and Instagram when I was in college, but I was noticing that women were starting to become very outspoken about the way that they were represented in the media. This was right before Lynsey Dyer put out Pretty Faces, so this probably would have been like 2012/2013. I thought to myself, something's happening. Something is happening. I don't know what it is. Then one of my friends, who happened to be in the industry said, "You know what would really shake things up? If you started a ski company." And I was like-

Kristin C.: [07:00](https://www.rev.com/transcript-editor/Edit?token=tI17b5NOFqBw-zLCYLv63qEAiU6Xfr-QbEZnwhs52DToXmQQ0G7j1TifT4zwEScIXwdZN8coZXkZUEeRvjcg107GzWk&loadFrom=DocumentDeeplink&ts=420) Da da da.

Jen Gurecki: [07:01](https://www.rev.com/transcript-editor/Edit?token=s7Jh29CKjj-UuebTBIVkWwJSOFz3wmdpZTCwcxq1wqdIi4kXBHYMbqJuiAwdSwaMaQF397rbr8o5Tkeu51wwLyrFBGY&loadFrom=DocumentDeeplink&ts=421.8) I said, "Yeah, you're right. That would." Because no one expects women to make hard goods.

Kristin C.: [07:07](https://www.rev.com/transcript-editor/Edit?token=YzhEucDMpQMp77e-J5PpLNocl9-F0AmxZFuN5vkDWZqRQwAPNcEarVVv32_Q-MI6qFJ8BjwRXMvpmdr6_NJZjlkWHkU&loadFrom=DocumentDeeplink&ts=427.12) You're right.

Jen Gurecki: [07:07](https://www.rev.com/transcript-editor/Edit?token=lDwcmuyfkUH7ybJQLmWHza0PqhZ5GFs-Zcm3XJkRu2wDTwkF94OmEnmJjM1H6f6c6C-tUhRmj_tWMWtmIHGmaLcAvYI&loadFrom=DocumentDeeplink&ts=427.75) So, it's not that-

Kristin C.: [07:08](https://www.rev.com/transcript-editor/Edit?token=euHGeMtYAAXXkwLRqTkFwaV5P0VaMlUT_e30YZuUBtItVKipQGs7kWF3MGqGh8subyp0rOFY2-pfdLXtrTjqxc6695A&loadFrom=DocumentDeeplink&ts=428.65) Historically.

Jen Gurecki: [07:09](https://www.rev.com/transcript-editor/Edit?token=NT-71SamnwvELCvyvRFqHCe7lLLmXo3Czf10G8uOb7ttFwsRaYr4QZg4D59KEtZ5fwRHT_b6X6JbipGQUxBePXOOvJY&loadFrom=DocumentDeeplink&ts=429.63) Historically. Right. This wasn't that long ago, right? We're talking ... We started Coalition in 2014 after a year of market research. So, really, the idea came ... It was like 2012/2013. But I was really interested in this grand social experiment of what would happen if women started a hard goods company that was by women, for women. What would the industry do? And what would women do? What would human beings do?

Jen Gurecki: [07:46](https://www.rev.com/transcript-editor/Edit?token=bWPDn-m4Mkygy_0oX5kDi5sk6q-d9g-HNhI5KG7MrOhmuEWaujaRnp-U8y3uKY35bIg3CylS_mgN6cHd8nQba56bgcU&loadFrom=DocumentDeeplink&ts=466.46) Like I said, I'm an avid skier and snowboard, dedicated my life to chasing powder days to the point where my parents are so disappointed that I still have like ... I have nothing. I have nothing. I own nothing. Don't get into this business if you want to make money. I'm going to tell you that. So, I obviously had this passion for it, but the business side of it really came from knowing myself and knowing that I had the capacity to start businesses and start businesses that were really difficult, and then also really believing that women didn't have to stay in their lane and that they absolutely could expand outside of more traditional roles. I was curious what that would look like.

Jen Gurecki: [08:33](https://www.rev.com/transcript-editor/Edit?token=sZIuX35nrdsXZ5ipXXoT6SsJrVan11R7Jz70WDhCK4n6DBU-cot5wqEpCSclMWTanBjgdPo16qBJDiuJ9MkWXr9Q1zo&loadFrom=DocumentDeeplink&ts=513.26) We've been learning what that looks like for the past six years, and it's definitely been an interesting journey. It's still an experiment. Everything that we do is an experiment, and I learn every day, and it's fascinating.

Kristin C.: [08:49](https://www.rev.com/transcript-editor/Edit?token=vh3S_cFC9PgRJmaHfHJWSOhYyDSzU33Vs4godH5P6PRJKSsDuQPAUDkaHbZgdMM1pzMAgdOP9a-quHqcC6RIe3XAr5c&loadFrom=DocumentDeeplink&ts=529.46) Yeah. That's why I wanted to host you on the show, because there's something very outstanding about the fact that you didn't come up through the ranks. A lot of people who are raft guides or guides in the outdoors will become a sales rep after they work retail. Then they kind of go into the next thing. Pretty soon, they're kind of handed a blueprint, even though they don't realize it, and that's how they go forward. I love that you basically didn't know any better, and what you did know is "I know how to start a business in the toughest place you can, which is rural Kenya. How hard could it possibly be to do this?"

Kristin C.: [09:31](https://www.rev.com/transcript-editor/Edit?token=6yp4YI6Z5Xn2aWQHTYTyryaG_F5RI-yKbiAfCDRvxAwb6G746ldybIiMqpwMw5WvmLWLak6smfAQuGCWOtqUs0TYX80&loadFrom=DocumentDeeplink&ts=571.02) The other thing I think that we're going to discover in this interview is just your sense of nimbleness and having to continuously bob and weave to evolve a company, because today, if you stay to the same lane, you're actually hosed, you know?

Jen Gurecki: [09:45](https://www.rev.com/transcript-editor/Edit?token=PlDYCUoZVvIxGSVqjJ6-kOrKVgz4qqHxiIqgn8d986ezgLRkYrLjiRBVTCDCbakVkfD1080Uq2tLrBAER4vtApSyhWo&loadFrom=DocumentDeeplink&ts=585.95) Absolutely.

Kristin C.: [09:47](https://www.rev.com/transcript-editor/Edit?token=yJ0Ai0FoXHRDGmDs8Xxtdmj_xBn1M4iSkppj42dSedigEVPN-6REzoesA-0fO2HHCh-Z_iCBPxV5Xa3Mguut873k5fQ&loadFrom=DocumentDeeplink&ts=587.08) You have to be approaching it the way that you are, but I just applaud that you decided to cannonball into the deep end, because now you're here and I want everybody to know who's listening. Obviously this is the first of the season's episodes we're going to be doing where the SnowSports Industries of America, SIA, is co-producing. This is one of the shows that they're co-producing. So, here you are. We have an audience, I think, that is highly relevant. What is it that you're learning as a hard goods CEO? Then I'd like to get into the channels that you've expanded into, both in sales and marketing.

Jen Gurecki: [10:24](https://www.rev.com/transcript-editor/Edit?token=ntwBSJh-DNC694rAPuqPuowYNN3Hl-v8A74d6z8QTDKXrc9XZwdPiuV0uoBc_btYFOeGOjCeTYnh91wDm79dm9YRAI0&loadFrom=DocumentDeeplink&ts=624.2) Right. Well, what I've learned is that starting a seasonal hard goods company is likely as difficult or more difficult than starting a business in Kenya.

Kristin C.: [10:39](https://www.rev.com/transcript-editor/Edit?token=oR3f04IFcYGAQt6yuehkRuifI-ggcZPu7rBicMPAjeO063jIxK-tb8l2-Y5ZVFV0SlzEq0ewYWZh0ruQBPpWTWSWj_I&loadFrom=DocumentDeeplink&ts=639.11) Okay. For the record ...

Jen Gurecki: [10:41](https://www.rev.com/transcript-editor/Edit?token=nwktXYB6sgViHhze6R0fV6xkdFCYdqoeSUAFSwzTniuHeatS7si4RHV5EAvCrf2eZUid2i4DG1twJl7i2QDX5MR0AxA&loadFrom=DocumentDeeplink&ts=641.41) For the record. I say that, but I think that if we were approaching Coalition as a hobby or like a side hustle, it'd likely be a lot easier, but this is our full-time work. We're scaling, and there's a lot that goes into it and a lot of challenges. There are a lot of challenges that every CEO of a snow sports company faces. Then there are some challenges that are unique to us. So, I'm learning the difference in those challenges. I'm learning how to navigate them. Yeah, there's just so much. There's so much.

Kristin C.: [11:22](https://www.rev.com/transcript-editor/Edit?token=Mq6XPR46fY0ghEvaRvLsei08k-OVAc5nKyJ0SWRaicw7HI7DRrsGJ3JX-AdRXAynzw4aiBNfj17EER0N-KEwjfHZKyY&loadFrom=DocumentDeeplink&ts=682.47) Right. Maybe tell us what it was like when you first launched, and then I would like to talk about maybe a couple of the key milestones.

Jen Gurecki: [11:31](https://www.rev.com/transcript-editor/Edit?token=BgGwjOweK8XBQ40dgxfL8bMPAqu7cYHQW0UertdCfbzy8C1s14SXzrh_Ub5Dd22Qg8D9ulpF_FYTgmWP0YFbSYY5OA8&loadFrom=DocumentDeeplink&ts=691.57) Absolutely. Yeah.

Kristin C.: [11:32](https://www.rev.com/transcript-editor/Edit?token=TjGEYDxyBi82lBJoiszecMM8thYYuHbp8vuS2OSyu7_pmhqtFuxOSQe-ajzqdN-x3llL8M6hD7GAwK9_XWHAFIVA0lE&loadFrom=DocumentDeeplink&ts=692.2) Are you manufacturing in America, or ... How did you approach it? You said it took you about a year to kind of launch it, right?

Jen Gurecki: [11:39](https://www.rev.com/transcript-editor/Edit?token=VIRh3YCYBDMUtCK3TCSB5-8oGCz_zEMXVfXLPPlsv3w27jC1_sKvL7KcgarBqVkzdX_z_raG9E7qcWoXxZqkYkTusH8&loadFrom=DocumentDeeplink&ts=699.47) Yeah. Although I was not heavily involved in the industry, I'm smart enough at business to know that I had to bring other people on. So, there's a lot of behind-the-scenes that was happening that most people even to this day aren't aware of. I think that some people might think that we were like learning how to press skis in our garage. No one has time for that. I'm starting a real business. So, I immediately found advisors and partners who could connect me to established and reputable manufacturers and engineers around the world so that we could immediately go to market with exceptional skis and snowboards.

Jen Gurecki: [12:20](https://www.rev.com/transcript-editor/Edit?token=VdQvBwQZ_ZB4SzCFPi0vMrlovbYNH-qW3Sj1pRmodLxq4pT55e5ms9vl60Bi0HcBgSYUOyhXSeMf1pk7beYokiMtLAU&loadFrom=DocumentDeeplink&ts=740.32) As a team at Coalition, we always started where we are the women who are creating the designs, and we're really starting from this as a standpoint of like, what do we want to ski on? One thing that makes us different is we were never looking at the anatomy of women or the anatomy of human beings and saying this is what makes a women's ski. We always approached it as what's not out there in the market that we would like to be on, and then we designed it. We have been working with top-notch engineers and manufacturers, both overseas and domestically, to be able to manufacture out line.

Jen Gurecki: [12:57](https://www.rev.com/transcript-editor/Edit?token=LTfgOGRf_ElQ8i8krrkoSA0aw6MaMWPJVBHv94R_3oSI7QNV_diU18LE-xAT5_abbNhiFO3fdiw4LPspyY89xAWZwdg&loadFrom=DocumentDeeplink&ts=777.23) Now, when we started, if anyone remembers the winter of 2014/15, it was the worst drought in the history of California. Not a good time to launch a ski company. Everything delivered late, because we are one of the smallest ski companies in the world, so we are not prioritized. Yeah, it was a rough year. The only thing that saved us that first year is that I said, "We are going to have a second one," and I launched a Kickstarter.

Kristin C.: [13:27](https://www.rev.com/transcript-editor/Edit?token=61TihnxNyuLV5O-j0zgYM3FT7OtbtrJT_73GZc8f9QxH33sexyXdBu1qXyPfBhP7U6n63UuFY3isM5RwH_3yFSkomiI&loadFrom=DocumentDeeplink&ts=807.56) Awesome.

Jen Gurecki: [13:29](https://www.rev.com/transcript-editor/Edit?token=qxZNtNrfcO9RK4mGUTZZm7boRHuMB95AaceFKsWKdhxId-cxygaGl4vOHeZuo_Sqnkg5MQFryZO9ZBoJOg5pUOMkBS4&loadFrom=DocumentDeeplink&ts=809.06) Then we had money for production for the next year, and that's what really got us there. But starting ... I mean, starting is often the most difficult thing that you can do, right? You just have to get to market. You just have to do it. I would say that our first year was more like year zero, because we didn't do a lot that first year.

Kristin C.: [13:52](https://www.rev.com/transcript-editor/Edit?token=s7_0tGDyTz-nEPhIifoc-uyeZj-nHKPE_8KECQbUQ84gc1s43aJR58yog3kYDMTDt2VkOaCR7SVMoOKbt8_ZIhJx3s0&loadFrom=DocumentDeeplink&ts=832) But you had enough to do a Kickstarter, and I love that because it ultimately embeds you with your tribe, your people out there that you're serving. So, I'm curious to know ... What were some of the things that you learned from your fans and followers in the Kickstarter that still continue today?

Jen Gurecki: [14:10](https://www.rev.com/transcript-editor/Edit?token=U7aiN-tgjAozcICIZkwCDr1Z_uYOTzqDuPaiZ1DqmwBI4x5dZBbIqDmyMkDFaB4XdH3DypmFnof-6CzIyNofJE2Ls0w&loadFrom=DocumentDeeplink&ts=850.37) Going into the Kickstarter, even starting Coalition, we knew that our business model was going to be primarily direct-to-consumer. Part of that is that we felt like we were the best people to speak to our community, because by and large ... And it's not so much today, because quite a few things have changed, but so many women and by women ... We have to look at the intersectionality of it. Women aren't just a one-size-fits-all. We have women who are all different sizes and shapes and colors and backgrounds, and then now we understand that we need to be a lot more inclusive around gender fluidity and non-binary individuals. There's a lot of people in the outdoors who felt like no one was listening to them and no one was talking to them.

Jen Gurecki: [15:03](https://www.rev.com/transcript-editor/Edit?token=KzZbfZsz_9uV-gjwFx9WM1Rs_w6xBfxG-tY3fi8_sbr-kCJ1BptELctp2-AE8ZT7Xw-XVURucxiaeQ2XKk2S8_a1M-w&loadFrom=DocumentDeeplink&ts=903.45) Coalition started ... We knew that we had to have a really good product, or else you will not survive, but we also knew that the message was really important. It was a message of inclusivity and acceptance and come as we are. We accept you the way that you are. So, that's how we started, and that's how we led with this Kickstarter. Our model was really direct-to-consumer. Part of that too was that we're not in the industry. We knew going into this that a lot of buyers and people in the industry would never take us seriously, because who the fuck are you, Jen Gurecki? Which I know you still think that about ... By the way, I know what you all think. I'm not stupid.

Jen Gurecki: [15:47](https://www.rev.com/transcript-editor/Edit?token=vEKvhGwIsmYLI4m1t3-Qo2hP-L50pdPBom5mdebETz8AquNFgXy5O2y0UVhtAlx9S8H3IX_OrCnUHt42SX58Liheo2U&loadFrom=DocumentDeeplink&ts=947.6) So, we knew that really what was going to make Coalition successful was to speak to the people who felt the way that we felt. We felt like we loved skiing and snowboarding, and why didn't we see people like ourselves? Why did we only see women in bikinis? All of the things that we would see that we just didn't like. So, that's really how we chose to lead with the company and lead with the Kickstarter.

Jen Gurecki: [16:15](https://www.rev.com/transcript-editor/Edit?token=IP5ox0tNwgkSIzMvTJC1Rgjn2hMgJTzSVUFYmG4BnFEfymU3nlqmVxrrU9lO3BC-wmT99O6JYj5pYhLmZSQUcV1hMVQ&loadFrom=DocumentDeeplink&ts=975.91) Since then, you'll see that we have a really strong and bold voice, because we are speaking up and speaking out for people. Our community expects us to do that. Our community expects us to take risks and be brave and say things that other people won't. That gets us into trouble sometimes, but also it's ... Saying things that need to be said are never easy, but we're willing to do it. That definitely is what helped us build a brand and then, like I said, because we do have such exception product, that's how we still exist as a business.

Kristin C.: [16:52](https://www.rev.com/transcript-editor/Edit?token=Ia3JeNqaxKkZMNz0vdilLsORXKpa_4MJAqTCy3kqX7AwE8LdTcieRlenW6dYV5m87q6ZZRPW7pVVTDMKawbyoKgRlCc&loadFrom=DocumentDeeplink&ts=1012.46) That's awesome. So, let's talk about how you've created more portals for more women to join. Okay? Well, I guess, why don't we just go in the order? Obviously you have this hard goods company. You had the Kickstarter. When did the Lady Parts newsletter hit the scene?

Jen Gurecki: [17:12](https://www.rev.com/transcript-editor/Edit?token=bXeTDh5VrrnwXWG-AhCNVI9oit1Nt-MhDKYM39nYXnHwWsIzYPZ0w3QrICuSr4WhI6tZikWvzUdqIeXat8XADYuEUIQ&loadFrom=DocumentDeeplink&ts=1032.4) I remember the day that that happened. So, that would have happened in year two, and we needed to get a newsletter out. I was trying to figure out the name of it, and I just came up with this idea, Lady Parts, and I Slacked it to one of the people on my team. She said it out loud, and then her roommate who is a man screamed and was giddy about it. I'm like, "That's it! That's what we're doing."

Jen Gurecki: [17:38](https://www.rev.com/transcript-editor/Edit?token=dybgC8x9TbzlTHfPWehgsXLT_D2VxGs5jZO05BPJYg18p_3-D4lqELsL5pwygFvzbU7-P_L6lL9YpK_CCmng_ReGiHs&loadFrom=DocumentDeeplink&ts=1058.45) Lady Parts ... We had something like, I don't know, more than ... Now we're at the point where it comes out every single Thursday, and hundreds of them have gone out. A lot of times it's just what I'm thinking that week and what's happening in the industry or happening in the world. So, obviously, we try to sell you some shit too, because girl's got to keep the doors open.

Jen Gurecki: [18:03](https://www.rev.com/transcript-editor/Edit?token=qkDMtpSkfrUFLlrk7AXoHPKeNgQ-gXFGPelOxwbyiJeNw1P2qkOo4x0xQvyWcRCUS2QvH1tbXP6Y3HgR9NtT2eK8CJQ&loadFrom=DocumentDeeplink&ts=1083.28) But that's one of the ways that we really looked at holding space and creating community is talking about really important issues and understanding that the people who admire Coalition or who are invested in our brand ... They are as diverse thinkers as we are. We don't just talk about skiing. Enough of that happens in our industry. Everybody, great. You guys all keep doing that. There's bigger conversations, so we tend to have those. That's what we do in Lady Parts every Thursday.

Kristin C.: [18:40](https://www.rev.com/transcript-editor/Edit?token=cjZkrHBKjtgpO1nmC6AKpGrFODJ1YCkwSr_qjxbT8uF2l3gj3Vks86edvJA8kluT4sdF57UviNXy9mMUh6NwloNLtbw&loadFrom=DocumentDeeplink&ts=1120.9) Then is there a two-way conversation obviously on social media? Is one channel stronger than another on that, or does the newsletter come out, you optimize it, I'm imagining across your social media? Which one is like the gathering place for your community?

Jen Gurecki: [18:56](https://www.rev.com/transcript-editor/Edit?token=gzS8Xx2FPTNcZfSMxeREyiAjoadll5mLaFKv5PI1jyUTg0evmGtY9V0S5BM8MiQv3_TwU3Uv4vPV6pq9PwncsU8Q9y4&loadFrom=DocumentDeeplink&ts=1136.32) It really depends on who you are. You look at ... We really tend to focus on Facebook, Instagram, our newsletter, and then we have our podcast and our ... We have all these different channels. I would say that it just depends on where people are at. So, we have a lot of activity on Instagram, and that's definitely a younger demographic, younger in being people who are not as old as me. So, that's more like 24 to 40, even mid-30s, is really active on Instagram. We get a lot of DMs, a lot of comments.

Jen Gurecki: [19:34](https://www.rev.com/transcript-editor/Edit?token=D8liGyK1OrqjtF4PiKOC4dR8Y8vp-wzh0725j5iBVPlI1Z1rY9dDW9PgwOp3MJA8L3JVBvsrtltI-jwDOQm2KUUtOhs&loadFrom=DocumentDeeplink&ts=1174.29) Facebook is a different platform, obviously. That's a place where we can share news and articles and different links. So, we use those platforms differently to engage our audience in different ways. Then we target them obviously through the newsletter and then podcast, magazine, events.

Kristin C.: [19:54](https://www.rev.com/transcript-editor/Edit?token=VtQR_h0Q_SKhgJUkT9dlnsXXM2-iy9-ESJm8hCOR9mXNSV9-mE54b0nL0LTm_zu5MA0_KajRzDivzUgWr9WKhKfgZto&loadFrom=DocumentDeeplink&ts=1194.05) Magazine and events is kind of where I want to go next. I remember it very clearly. You sat down with me at ... I think it was a show in Denver, and we went and had coffee. You're like, "I'm thinking of doing this." I'm like, "Hell yeah. That sounds awesome." Tell us about Sisu. Actually the original name of it, and then Sisu.

Jen Gurecki: [20:12](https://www.rev.com/transcript-editor/Edit?token=To-QgMjKWjAc3L6k1bCJsR4R2lUc2FY1rJoR4gcnN9bG-4atP1QP8ERG9j1C0Y6oa9H82nFzFNn_7-wKQpzGPGLseV4&loadFrom=DocumentDeeplink&ts=1212.52) Yeah. [inaudible 00:20:13] that would have been the summer 2018 OR show. I had just finished cycling across Africa. When you spend that much time in the saddle ... It's like 70 days and, I don't know, 6,000 some odd kilometers. I had a lot of time to think. And we're always conducting market research too, so we're always sending out surveys and engaging with our community in different ways. It was on that trip that I realized that we have evolved as a company into a platform. So, it's really like a product as a platform. There's only so much that you can do with a newsletter and with social. Video is not really our jam. I wish we were good at that. We're just not.

Jen Gurecki: [21:01](https://www.rev.com/transcript-editor/Edit?token=F-lFBRUceHOeIMjQUiPKhLO6ma4KoR9nJfxFMJJ2PCKH4MecNgQOaBlCF6YZhUB2BpQ-J7aum9oonmShB7FddVRB6BY&loadFrom=DocumentDeeplink&ts=1261.19) But I have a degree in journalism, and Lauren is an artist. We were like, "Let's start a magazine. That's in our wheelhouse." People want to hear different stories. People want to tell their stories, and a magazine is an incredible platform because you literally have blank pages to fill. That was really the idea behind Sisu, which was first called Scout Magazine. Then I attempted to register the trademark, and then the Girl Scouts of America sent me a cease and desist. I do not like to fight with little girls nor do I have the time, so we scrapped it, and we're like, "All right. We're going to come up with a new name" and went down the rabbit hole of Google and landed on this word sisu, which is a Finnish term that embodies the spirit of grit, guts, and perseverance. That, to us, perfectly defines our experiences in the outdoors but it also defines our experiences as entrepreneurs and as women in the industry.

Kristin C.: [21:59](https://www.rev.com/transcript-editor/Edit?token=iP6Etzyp7FZ8FyYrXwfB1_j76hF4P8amPRUWoGG6FUdDrLhHa6_MTlpz3Rdg5jtCmQnyxYB0NBsPNDV16znMbkKzdgs&loadFrom=DocumentDeeplink&ts=1319.79) Right. I love it.

Jen Gurecki: [22:02](https://www.rev.com/transcript-editor/Edit?token=oJbPZi8vczIxBQPoHFxV9oA-n1lO5tsO5Kk9L6B7ZUJ92EWtVonVjX6fw_1X9qE7_QnsYUTUADbaFVB6ks2i8zK2xHc&loadFrom=DocumentDeeplink&ts=1322.39) We launched Sisu, our first issue, in December of 2018. Our fourth issue--this is really our year anniversary--just came out last week. It's a quarterly print publication. It's gorgeous. It's also obviously available digitally, because we understand there's people who want that too.

Jen Gurecki: [22:25](https://www.rev.com/transcript-editor/Edit?token=LLO-KosmkfQuePhylQsicabK1zogIkT0qY-rVIrE_8Fe9jaDIPiDpOORjzUcXg0h9Vo58r7EGjAIPZhAqdfB28ck-sE&loadFrom=DocumentDeeplink&ts=1345.95) It's been a major shift for us as a company. A lot of people thought, when we were starting this magazine, that it might look like a Patagonia catalog. Patagonia does such a great job with storytelling in the catalog, but it's a catalog. Our magazine is not a catalog. It's actually a magazine. So, we've been able to work with incredible contributors that I don't know if we would have had a way to work with them through skiing and snowboarding, because skiing and snowboard ... Let's be honest, it's like pretty exclusive. It's super expensive. There's a million barriers for entry. It's a really difficult industry or even a difficult sport. It's scary.

Jen Gurecki: [23:08](https://www.rev.com/transcript-editor/Edit?token=cRUFKpe-0_6vbhsmGMf6pHrqSYdcWNo81xSe97a0WOoNOsOkQQ-T0XYBJBx7KhtVEbTf_rYuyX3yuJfxPMBkA52lN_4&loadFrom=DocumentDeeplink&ts=1388.28) So, by having a general outdoor magazine, that opened up a lot of doors for us to work with people who we respected and admired and wanted to be able to just give them these pages. There's that piece of that and the learning that comes from reading these people's words and how good we feel about sharing them, because it's not the typical stories you're used to reading. But then, on top of that, it's also opened up opportunities for us to work with the brands that we want to partner with who are doing amazing things in the industry.

Kristin C.: [23:38](https://www.rev.com/transcript-editor/Edit?token=je7J3WtW8P175X5ruytyZobuXlZ215EcWdDLJPkuaiw8IJ3z1OFFmHUVtMbQKnpDbJ377oqmY5tQCSTH7L3W7j3cCXs&loadFrom=DocumentDeeplink&ts=1418.17) Yeah, tell me about that, because this is actually, I think ... Obviously I own a communications agency, and we have seen, when you're willing to take risks and when you're willing to align audiences and not try to be remarkable to everybody but really be remarkable to your people ... There are brand collaborations, brand partnerships, it doesn't have to be a product collab, that you could put together that are incredibly powerful for both sides of the equation, both the brand and you or the retailer and the brand, whatever it is. So, I'm curious to know how have you been exploring that.

Jen Gurecki: [24:14](https://www.rev.com/transcript-editor/Edit?token=JYlaJt7lYfppPGePYwLIC2zXVLeg1F1kbJqUsKAqFhWtSDkRt7yq5hcgijYo_EQRScOnj9Zh9xLTMp6ufpXROtJVJ_Y&loadFrom=DocumentDeeplink&ts=1454.82) Well, we know that we have a really dedicated, loyal following, and we understand our demographic. We know who they are. It happens to be a demographic that a lot of people want to reach and struggle to reach, but we ... Because we are that demographic, we aren't sitting in a room trying to figure out what people want. We just sort of innately ... No. Like, don't ask me to help you with anything that has to do with men. I don't know. I still can't figure them out. I know nothing. That is not my wheelhouse. But we really do understand women and definitely a certain type of woman who has an affinity for the outdoors. They're dedicated. They're loyal. Brands want to reach them.

Jen Gurecki: [25:03](https://www.rev.com/transcript-editor/Edit?token=-7HorXxaW15KwiuRVKkCloLYJFzXDJjamT4SR9vPGwRowomZA3ZYWZ784-Du3Zht1sWoKPAoR1R0bpibdtHJmmkXOPQ&loadFrom=DocumentDeeplink&ts=1503.37) Brands also want to create really compelling content, and that's something that we are skilled out with our writing and our graphics, and then the contributors we bring in and our photographers. With the magazine, we're telling really interesting stories. It's not really an advertorial, because we're not talking about gear and equipment. We're telling real stories, but brands are able to work with us to get this message out and to show their alignment of values. We've been able to work with Liv Cycling, Merrell, Sherpa Adventure Gear, Topo Designs, like lots of different brands who need content. Obviously, when we create this content, it's in the magazine, but we provide it to them as well.

Jen Gurecki: [25:52](https://www.rev.com/transcript-editor/Edit?token=GjowDhrwIQ9U5QA-JTsGovdyuWPDglFNWm2YwuY2m2L21m7y9aYFQ54HeHiJNpyXJDsZNC3gNvMkb3n0O04z-E6j01w&loadFrom=DocumentDeeplink&ts=1552.93) Brands are able to come to us and tick a lot of the things that they're looking for of, like, well how do we get placement in media? Tick. How do we get exposure on social? Tick.

Kristin C.: [26:04](https://www.rev.com/transcript-editor/Edit?token=Vbxaq3tND7xUVKlfGgB76ghT5rh_IJDcPK4RRwqn9wLV36kIt0K5SAjmmA3tkwd4gEjGU4qAQCxeiddUjDIeDGaNAeE&loadFrom=DocumentDeeplink&ts=1564.42) That's awesome.

Jen Gurecki: [26:04](https://www.rev.com/transcript-editor/Edit?token=nD6WzVcr2T7GNbQb0hoqAVpr-6Id27oEzNLibBQ6xn6g3lh9EeBQcVxBcxn5fbUHA4CJCvL3O-O35HajQoCmp58fMUU&loadFrom=DocumentDeeplink&ts=1564.42) How do we get in newsletters? Tick. How do we get content and imagery and those assets that we need for our marketing? Tick. So, as a quarterly publication, we've worked with brands in each quarter and helped to produce content. Our readers can ... They stick around, because they know that we retain full editorial rights on the content. So, it's not some watered down message or advertorial. They are real stories with real writers. What I've found is how much brands want that, and they appreciate that we are sort of the facilitators of that for them.

Kristin C.: [26:50](https://www.rev.com/transcript-editor/Edit?token=oVtG6vhHD4vBFw4hDjTE4ZhR8X8Xo43OLcVzG6ccHFp1Ig1k6zWJEJAhVNhsDSKicqeNsHZzD6xd4JO3Fs4Iu3B0wc4&loadFrom=DocumentDeeplink&ts=1610.17) You know, as somebody who's sat in a lot of rooms with a ton of men who are doing marketing and sales planning ... I'm in the middle of that right now. This is early October 2019. I feel like one of the things that might be most amazing to your brands that want to partner with you with this editorial and branded content ... I mean, I know it's not exactly that, but ... As they would be almost a little bit hesitant that what they might produce themselves would not hit the mark. I think that because you're edgy and you're always honest, they can trust you, even if they may not be 100% comfortable with the outcome. They can, and they probably are. But I bet in some cases they're not, because you're always pushing it, right?

Jen Gurecki: [27:33](https://www.rev.com/transcript-editor/Edit?token=GncQoqbnM2kI3NUHhshailw_OB0q2FnTDOd0bqH27HorLQscExMeQxZz8sJlxb14Y4Jd9l_Z5fbc02ztzRLGzRfjkRo&loadFrom=DocumentDeeplink&ts=1653.11) Yep.

Kristin C.: [27:33](https://www.rev.com/transcript-editor/Edit?token=hemNORzZ8oHBXM7lYAFkWtXxM6qfnvjK4HA9cK2zVTrrM3DsmWBkfT9HwLugByKpeB3hd3UQwnflqUFUpliGzhJW4Go&loadFrom=DocumentDeeplink&ts=1653.25) It's great. But that's what I think they're trying to align with is how do I get a real story out there, something that doesn't look like a bunch of dudes in a room were like, "I have an idea." Yeah. So, tell me about that. Do you ever have to say "That's a boring idea. Let's do this instead"? To maybe a brand that's paying you for presence there.

Jen Gurecki: [27:56](https://www.rev.com/transcript-editor/Edit?token=i08V_R5baammQi9tIm8MP7u3EjZR2DZ485IvRuMGbRLBSJVvKiveANcaqUH9azB59gBT9WoP9g-7dQcHS2bPPkqA1ZM&loadFrom=DocumentDeeplink&ts=1676.35) Yeah. Well, we've been really fortunate so far. Obviously, the magazine, we only have a year under our belt. We have four issues. But all the brands who want to work with us ... They look at us as the experts and say, "We defer to you." So, we haven't run into that issue yet where people are trying to control the story, because I'm so used to now making money as someone who owns a hard good company. I would probably just ... I mean, what's it to continue to not make money? We wouldn't take money from a brand or work with a brand that wanted to be really heavy handed on the content, not because we ... It's just not a good fit. There are plenty of other advertising opportunities where they can do that. If that's what a brand wants to do, they should go there.

Jen Gurecki: [28:43](https://www.rev.com/transcript-editor/Edit?token=brmkXvOMHBYl3BKdYYp0K1VytmKuBBNhEI-VauADJzUCvligEhJuMkrI-tcdWWhtCTGljktsP6rPr6kPrEPgh_qMVA4&loadFrom=DocumentDeeplink&ts=1723.11) We definitely have worked with brands to bring a vision to life. For example, our work with Liv Cycling right now. They just launched a new bike. We were part of that launch. I was fortunate enough to have the Avail AR and take it to Nepal and cycle through Nepal with a former Olympic half-pipe skier, Ros. We got to test the bike, and it was amazing, and took photos and wrote the story. That's in this issue of Sisu. So, we partnered with Liv on this product launch, but they didn't control our experience in Nepal or what we had to say about it. So, we're finding that brands who want to work with us ... They like what we're doing already. If you look at what we're doing, and you don't like it, it's not a good fit.

Jen Gurecki: [29:38](https://www.rev.com/transcript-editor/Edit?token=LldH8qSVkrhJUkmsloILgK9h0a0i2UZfWEyrqn-_QH3E-nqk9GmX7OrNwrh31Ke2G0uq3Wom4aGHSzRaJZtJcgSscCs&loadFrom=DocumentDeeplink&ts=1778.03) Once again, I know how a lot of people perceive me, perceive us, and there are a lot of people who are intimidated and people who are like, "Did she really say that?" Yes, I did. I did say it. We are willing to push the boundaries, because they need to be pushed, because they absolutely, 100% need to be pushed. I feel comfortable enough pushing them, because I will keep doing it even though I know all the things that are being said. We need to have deeper, richer conversations in the industry, and we need to do more than talk. We actually need to see action, and we're not going to do that with really watered down, simplistic, same old same. We do need radical change. I get that that's really uncomfortable for people, because it means things are going to change for all of us. But it's the right thing. There's a lot of brands who are on board with that and see how customers, like a customer demographic in the outdoor industry, is evolving.

Jen Gurecki: [30:39](https://www.rev.com/transcript-editor/Edit?token=Xkd1L2JlNIh1HsQayIuQ6OlO0i_1m5k10-jFlY0A8hieEVKEp4OubOm-fb6JBhFbZyiiZawsAWI7XCKGkQkFUTN0oZc&loadFrom=DocumentDeeplink&ts=1839.27) So, if you look at it from simply an economic standpoint, if brands aren't able to understand shifting demographics of the outdoor population, you likely may not have a retail store or a brand or business in the next 10 to 15 years. You have to evolve. This is a really exciting time to be comfortable with being uncomfortable and be comfortable with not knowing all the answers and existing in this bit of the unknown and finding all of these co-conspirators who you can work with to not only make your business stronger but make the industry a better, more inclusive place.

Kristin C.: [31:18](https://www.rev.com/transcript-editor/Edit?token=HjbyDj_fi2SoDnLkuA91k9tYq2Yjdjo9p7COtbx8kQV8uEo6M_vhRfxD7_0_eupVsAvC5lilA4yKFrLsN5rAVfw3kBQ&loadFrom=DocumentDeeplink&ts=1878.43) I love it. That's awesome. So, on that note, I think what you do at the trade shows is fantastic. Why don't you tell us? Tell us what you do, and then I also want to talk about your trade show strategy for Coalition Snow.

Jen Gurecki: [31:35](https://www.rev.com/transcript-editor/Edit?token=NE1c0m6TNuobcPpaicZZdVjVmAGRULwlsd1nc4bw8jOri3jqYeKzX8Zg0hRmrZnRyw0Y7a2GDe98AsavL4KDzyM-Cks&loadFrom=DocumentDeeplink&ts=1895.41) I am at every trade show. I think it's an incredible opportunity to connect with my community in the industry. What we do is we don't exhibit. It kind of ties into your second question. We did at one time, but it didn't really work out, and I'll talk about that in a minute. We host launch parties for the magazine, and we them public-facing. The trade show floor at some level sort of misses and opportunity to engage with people, and obviously the trade show is for ... It's not meant to be D-to-C. But as a business that is primarily direct-to-consumer, we need to engage and we want to engage with our community.

Jen Gurecki: [32:20](https://www.rev.com/transcript-editor/Edit?token=_IgcbxewvlHwMI6nEtl4bN8jvEA6FF9nfk8kHe9ZvHtb-kWiaLh31VuWv7PIu7VhHtTwn_ZzNyk7lAh2zkySoHnLjL0&loadFrom=DocumentDeeplink&ts=1940.1) So, we hold release parties. We partner with a lot of other brands and organizations for panels and speaking events. Then we walk the trade show floor and set up a million meetings that I'm always running into in late and likely have coffee spilled down the front of my shirt and maybe like a flask of whiskey in my bag, I don't know, and I'm eating a bagel or a burrito from Topo Designs. Thank you very much. That's kind of how we roll through the trade show.

Jen Gurecki: [32:48](https://www.rev.com/transcript-editor/Edit?token=_VZ3soBZQOS48va6d9lxzsrVbwoFOYzPgwxkZoSedbMsC1lXgZ3rIMOvoYAipQ9e0I1V5ZyHoBPnOOB4SqDbA74OBqw&loadFrom=DocumentDeeplink&ts=1968.83) If I can get into your second question is that we have exhibited before, and what we found is that, as a really small brand, the ROI wasn't there. Also, I don't know if the trade show floor is the right place for a women-owned hard goods company. There is definitely ... There's a curiosity about us, and there always has been, but I also think that there's a lack of trust or belief that we can deliver, that we can make a good product. The larger retailers have been incredibly supportive of us, and I think that's because they have their finger on a pulse of what's happening around the nation. So, we've been fortunate enough to work with REI, Backcountry, Evo, and have great relationships with them.

Jen Gurecki: [33:42](https://www.rev.com/transcript-editor/Edit?token=IUmeyapIFSoBCovSxNaOrRWuv4N_ZsVKATfSfy8a4Dspow6RCoVFaflMXopg9j0-GqM3fAEVkJcKSWj865z5xyurrhw&loadFrom=DocumentDeeplink&ts=2022.78) Quite honestly, a lot of the smaller ski shops ... They look at us as a really high risk. Small retail stores, as we all know, are risk averse. Part of that risk, I think, is very valid, that bringing in a new brand. Absolutely. You only have so much space, and you only have so much money. But there's also something to be said that we don't look like them, and so when we-

Kristin C.: [34:08](https://www.rev.com/transcript-editor/Edit?token=GKgOkRCIZKqt7ZCEnmrUVR63Lo3ieAQLWjqGgEKuVBkk4lVhpEHveOfGi3QYAaJS7Uq3cvLrKbdsmY5LQND6sNZxvAM&loadFrom=DocumentDeeplink&ts=2048.29) Right. It's like you're building this traffic. You're building awareness all the time, since day one. That's a big part of even the larger brands. We've worked with a couple of the larger ones. That's a struggle. Those airwaves are pretty saturated. I think that what you're building on the grassroots level and kind of that like ... It's not even a slow roar, but it's a growing roar. It's something that actually should mitigate that risk. We talk a lot about that on the podcast, but anyways ...

Jen Gurecki: [34:38](https://www.rev.com/transcript-editor/Edit?token=IZSynxy2V-frodJ7o6ZdTM7X_5kb8tvXj9ht5pK9BJDbvGhPLZ7FT1kcJ3mCRYvVusYUD9ijjO3M6TJZqglBFHY6n3M&loadFrom=DocumentDeeplink&ts=2078) Yeah, it should, but I think ... I recently worked with SNEWS on ... I wrote an article about some research that came out of Stanford University recently around gender bias in consumer products and how women are perceived to be better with products when they're more in traditional feminine roles, like baking cupcakes, and men should be making outdoor gear. You can go to SNEWS and read the article. Maybe you can put it in the show footnotes.

Kristin C.: [35:10](https://www.rev.com/transcript-editor/Edit?token=C7hcEdktpYUOBhzdIWq8SH7Avp-bvliQm84WtP0LYVgrCXNB-jpiQKXglc1vPrSPgTCh5_WrTgdyKiAgQmS3qIgn1MQ&loadFrom=DocumentDeeplink&ts=2110) I'll put the link. Yeah, definitely.

Jen Gurecki: [35:12](https://www.rev.com/transcript-editor/Edit?token=bqfFg3o3fk4wz5ttvOCLxnEf2cbmVkjI5jib9o-YF4AZmpSBuqW4PJIdfiMBfbgHHoPi5toxmXL7_g4vprYdeughoXo&loadFrom=DocumentDeeplink&ts=2112.97) When I saw that article, which I believe that research came out of Stanford University in March 2019, that really spoke to me as this is what we've been facing, this bias of not being able to break through. It doesn't matter how many followers we have or what our sales look like or the products that we make or ... Everything that we've being doing, it just has always felt like it isn't good enough, and it's not enough. Why can't we get over the next hurdle?

Jen Gurecki: [35:50](https://www.rev.com/transcript-editor/Edit?token=OBcYofIJGjJpQ0RroVahaA9C4c29vkxzHLkU_ygQfdxHe2UISd_rZPNjjODbYSaqgK-NWi2swEQF8m7LrsFFO-Ekf20&loadFrom=DocumentDeeplink&ts=2150.72) Then you see this research, which is ... There's so much research on gender bias, and you begin to realize that, yeah, we're up against the law, and we don't look like people who you would trust to make skis. I don't think that it's a general outright sexism. I actually think people in our industry are a lot of better than that. But I do think that there's a, like I said, a curiosity and a question of like, well can they do it? Are they doing it?

Jen Gurecki: [36:18](https://www.rev.com/transcript-editor/Edit?token=4QbTtKo49Hltu62UupAPQaKkna17c0VMRWIMgxmxz3aaIfUAZYyo_ru91HEiZe-LxNllnW7ZAK6nvuig4NcwafUsUd8&loadFrom=DocumentDeeplink&ts=2178.38) Then, also, as we all know, there ... Our industry's based on a lot of relationships. When you are a sales rep or you work at a brand and you've been in it for 20 and 30 years, a lot of things happen there. For us, that's just another barrier that we didn't start in the industry. But that's served us as well, because we're not in the industry, which is why we're able to do things that are so different because we don't follow the rule book that the industry created, and that's been really ... We're making our own book. That's been really helpful for us.

Kristin C.: [36:57](https://www.rev.com/transcript-editor/Edit?token=h1ps2jwg5UE6_ierVyK0p8K-yI2luetn1aP4CipKmAoGp9f-BXMKrUYw19WuIirOhvLi56eZdzXbuHdBK59AnHU-yaU&loadFrom=DocumentDeeplink&ts=2217.81) Right. Now I also just have to ask ... So, that's a great explanation. I'm actually really happy that you shared your decision around the trade shows. It's like you see so much value in it, but in terms of showing up and exhibiting, that's not for you. You now have the opportunity to take that investment and do really amazing things for your consumer that you know so well. You just opened as store recently, as in brick and mortar. Can you talk about that?

Jen Gurecki: [37:25](https://www.rev.com/transcript-editor/Edit?token=q9ynXYqdhBvLF_dqGc79ZeJjNH2Z2sA2GoZv0SKLkP3qN1jSf9XjPf-sdybhU6-GBTHaHxDdvM4UlzoN_36nL63_WiI&loadFrom=DocumentDeeplink&ts=2245.68) We're getting ready to, so we're in the throes of it right now. I don't sleep at night, and I'm terrified of failure. I'm going to just put that out there. This shit is scary. Good lord. So, our store's going open up in Truckee, California, right outside of Lake Tahoe. It's going to open in about a month, so the beginning of November we'll be open.

Jen Gurecki: [37:52](https://www.rev.com/transcript-editor/Edit?token=RUgPdg4ck8WR3mg8iZ7lf5fQBVprbZ_yi66qcKPXv4yX9-MGD5__L-wcU-iKky30Ucrc9e-hiIrqgnFFjKaHINU03n8&loadFrom=DocumentDeeplink&ts=2272) We have wanted to experiment with brick and mortar for a long time, because we've been ecommerce. We've been relatively successful, but also know that when you have a product that's $700 and it's a hard good, people want to see it and touch it and feel it and try it. We've done demos and we do all of that, but it's been difficult to not have a showroom floor. We perceive that things will be easier in the sense of there will be one location where people can come and not only experience our equipment but meet us and talk to us.

Kristin C.: [38:31](https://www.rev.com/transcript-editor/Edit?token=KJWjahPZwTLVnUElJx_Z_mhY2Uh3oyalFbT0enbrHvYlMzooNrTFpX920nH0jn-SWQV1g5X8tml9yFWzaYH7M4qyhQM&loadFrom=DocumentDeeplink&ts=2311.62) I was just going to ask that.

Jen Gurecki: [38:33](https://www.rev.com/transcript-editor/Edit?token=SK3dyZC0pZofymPk69jkaAhpEQNPDYx2HVlspFVHeOYNB5qtqiQR4J8ojwplzLP_VS54O6HNVbtlHTiSVF37CWvAjZ4&loadFrom=DocumentDeeplink&ts=2313.6) That's a big part of it, and that's the difference between us having our own store and our product being in other people's store. It's about being able to manage your message, control your message, and also create space, like hold space. We're really fortunate that there's a mountain bike rental business in Truckee that has this lease for two years, and they were looking for someone to take it over for the winter.

Kristin C.: [38:59](https://www.rev.com/transcript-editor/Edit?token=PI7xxFfkYuHEyd36bLeWpOeJ1M5GBe0-22ByoshrFCcE5Vq30ypmoOV3FVUjTu0S9APQYmO9pmphYvrA9YxyuBU35BA&loadFrom=DocumentDeeplink&ts=2339.01) Perfect.

Jen Gurecki: [38:59](https://www.rev.com/transcript-editor/Edit?token=CiB81KiIssB5G2XkpQ7bdStNNMrjut-332HU6pecIlmAR6X9mLwGbMjHc7gD5IugMuCn3hVQ5rEqO4I9uUBdBdsdHMk&loadFrom=DocumentDeeplink&ts=2339.58) So, we have this space for six months, November through April. We've been able to mitigate the risk of brick and mortar in not having to have a year-round lease. It's in the perfect season for us, and we have an established brand. We already have products. We have customers. We have a following. So, we're looking at all of those things as aspects that will help us not totally tank a retail store.

Jen Gurecki: [39:28](https://www.rev.com/transcript-editor/Edit?token=x2MY2FDrSSP4PEORezmTiGeaj7Pkzw4xmtLEoE4rg3kf0FQdqEGX3HobZTXuTXL90qhGLgBOp1VubPdqHRu3JBdxHTY&loadFrom=DocumentDeeplink&ts=2368.73) But what we're really excited about is that we're going to be ... It's going to be a retail experience like you're not going to find other places. So, we're going to have a ton of events. There's going to be a couch in the middle of the space. It's going to be a place where people are welcome to, once again, come as you are. You're accepted. You're welcomed here. We're going to have lots of different speakers, wine and wax. We're going to have a cry pillow night, just bring a pillow to cry, all sorts of [inaudible 00:40:02]

Jen Gurecki: [40:06](https://www.rev.com/transcript-editor/Edit?token=xJPpJ2H0Mdq-g4y6YpJKIMQGSoDW_tSGBWm477YUzPkdL17PcaISwK05iTwU3PxOkV-luTk9neUGJRSB5Bmk64JzooU&loadFrom=DocumentDeeplink&ts=2406.09) We, being myself and Lauren Bello Okerman, who's our creative director and my partner in crime in all of this, really see the ... It's important to hold space. It's important to exist in this industry, because we are providing something and creating something for women that you're not seeing everywhere. We know that sometimes you can just feel really lonely, and you can't ... It's just really hard to find success. So, for us, part of having this space also is for us to commune with our community and to really have those experiences of real connection.

Jen Gurecki: [40:52](https://www.rev.com/transcript-editor/Edit?token=PyPikoM0cSDQsEnzKCLYy5D6J4p3RBw5V1DPJFVtUCtM_J8YhQalIvuEuESS70cuqBip1-jZHfXO8Aai4h6gBmDDIpk&loadFrom=DocumentDeeplink&ts=2452.08) Then, once again, just like the magazine, it's so cool to be able to work with other brands in a way that we weren't able to.

Kristin C.: [40:58](https://www.rev.com/transcript-editor/Edit?token=PjWJY_uoeNXgIiqaLCy3D7n6uw9vminmfMT6qqdsXESRfIR08OXoCuvFYA1_2LEnex9i11iCtz4KLyctWahkDmfZOK8&loadFrom=DocumentDeeplink&ts=2458.58) Right. I was going to ask about that. Tell us about how you're merchandising Coalition Snow in there.

Jen Gurecki: [41:04](https://www.rev.com/transcript-editor/Edit?token=C3Z2b5wu9x1lgoZHekFi5gJPRjzyZC7eEQbwfckLmc4cu1MWMLX7xEBE-Tfqc5J3W2piwiYsRi2fvPl6tYiJeZGJFGs&loadFrom=DocumentDeeplink&ts=2464.17) What we're not going to do is compete with all the other ski shops in town. There's no reason to do that. It's bad business. Town is too small. What's the point of just duplicating what other people are doing? So, we're not going to be a traditional ski shop, and you should know that. It will be running rentals, demos. It'll be a showroom floor for this year's line. But then we're working with tons of other brands, most of whom are women-owned. Not all, but many.

Kristin C.: [41:34](https://www.rev.com/transcript-editor/Edit?token=BeGucPJgPqTm3aEkf-Wuff4BdxwjmGAXN2ExaIKQkDR6GJctlPSKnQmegrRbK77Q1A0tKWARlesiV0Jh_d1iShwxI5U&loadFrom=DocumentDeeplink&ts=2494.89) Awesome.

Jen Gurecki: [41:35](https://www.rev.com/transcript-editor/Edit?token=q81OPxwPkcyhuFjaIqfw_qIUuMLsjgrktucfxhihH6x9uU7mLFafsR6GGHFa9zKiSAu9PPkgR4DM5dv0EgOhMCue7jY&loadFrom=DocumentDeeplink&ts=2495.33) It's going to be a mix of outdoor, lifestyle, and home, home wares. So, once again, we're really sort of looking at the modern outdoor woman or human ... We've got a lot of good shit in there. Everybody's welcome, but there's going to be a lot of things with boobs on them and feminist propaganda throughout the store, which we're very excited about. But, yeah, it's just been really cool to have a space where we can reach out to other brands and say, "We love what you're doing. We'd love to partner with you and carry your products in our store."

Jen Gurecki: [42:12](https://www.rev.com/transcript-editor/Edit?token=aVaosQibedC7O_bLsDQP4xjltj7-I-y7JvFL1nmya2bDc297FL08OFuF3O-L50CqngcoiV2Y3u8Rvhn5r4HbHvIw2w4&loadFrom=DocumentDeeplink&ts=2532.35) We're finding that those brands are really excited too, because once again we are a ski shop in Lake Tahoe that is completely different from all the other ones. Brands know we will likely engage with people differently when they walk in that door, and we will have different conversations. So, it's just different, and different is good. We are going to be serving people and in particular serving women in a way that other people cannot.

Kristin C.: [42:44](https://www.rev.com/transcript-editor/Edit?token=uTV3FO9QmttFDWf68yZNot3XdpfPxuqCV4nNxvJ0jVzZY-qJVxin3xLOPGCTvuv4cI3E3Uzr1AES8vz4yhlrObro7xo&loadFrom=DocumentDeeplink&ts=2564.44) Right. So, you just identified a few, but what will success look like at the end of this six months?

Jen Gurecki: [42:52](https://www.rev.com/transcript-editor/Edit?token=dVEPJZ7GEHABG2bhdgmYmMUvuafFShfqOmC4zI3mYKKIKQKgIwwQkmT8Y2wiQ2vU-RObidFDqlgMpbx-f04T13TfCrI&loadFrom=DocumentDeeplink&ts=2572.7) We won't be bankrupt.

Kristin C.: [42:55](https://www.rev.com/transcript-editor/Edit?token=pjdrj4jdY-e_G1Kozfoea8qvRf0ErJOHHrVTPctEZaVmX2K1JOhbZuxU9tLVABITRo5HZlOSipuXQ2K-VZvOqY9PHpw&loadFrom=DocumentDeeplink&ts=2575.51) Amen to that.

Jen Gurecki: [42:59](https://www.rev.com/transcript-editor/Edit?token=fBDBR872O0y2GLEnBfZYwxsSXvoxctZaQa_GnDI11RfZuYEl5w1mkmOaDALGCnoqTslT5XlT8MyIpzp1k7TIxPxAR3s&loadFrom=DocumentDeeplink&ts=2579.08) I mean, honestly, I want to break even. I would at least like ... So, success would be not tanking the company, but real success would be that we actually see an increase in revenue and that we see that coming through the brick and mortar versus the ecommerce side. So, I'm looking for growth for that. Also, success will be looking at the community that we're able to cultivate and engage with, and so looking at how many events did we hold and who was coming and not only actual numbers, like the quantitative side of it, but also the qualitative of what were people saying, what was the response to this.

Jen Gurecki: [43:41](https://www.rev.com/transcript-editor/Edit?token=ep-4MiFPEPm5l2zlDAH3xE8Dd6oTVSBQcFLBWiRnIaJLtfSivKJFRFceDKLtCiSQOga8Rg0x82ydqJEMVm7EPf9yVCY&loadFrom=DocumentDeeplink&ts=2621.49) So, success would be ... There's definitely the financial side of it in that it would be so successful financially that we will do it again next year, but then also that people will come to our store and say, "We need a store like this to exist." If we're not solving a problem, if we're not creating value for the community, then there's no reason for us to do it just to do it. So, we want to ... Like I said, we'll be using quantitative and qualitative measures to be able to understand that success, but those would be the two big things. As much as I would love to be just all flowery and "Oh, if people love us, it'll be successful," no. I'm in business. We need to make money. [inaudible 00:44:23]

Kristin C.: [44:22](https://www.rev.com/transcript-editor/Edit?token=ysknJ1v6YkIXM2IAm3xqwzzjN2saKST1hvHzcecUn_rrXfYhBPsd2nEZCTJJKF698ul7rZlO79ijOjpGDb1xlxFk88Y&loadFrom=DocumentDeeplink&ts=2662.75) Right. But I also feel like there's a brand equity play, and there's also, as you bring in these other brands, you guys are standing on the shoulders of giants with each other.

Jen Gurecki: [44:32](https://www.rev.com/transcript-editor/Edit?token=vqKzn7ezmxBg2QTloG-HSSQJiIdL0PkrwPFNHtezLfOxXL583umvFBsRswHvjLmfCdPT7X2bXZZPJ_tfjq5nXxNJTVU&loadFrom=DocumentDeeplink&ts=2672.69) Yep.

Kristin C.: [44:33](https://www.rev.com/transcript-editor/Edit?token=dalEym30eEfAnPSMTVVKZJ-O90O7xep9O4E3Rl4e9TPnvGml1nPnEODB-P5_f37AUOheZX7PFAsPXopXjJxpSoWTFZA&loadFrom=DocumentDeeplink&ts=2673.11) There's a huge engagement opportunity, audience growth opportunity, and just a freshness that you're going to keep running through your brand that I think is really getting harder and harder to do.

Jen Gurecki: [44:45](https://www.rev.com/transcript-editor/Edit?token=5V0R6E_IfMq0ledkUSwkaRJMdPGM_sQ4nPRKm1z81MbBGHkmpwUp_ZIb72ctZj7ICvPf0jgeV7q58Yc4_ged1jPHQH0&loadFrom=DocumentDeeplink&ts=2685.57) It is. One thing that Lauren Bello Okerman, our creative director ... She and I always talk about how you have to be really curious, and you have to be ready to open every door and look behind it. So, we're doing different things every year, not because we're frenetic or because we can't figure it out, but because we still view all of this as a grand social experiment. You have to be constantly trying new things and iterating and ... Because if you're static, if you just keep doing the same old thing, I just don't think you can run business like that anymore. There's too much competition. There's too many channels. Consumers are demanding very different things these days than they used to. And you really need to be responsive, and being responsive means that you are willing to change and shift and be fluid. It also keeps us really exciting.

Kristin C.: [45:40](https://www.rev.com/transcript-editor/Edit?token=uvTuhBLWJPRDOmGpg8e5tgutsz_pKqVCVNRoyMDNSoXp3P2Wq6qsb6bBQiW1BZiNQmne592vU_2JrhxssFqa7cXEeKg&loadFrom=DocumentDeeplink&ts=2740.96) Right. I just have to say, as we look to wrap up here, you have really embodied so much of what I think so many brands, specialty brands, are having a tough time doing, because they have grown up through "This is how you do things," or now they're in "We have to protect what we've built, because it got us this far. God forbid we turn our back on that and cast out into these other three areas." Honestly, there's a lot going on internally with brands that people are incentivized keep things the old way, right?

Jen Gurecki: [46:17](https://www.rev.com/transcript-editor/Edit?token=4umMmrcoYBb3jgPG9wC3_LCCk4hh8lyiYlNd8CSYCpFr_eK0yV-xFB3Q2SS59fKLBsrorY5ZuxgZOjL-Yz9tW6jPLjU&loadFrom=DocumentDeeplink&ts=2777.87) Oh, absolutely. Absolutely.

Kristin C.: [46:20](https://www.rev.com/transcript-editor/Edit?token=HkaSy2slvJrGl_Zsv7XPEvWKDAQwylsAPeRfuPG32J4dlA7hCPnTlnfCQcZQB9h_ERx94hV_ALnQklkF5iUc7TIRVQM&loadFrom=DocumentDeeplink&ts=2780.92) It makes it almost impossible to evolve, even if there's like a group of people inside of a company who see evolution, sometimes it's almost impossible to do when the people who kind of are holding the playbook are getting incentivized to keep doing it the same way.

Jen Gurecki: [46:36](https://www.rev.com/transcript-editor/Edit?token=rT56gTJUPdXkLHCvDlnxlNmJ11n8DIvn1cJ73dPgMnwB5X4ZhuwCzp3MvhrPTf8vy1Kb__yZ-u388HhtkPlG0VYBI1I&loadFrom=DocumentDeeplink&ts=2796.52) Exactly. You can see that definitely with anything that has to do with the environment. You can see it socially. Really a lot of this is, when you start, change requires some sort of shift in power, and shifting like that scares people. We all are going to have to give and gain at the same time. What I would say to the brands or to anyone who's struggling with this is that luckily there are resources now. There's us as a magazine. We are providing services. There's you. There's The Avarna Group that provides a lot of consulting on diversity, equity, and inclusion. There's so many resources now that, I would say, don't do it alone, and figure out who you can bring in to help you with these changes, because it's happening all around you. So, you have to. You have to [crosstalk 00:47:39]

Kristin C.: [47:38](https://www.rev.com/transcript-editor/Edit?token=YvWe9JeA6De1YjkUOh6IN7Q_DpT6qpZ7--7YwY9i_ZYTh9Z6SRJAysWV_yb3dZKcOCHc1WSwstDHbhTFUTqVCeAHqbk&loadFrom=DocumentDeeplink&ts=2858.62) Right. I think a great example is if you're looking at maybe your environmental impact. Over the course of our trajectory, we've seen a lot of brands who want to do things in a way where they use a brand as a vehicle for positive change but they're afraid that it puts a target on their back because they make a petroleum-based product. They come up with all these reasons not to do it. The consumer's actually okay with you trying to do it as long as you're just transparent about "I messed up here. Sorry, but this is where we're going. We have this win, and this win, but this one didn't go so well, so we're pivoting and going here, but we're still committed to that."

Kristin C.: [48:11](https://www.rev.com/transcript-editor/Edit?token=s5ZRPBe4APvzg0D54D6npRt8t3eFSm3PTXgDGJB3wDWNHsEeNr88wpSuzhMwFNDU1cMZGPov4Ph-pV7WNq748AKiTv8&loadFrom=DocumentDeeplink&ts=2891.63) I feel like it doesn't have to be a perfectly produced, just absolutely stellar presentation. It think that the ugliness of it ... We're all in it. We all can relate to it, consumers as well.

Jen Gurecki: [48:23](https://www.rev.com/transcript-editor/Edit?token=lTXXlEgdcCgyjXahWEWOb4p9OwxwWBHX52Cc63Ni0FU9yxX3TzQclKFB0j1W5ZSzD8JN8EKNlBEdXJ8PcPwHLQ0Jl-0&loadFrom=DocumentDeeplink&ts=2903.18) Right. That's the old way of doing things is having a perfectly polished, curated view for the public to think one way about you. But what people want now is they want the realness and they want the grittiness, and they want to see what's going on. Just yesterday on Instagram I posted a store to Coalition's page of like, "Hey, y'all. We fucked up. We fuck up sometimes. Sorry. Thank you for still believing in us."

Jen Gurecki: [48:53](https://www.rev.com/transcript-editor/Edit?token=ABHT2UVlpITytCVC-idZPRSIMuPDw9XUri0MuVyzsInpYf-eM6vcffttDISxTxUTLWEqJ9sQR8YPiJso0KEGGxGdeNA&loadFrom=DocumentDeeplink&ts=2933.56) You're all real people behind brands, so just be real people and let your brand be the voice of the people rather than the brand being its own person. I don't think that ... That's not the future of retail to have a brand that is sort of this behemoth, really individual ... It's really about the people behind it and the things that you're doing, and people want to know what you're trying and how you're failing and how you're succeeding. There's a lot of power in that vulnerability. A lot.

Kristin C.: [49:30](https://www.rev.com/transcript-editor/Edit?token=lfZ_arf-10s3PqY-fnmP3ngWJ9BkY2S3AEPp26cZEWks_6wylf6f81jlPL7fx1vQkGK358JGHXR_VguOs5cMe1z7V4Y&loadFrom=DocumentDeeplink&ts=2970.63) Yep, I agree. Before I let you go, we have to talk about your new ski launch.

Jen Gurecki: [49:35](https://www.rev.com/transcript-editor/Edit?token=Uvp9wePmdoZjSuhAEIBVGS5LWSANf1SfTKb_pzaiS4jcsqNjXbNCDqj1PQM3-O23XP_ZM0IQkYxUbf3_MH11DUd-NfA&loadFrom=DocumentDeeplink&ts=2975.47) Yes.

Kristin C.: [49:36](https://www.rev.com/transcript-editor/Edit?token=8NaWJ5jE8B0cHfLytm0bPaW44PYWi1iDL_Dw8ofDbg5UXgyF1F0rhD7NDxxTaEEMmrbtdPG9ykOummZdpzYe78sRR-M&loadFrom=DocumentDeeplink&ts=2976.75) Then we'll wrap up. But thank you so much. You've been so gracious with your time.

Jen Gurecki: [49:40](https://www.rev.com/transcript-editor/Edit?token=fIeR72p7ypYKBD_vAsK6HZnTNsC29KFcjYiMkjDXk3ssv1tzPNXh6wsT6fMnN0BJvVgk-m3xHye2z_PCD-lZIqRtqy0&loadFrom=DocumentDeeplink&ts=2980.99) Oh, it's my pleasure. Thank you. Every year, we try to put out at least one new ski. This year, we debuted the Rafiki. Rafiki is a Swahili word, and it means friend. Obviously we're building a community, and we're building friendship, and the Rafiki is the most playful powder ski you've ever been on. So, we really wanted to build a surf-y, fun powder ski that would be available for really anyone. It's not an expert powder ski.

Jen Gurecki: [50:16](https://www.rev.com/transcript-editor/Edit?token=ZQNyvhwzjQYANJ9yy8ZJT50gFBoV3A5wbwB2lBe5opBNRYj6773vvga-t7FnWYYQrisXvNuE-c1cvAJ0Zij-wZVfZQ8&loadFrom=DocumentDeeplink&ts=3016.01) Then the reason why we chose to use a Swahili word is that we have always planted a tree for every ski or snowboard that we sell in Kenya, and we wanted to be able to tie together the impact that have in Kenya and also looking at ... Research has come out that planting trees is the fastest, most economical way to mitigating climate change. For us, this is where the transparency comes in, as a really small company, our hands are tied with so many things that we can do, because we don't have the financial means to make all the changes that we want to. But there are things that we can do.

Jen Gurecki: [50:57](https://www.rev.com/transcript-editor/Edit?token=uxOZRtXLF5mvA89G7t045OFKrOS2ol-k6XCFsjlxBFORLMhDYJw4CnRCh3lxO5Q5KwoA9fy-rKyNEMjtK2NFeJGvHgs&loadFrom=DocumentDeeplink&ts=3057.84) So, making sure that women are employed and that they're planting trees and caring for trees is something that we've been able to do, and we can monitor it closely, obviously with my connection there. We're excited to be able to tell that story, and we're excited to be able to have a kick-ass new ski that is so incredible Evo, Backcountry, and REI all picked it up.

Kristin C.: [51:19](https://www.rev.com/transcript-editor/Edit?token=0nV0DAWdNSQfA6I8LaphubbfJdtmKQfFwl5ZG-uJf-FVwhvNgJBaki0Qc2Yw6qimJQMGP3qGTMbmJhiw-GXqrEJm_Ow&loadFrom=DocumentDeeplink&ts=3079.72) That's awesome.

Jen Gurecki: [51:21](https://www.rev.com/transcript-editor/Edit?token=VFZZzy8GWk421OwF_7QV_ybZwW2mreP1-q2DL5XBfKOt5ldzDjSBsWPIA4n3o3qVgzNM42xNvb3YjyqPnpqHU2kOIJs&loadFrom=DocumentDeeplink&ts=3081.27) We're really excited that people can find the ski in those shops and that you can definitely come find it in our shop in Truckee too. Yeah, it's just all about [crosstalk 00:51:30]

Kristin C.: [51:29](https://www.rev.com/transcript-editor/Edit?token=GB21BC_U_du_HfpuByp2UcvUTrBemwPHqn4yqPL_40dblU-TqCsjUQDHCllRCPUzgvfjzyu25eO67z3ADm0YWONB1lA&loadFrom=DocumentDeeplink&ts=3089.88) It ties everything together, doesn't it? It ties together your social entrepreneurship, your devotion to giving women a platform and a voice in these communities that we're in. I mean, I love that it just brings it all back together.

Jen Gurecki: [51:44](https://www.rev.com/transcript-editor/Edit?token=tb7DxhHbe1amk_UFV6krvfWw3Bk9luMxYGRkDPMg7FPoazxFjzdwkRUQkVwfMjOY5a7ACPwDhprqwZn-UVCrWYs8tqc&loadFrom=DocumentDeeplink&ts=3104.14) Thank you. It does. It all makes sense in my head.

Kristin C.: [51:46](https://www.rev.com/transcript-editor/Edit?token=W6VkTFzq27oNbdc5RxyulDhLrqtCzNjiTvWgqsYAcySUCe0ij21pctEWVLTal_A3s-aWLd2dqidMgPfRnNjfWCDFkck&loadFrom=DocumentDeeplink&ts=3106.76) Yes. I think, after this interview, some of the Jen Gurecki mystery may be solved, but everybody please know the second you think you know what's going on it's going to change and evolve, and that's the beauty of it, the beauty of you. So, thank you so much. You are so just a blessing to have in our communities and have really created just this dynamic, awesome current of change that people want to raise their hands and be part of.

Jen Gurecki: [52:13](https://www.rev.com/transcript-editor/Edit?token=qFhT_ioDtlsshGwJpBTmXybTkgI9X3DKcft0ouYet4ys9M1MSy3Xnbj33tYYgBCMgNJjoC3tXTiPN_lJS_xLCu5luFs&loadFrom=DocumentDeeplink&ts=3133.17) Thank you so much. It really means a lot to hear that. Thank you for having me.

Kristin C.: [52:16](https://www.rev.com/transcript-editor/Edit?token=_reuhrrICNoqFsid-zZf8a_m7hZ_K-G0Bqkm849zCmYzQlzikFUhY45KpF8yPnjm6fv7c3oAzjshaXP2f5mlD_wgw_w&loadFrom=DocumentDeeplink&ts=3136.69) Well, we'll have you back soon, and I hope I get to make it out to Truckee this winter.

Jen Gurecki: [52:20](https://www.rev.com/transcript-editor/Edit?token=3wx3istV9dCugEJRVQaqvyEbLaX155U2UFZTIIfGTUBs0JMoSXipMojHVL_lP8X0XRZ3OJnWdXOnMurGF_tLYlTKgDQ&loadFrom=DocumentDeeplink&ts=3140.58) Yeah, me too. Let's go skiing.

Kristin C.: [52:22](https://www.rev.com/transcript-editor/Edit?token=v7A22HFdeUeOl57OCEq2uvfbn_hfNFrxjh31Cxecj1K-j4UpdbfXtqBK4XzZt8j8fcJ4NU2Pje2XAE7yRjvRi-w_KpQ&loadFrom=DocumentDeeplink&ts=3142.41) It would be awesome.

Jen Gurecki: [52:23](https://www.rev.com/transcript-editor/Edit?token=N6WtSb_IT1bJSFaqqj-QNN-JEq50R2lgssh9YXkdRQxUUwW8LUAY7WFGUeDwofh39k-IkxMZsunryqkWwXSYO0oF9uI&loadFrom=DocumentDeeplink&ts=3143.3) Yeah.

Kristin C.: [52:23](https://www.rev.com/transcript-editor/Edit?token=zDhkUJD2EH4O6sYqwEx0g9UYr-0TdNjumc1-RWCy12vIoaDYpaRX0OsFV_DTdYOmO7yLxIOlyw_R0qlueji8Z85X2vo&loadFrom=DocumentDeeplink&ts=3143.41) All right. Thank you so much.

Jen Gurecki: [52:24](https://www.rev.com/transcript-editor/Edit?token=UczaR8Bp4mAPeCFcuzwcbKT9sLrAnm2ZfiPwEK7nms7eM2TYffcrlz0T6433fyPVyONDoAcA42IVsNT_yIvU1Gex3i4&loadFrom=DocumentDeeplink&ts=3144.99) Thank you.

Kristin C.: [52:26](https://www.rev.com/transcript-editor/Edit?token=DKM4KH4CoevQ48vtoBIoWNlEcl4UN9toKlHx5tGd53dBV74dFgjf6zedaIdoJgoXibDNCqXpAFQ_uYM8QPkLIcXjqyc&loadFrom=DocumentDeeplink&ts=3146.68) Awesome. That was great.

Jen Gurecki: [52:28](https://www.rev.com/transcript-editor/Edit?token=sGA-YezI9Vy1U9ReGI03Okr9clQZmRVXj7t1vTX90SGfN-p-Hu2KyRICFZ9ITqDx5ljqAaWb1fOzMtXZv8jBaA5TcM8&loadFrom=DocumentDeeplink&ts=3148.53) Oh, good.