

# JM Episode 32 with Jennifer Maxwell

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music, bar, women, life, jam, people, midlife, learning, started, advice, important, product, company, organic, hear, jennifer, read, market, passion, brian

## SPEAKERS

Jen Marples, Jennifer Maxwell

### Jennifer Maxwell 00:00

You are transforming yourself into I mean, you, you are who you are right in a way, but you're learning and accepting yourself in a different way. Right? It's about self acceptance and about what do I figure I have been as a woman? And what do I, what do I want to continue being and what do I want to change about myself? What do I want to nurture about myself that would make me feel more whole and make me feel, I mean, happier, happy is kind of a word. But, you know, to bring fulfillment to bring peace to yourself as a woman, and that can take so many different energies, right, that concept of bringing a newness and a continuation to your life in the second half.

### Jen Marples 00:55

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business a life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business in life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo every week to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business or looking for a second act. Stick around as I guarantee you will be inspired. And know this, you are not too fucking old. Hello, everyone, and welcome to the Jen Marple show today I have a fabulous guest Her name is Jennifer Maxwell. And she is the former founder or co founder I should say a powerbar. She and her husband formed that company three decades ago, two and a half decades ago. And Jennifer by 285. Yeah, 1985 from their home in Berkeley, California, you might have heard of it a fun little town here in the Bay Area. And she is here to talk to us today about her entrepreneurial journey. And she has just started a new business and a new product called jam bar. She couldn't leave the bar business behind she felt it in her hearts to start a new business. And so we're gonna hear all about that today and hear about her journey as an entrepreneur. So Jennifer, welcome to the Jen Marple show. And I'm so happy you're here with me today.

### Jennifer Maxwell 02:34

Thank you, Jen. It's fabulous to be here.

**Jen Marples 02:37**

So can you give us just a little bit I gave everybody like a very, very top line background of us. Who can you give us the full story of how you started a power bar with your husband and what led you to start jam bar today.

**Jennifer Maxwell 02:49**

So I'll go back to the 80s music was good. But yeah, like you said, My late husband, Brian, and I started powerbar. And in the mid 80s 85. I'm a was a food science and nutrition student at University of California Berkeley, and have always been interested in best way to fuel my body for athletic reasons, as well as just everyday life. I've been a competitive runner pretty much most of my life. So that was my initial interest. And we teamed up to create power bar, which ended up being fabulously large and successful company, we had a unique product idea in the river innovators of the market, as well as we have stock ownership program. So we had all of our employees owning the company. So that was a really innovative idea that time. So that was a journey from the 80s into the 90s. We sold the company in 2010. F slim, and I learned a lot as a woman, co business founder and owner and manager of a company along that time period of 15 years. I also have six children. So I learned how to be a mom, which is equally if not more important to me. That's kind of where I came from. And fast forward. Brian passed away in 2004, unfortunately, from our cardiac arrest, birth defect, and I was thrust into this very traumatic situation of just my our youngest child was seven months old at the time. And so I had to figure out what am I going to do with my life. I was out of the bar business I was out of that I was really entrenched in raising six children. Brian had pretty much retired at that time, but doing a little bit of work in there in different companies. So I had to reinvent myself basically, from 2004 on. And I think part of that was figuring out how I was going to survive. Going through trauma like that. We lose a spouse so much going on so many kids so much responsibility. All I knew was Brian and I met him when I was 19 years old. He was 12 years older than me. So I was pretty young. And so it always varies Brian and Jennifer Maxwell and all of a sudden, I had to create a new identity for myself. And there was a journey, I think there was a couple of years of just dealing with trauma, I didn't want to expect too much out of myself at the time. So, you know, it was it was a learning process. Luckily, I had family around, I have good friends to support me emotionally. It was hard with the kids, you know, the older kids that are at a time than the younger kids. But we got through it was constant ups and downs, I would say,

**Jen Marples 05:31**

I know quite a few women who are listening in are dealing with what column traumatic experiences or either losing a spouse because someone has passed and or they're waking up, and it's kind of the time or everyone's getting divorced, what would be your sort of biggest piece of advice to those women?

**Jennifer Maxwell 05:50**

I think, looking back now, right? It's been 17 Plus, or 18 years, since we're in past in March of 19. And I figured out in that I talk about reinventing myself, right. And I had to find something that I could really immerse myself in. That gave me an identity that I felt at peace with something that I enjoyed doing every day. I enjoyed learning something from it and being a little bit different side of myself that I had not explored before. And what resonated with me was music. So I decided and I don't know why music just came to me, right. I just wanted to become a musician. And it was, I don't know the reasons but I turned to music, and I became a drummer. I've been playing now since 2006. So I'm pretty well

experienced, it took me probably about 10 years to get any good. I've been to bands, I play a lot of music, I learned I can read music, I play drums, and, you know, I do play live. And that gives me this sense of peace, a sense of inspiration, collaboration. I mean, music is a wonderful skill to have. It's a wonderful passion to have. There's so many parts of music, that speak different languages to different people. And it's definitely something that was a challenge to me. So I didn't have that much background. piano was a child. But so it was music. It was like how do I how do I what do I want to do to recreate myself and it was bringing music into my life.

**Jen Marples** 07:15

I was just gonna ask I mean, going from the drums, I was wondering, did you were you in a band in high school?

**Jennifer Maxwell** 07:20

No, no, I mean, I had some piano background. And I think the drums essentially because I wasn't an athlete, right. So running the repetitive nature, the cadence of step after step and metronomic nature of drums and running I sort of collaborative, they do work well together, the physicalness of drumming, and something came naturally to me in a rhythm. So like I said, I didn't have any real experience, but I felt like maybe I could give it a go, you know, be good at it. In the beginning, though I remember just crying. And the first couple years, I had a lot of lessons in the beginning, I don't have so much lessons anymore. But the first 10 years, I had quite a bit of drum lessons, private teachers, it was tough. And it was really tough. I didn't ever feel like I was gonna give up. But it was tough. It's just a lot. It's a lot to take on. But I'm really glad I did it. Because one of those things, once you get over this big hurdle of getting to a certain level of ability, that becomes a lot easier.

**Jen Marples** 08:15

I'm so glad you brought this up because I know it mid life, a lot of us whether you've lost a spouse or not. I think a lot of women do feel like they lose themselves, especially when maybe you're in one career for a really long time. And then you're raising a family, you kind of wake up one day and you're like, do I really like the things that I'm doing the way I'm spending my time and kind of throwing yourself into something like you're saying like music, you know, you didn't really have that experience. And you had to put yourself in this beginner's mindset. And I love that idea. Because you're flexing a muscle you've never flex. It's like who am I without all of the stuff like meaning the kids and this kind of your existing life. And I think it's such a interesting point to bring up because other guests have actually said this, like, try something new to kind of get yourself out of a rut. So if you are thinking about starting a new business or whatever, you don't actually have to go all in, you can start with something like you're talking about, like a passion, do something on the side, and sort of see where that gets you.

**Jennifer Maxwell** 09:15

Exactly, exactly. And that was what led me to Jamba was taking the passion of music, which I've nurtured and developed for the last 17 or 16 years, combined with my athletic passion, which was already there. Taking those passions and figuring out okay, what do I want to do with that? How can I expand on that and in the second half of my life in this new identity I created for myself?

**Jen Marples** 09:38

What was then the impetus So you started rocking out now you're in bands and you're playing the drums. So when did the idea for jam bar pop into your head?

**Jennifer Maxwell** 09:47

I think the idea was in 2016 So I've been playing for about 10 years. I was sitting at the kitchen table with my daughter, and I've always been fond of energy bars of course I mean power bar holds a very tender place. Part of me will always be there. But there's not a lot of there were no products that I really felt good about eating. These are the two sweet. And using sweeteners, I didn't really want to eat just too much dried fruit or too much, just not the right consistency, whatever it was, I thought, well, else I'd like to eat organic. So I thought, Okay, I'm going to work on this. And I'm going to start slowly and just see where I go see where I go with it. I don't know what's going to happen with it, let's just see where I go. First couple years putting some stuff in the kitchen together, just like I did back in the day. And then I realized, Hey, I kind of have something, something that's pretty good here. And I refined it, it took me almost five years with John bar to put, you know, getting the right texture, getting the right ingredients that are all organic, super healthy. And I feel good about eating and I and I frankly believe other people's are weird about it. So it was just an evolutionary process. But what's interesting is I didn't have a name. So I was working on the product, just based on ingredients and tastes. And I have a What should I name it as? Okay, max energy bar, which was the original name for power? Should it be something like that? Or should it be something with power? In it? My thought, no, probably because downbar is not really, the idea is not a competitive thing that didn't get me behind the concept of the company. It's really more about collaboration, happy feeling good, joyful. It's kind of the words I would use to describe the company and the product, if you look at the packaging, which by the way, my daughter designed the the musicians on the packaging, but it's very sort of idiosyncratic, fun kind of averaging. And I was just out of my garden, I thought jam, you know, to Jam Jam, but it just sort of all like an epiphany just came to me that seemed like a good name.

**Jen Marples** 11:43

Is there actual? Because I'm getting obviously the jam now with the music background. Yeah. So is there any sort of fruit jammy component to the bar? So is it like a double entendre, the jam bar?

**Jennifer Maxwell** 11:54

Well, there are two fruit variations, but no, like jam in the in the bar bar is actually not that sweet. There's about almost 20% fruit to jam and jelly Berry, which is strawberry, blueberry, BlackBerry, and raspberries. And we call that Jazel berry right to get the jazz jam going on there. And then we have a mango, which is 23%. Mango. So there's a lot of dried mango in the bar with with protein and grains, basically the texture of it. But no, no jam. No, it's really more about getting a jam on which is our slogan.

**Jen Marples** 12:27

I love it. I love all becoming clear to me now. So you said your daughters did the packaging for you. So is this a family run business? Do you have a partner? So can you give us a little information how you structured this company.

**Jennifer Maxwell** 12:40

It is a limited partnership. And yes family. And basically, it's not a corporation. It's a kind of company that we're going to stay pretty small. We want to do what we do super well. That also is a big emphasis on philanthropy to me. So it's all about community and giving back. So the jam also was music isn't we donate funds, and actual funds and product to a lot of different music organizations, music, education, music performance, a lot of children music, we have elm enriching lives, the music and the canal are being donated to them. We have a program in New Orleans where we sent a bunch of bars to Haiti, for a orphanage that focuses on music. We have gas in the neighborhood, which is a mobile jazz unit in San Rafael and goes on putting on performances. We have Bread and Roses, which is an organization around since the 70s that goes and puts on your hires musicians and puts on performances for people in prisons and nursing homes and just people that really are uplifted with music and the music in their life. So it's a way of us as a company jam bar, to involve ourselves in community support music, in all different forms. We didn't though limit it to music, we also support a lot of we call it active living. So it's mountain bike coalition to help runners you know, just getting out and being active. So we really are, in addition to wanting to create and manufacturing a super high quality organic bar is about community support.

**Jen Marples** 14:14

Was that part of your original company mission to give back or did that evolve as you went through the process of forming the company?

**Jennifer Maxwell** 14:22

I think yeah, it was the original concept. Yeah. And like why do I want to do this again? I've done this already. Right. You know, I did this was powerbar was very successful Corporation. Why does the world need another energy bar, right? Like I said, I wanted something more nutritious, authentic sweeteners and organic and that didn't exist in the form that I really liked. So there was that I want to make for myself and my friends and family but the philanthropic model of our company is quite unique. And I hope to be a model for other people to create entities that involve in not just creating a product or service but really involving yourself in community, like giving back and helping other people.

**Jen Marples** 15:05

I love that. What would you say to the woman out there? Who is looking? We have a lot of women who've got food based businesses, what would you say to them for say to the gal out there who's thinking about going with one of her dreams, because I know a lot of dreams happen in the kitchen. And just like you, you kind of you look for a market need, like, what can't I find? And a lot of products are born in just home kitchens, what would you advise that woman? Or what would your biggest piece of advice be to them?

**Jennifer Maxwell** 15:33

I think it would be asking yourself, why do you want to do this? Right? So that you have a really solid concept of why am I doing this? Is there something this is something that's sustainable? You know, do I feel really good about this as a mission for a woman personally? So it's combining passions in your life? Whether it be a food product, or some other service or product? Why do I want to do this really analyze the reasons why, and then look at the market carefully to see, Okay, where am I going to exist within

that market? This is an additional product or market that needs new products? Or is it in addition to a market has a lot of options already? And trying to figure out like, what's my niche? How am I different?

**Jen Marples 16:13**

And I know launching a product based business is very capital intensive. And I'm not sure how you've structured things. But do you have any advice for women? Is it self funding? Like you said, there's, you know, starting off and doing your research and seeing if there's a market need? Do you have any advice? Like do people go out and find investors right away? Or do they start and see how the market responds, what would you say to them?

**Jennifer Maxwell 16:34**

Yeah, that's a really important question. And kind of one reason why we're very small. But I think you have to be pretty solid in your funding, whether it's coming from private sources, or a collaboration with partners, I think you really need to look at the numbers before you start. Because you'd have a great concept. And then you get into it, and then you realize, wow, my funds are running out, then you're really in a pickle, right? So I think that you need to line up your funds and make sure that you Don't overextend yourself and start pretty small, right? And after that pretty small start, you'll see if it's going to it's going to take shape, take form and be something sustainable. And then think of your what step that's a step one, what's step two, how am I going to continue on with these funds? Are my partners going to be able to help me? Or can I do I have enough to go forward by myself, right? So you really have to look at the numbers and do projections out into the future? Yeah.

**Jen Marples 17:31**

All the non sexy stuff, because everyone is the sexy part right is creating the product and having this wonderful thing that you want to share with everyone. But then the I guess the non sexy but vital part, as you're saying is really looking at what you've got. And it's what I've heard from so many entrepreneurs and I'm one myself is that it always it seems to always cost a lot more take a lot more than we can anticipate.

**Jennifer Maxwell 17:53**

Right. And and I would advise not to get in over your head, try to partner with people you trust, try to do as much as you can on your own, frankly, you know, because sometimes you think someone else may be able to do it better than you. And you pay a lot of money for that. And that ends up backfiring. And this This is something I've learned as an entrepreneur the whole time. And this was true in the 80s when Brian and I started powerbar. And we basically started in a basement with nothing. And we've really put our end and 100% of our energy into a does a lot of it ourselves. Different day and age now, right with technology. Remember, there were no computers back then it was a lot easier. It's harder now. But you can do more than you think you can do. Right? When you start really learning what your resources are and be really smart about accessing the resources. And figuring out how to do this in a way that I can be as self sufficient as possible in as many aspects as possible, at least in the beginning. And that's not true everything of course. But think about what can I do my own right, if this is something I'm passionate about, and I believe in it wholeheartedly. How much of it can I do? On my own and with people I trust to see if I can make a go of this before reaching out and getting other people to do it for

you and then realizing oh, you know, I spent all this money and you know, he really didn't help me. So that's important lesson I've learned Yeah.

**Jen Marples** 19:20

Now did you when you were launching before you went to launch officially did you how did you test the market? Was it just friends and family? Do you guys like the flavors because I think that advice and sort of that backstory would really help a lot of women out there as well to hear that with Gam bar

**Jennifer Maxwell** 19:34

again, I was meeting a need that didn't exist, right? Organic, there aren't that many organic enabled, right? So I'm like, Okay, I want the spirit Ganic and I want to make it super premium. There's no premium or energy bar on the market. Right? There's some that are okay, but there's none that a premium because large corporations don't want to pay for premium ingredients because the margins are going to be really small. I was like okay, well I you know, because I can do so much myself. I've done this before. I can cut some corners in terms of, you know, I don't need to hire an r&d person, I do this myself. And I know how to do it, I have a lot of, you know, experience and 35 years of experience with with food products. And like, I know the two flavors, I want to do more than that, and chocolate, which was the original power of our flavors. Okay, I know what that is. I'm just going to tweak it a bit to make organic and make it healthier, a little bit different grains and so forth more with innovation of today. So I'm looking at I've always doing research with proteins and grains. And then I thought, Okay, well, the fruit, what kind of fruits can I use? So to answer your question, a lot of the development of the product was really within me. I did share it with my kids, of course. But it was just within me.

**Jen Marples** 20:44

Great to hear. So let me ask you this question. What do you think some of the biggest challenges are for women at midlife,

**Jennifer Maxwell** 20:50

I think some of the biggest challenges are accepting yourself for who you are, and where you are, at this time in your life, not being hard on yourself, or something you didn't do in the first half your life, and realizing that you have amazing potential going forward. Don't be hard on yourself, just realize that you made made mistakes that you've learned from those mistakes. And you can avoid repeating those mistakes and realize, okay, so you have this knowledge, the first half of your life, how do you apply that knowledge to this? Better you? Right? Whether it whatever it ends up being, we have all this incredible knowledge from 40 years of being planted. And that's priceless. That's you are who you are, with a lot of different experiences, culminating to where you are today.

**Jen Marples** 21:40

So glad you said that. And I've heard this before from some other guests. And it's really important for all the listeners to know because I think especially women who have taken time off, they feel like they have nothing to offer, all the sudden, they were in some high powered job, maybe took some time off from work with family and whatever, excuse me, they took time off from family and maybe other circumstances. And they kind of forget that you have all this life experience in your 40s 50s. And beyond that, that can't you just don't have that in your 20s. So you have all this culmination, like you're

saying of this life experience. So you've taken just a little bit of time off. Look, at the span of the decades you've been on the planet, like you're saying, you know, a lot, you have a lot to offer. And it's already I'm a big proponent of it, it's all within us. We just have to like we have to draw it out and believe in ourselves. But I think that it is, you know what kind of what you're saying it's a we just have to remember that we have that.

**Jennifer Maxwell** 22:34

Yeah, yeah, jet it is it is that is channeling that energy and channeling that confidence. But you can't be everything to everybody. But you are a special person in own unique way and is channeling that energy and that experience into a way that is fulfilling that needed growth. I think a lot of women in their 40s and 50s and beyond want to keep growing, they want to either do something new, or they want to work on something that they did maybe back in the 20s and 30s that they put on hold, like okay, well, I'm going to do that again in a different way. Because now I have information more about who I am. An example of that is I have a friend who she lives in Berkeley, and she raised two kids. And she was a lawyer and she put that on hold to raise her kids. And then her kids are out of the house. And she said, What do I do now? For her it was going to art. So she'd always been interested in art. And she rented a studio and just some lessons and basic art. And she is a painter. And she creates these amazing pieces of art. And yet she has is working on it now for something like 10 years, and she sells her art. And again, it was like she was always been interested in it but not able to do it earlier in her life. And now she's channeling that interest in channeling that desire, in a way that she didn't make it come to fruition.

**Jen Marples** 23:59

What a gift at midlife and I'm seeing that too have we probably all had if we really think about it, there have been some whispers or there's been some things that have just been like this through line throughout our lives and it's whether or not you give it life and give it some oxygen and so early on and your career and everyone's striving and kids and this and that and and you can't really think about it you're kind of getting through the day to day so I think the beauty about midlife is space opens up that you can really start to listen.

**Jennifer Maxwell** 24:27

Right because you are transforming yourself into I mean you you are who you are right in a way but you're learning and accepting yourself in a different way. Right? It's about self acceptance and about what do I figure I have been as a woman and what do I want to I want to continue being and what do I want to change about myself? What do I want to nurture about myself that would make me feel more whole that made me feel I mean, happier happy is kind of a word. But you know to bring fulfillment to bring peace to yourself as a woman. And that can be take so many different energies, right? That concept of bringing a newness and a continuation to your life and the second half.

**Jen Marples** 25:14

So with that, do you think women can be successful in their second half of life?

**Jennifer Maxwell** 25:18

Oh, absolutely, absolutely. You know, whether you've been raising children or not, you know, you your body changes, right, you've got body changes, you have to accept. So back when I said, don't be too hard on yourself. Yeah, your body changes, you know, an exercise. And I personally exercise quite a bit. Because that's really important for my mental health and physical health as well to keep healthy physically, mentally, you do have to get active some type of activity, but your body's still gonna change. And that's inevitable. The healthy you can eat. You know, it helps that to realizing moderation is really important, it really can't be the same in your enforcement 50s, as you did in your 20s and 30s, you know, because your metabolism changes, your body composition starts to change. So set acceptance of okay, well, this is where I'm at, you're still beautiful, you know, you can still be super successful, really anything you dive into with passion, and a commitment to trying to figure out okay, can I can I continue with this? Can I persevere through ups and downs? Because of course, there's going to be ups and downs. So don't ask too much of yourself start small. And definitely, you know, a lot of opportunity.

**Jen Marples 26:31**

Oh, that's great. What advice would you give to the woman who is maybe sitting in a corporate job? Feeling like a you know, we know ageism is very real in corporate America and feeling like she's that's run its course. But she's maybe too scared to step out and try something on her own? What would you tell that woman?

**Jennifer Maxwell 26:52**

How much do you want it? How much do you want to change? How much do you really want it? What are your expectations? What is that change look like? How much do you want it? And I talked about sustainability. Sometimes the grass is always greener, which is not always the case. But how much do you really want it? And what What difference do you expect from a major change? is, I think an important initial question, you know, and can I take baby steps to get there? Can I dabble in something else? If I have this really important job? Corporate America, I've been successful, I've been happy. But I'm like, Okay, what else can I do? Is there some way to dabble in that and see if that's something you really want? Or do you have to go all in? This is something I would, I would ask

**Jen Marples 27:37**

great advice. And then conversely, what would you say to the woman who hasn't been working for the last couple years? And I know, and I talked to a lot of those women, brilliant women who just don't know where to begin. They're like, I know, I need to do something, but I have no idea how to start or how to even figure it out. What would you say to them,

**Jennifer Maxwell 27:57**

I go back to the passions, I go back to your interests, combining interests, either one big interest, right, or combining multiple interests and kind of see what that leaves, you know, talk to friends, talk to others, and do some research, you know, do some research and whatever those interests or passions are, and see, okay, is there an opportunity for you to either collaborate with someone else who's building their idea? And maybe you can help them with their ideas? You don't have to do it all alone? is one option. It's hard to go it alone? Definitely, you know, and particularly if you've been out of the workplace, and you don't totally know, it's like, maybe collaborating with other people. And bringing your

individual uniqueness and your passion into something that's already kind of getting off the ground is definitely advice.

**Jen Marples** 28:49

That's great. It is we've had a couple partnerships on and it does speak to that need that it does take a certain amount of strength to just completely go it alone. And I'm glad you said just to dabble, because that's a nice way to not really put pressure on yourself and just kind of see what because I know a lot of people might go, oh, this is something I really love, say yoga, or whatever it is art. But then you realize that needs to just maybe stay a precious hobby and something that you do that you don't want to actually make a business out of it, because then it's going to take away your joy. Or conversely, you go all in.

**Jennifer Maxwell** 29:25

Exactly. You don't want this to be a stress contest. Today, we don't need more stress, no more stress. So first, you have to deal with the stress but you also want it you want it to be fun. You want it to be a happy experience. You want it to be a growth experience and fulfilling. And I know there's some situations where going on in on all alone is necessary or appropriate or doable. And there's others where you can definitely contribute in a collaborative and collaborative way. When I think about jam bar the idea yes is all mine. Right? That's is my idea, the formulation and the product development was all me. But I do have a lot of great partners and employees now. I mean, we're small, but I have incredibly dedicated people that they're just like, wow, I just want to be involved with what you're doing. And because it's just, it has such purpose with this fantastic product, espresso, fantastic mission. So it's finding like minded people.

**Jen Marples** 30:25

And I think what I'm finding at midlife, and I think you would agree that women at this phase, if we're going to start something new, and reengage and really put ourselves out there, we want it to be purpose driven. I can only speak anecdotally. And I'll speak for myself. And for a lot of women, I'm talking to that at this phase and doing something new needs to be something you're really passionate about. And you can throw yourself into it and be working with like minded people, because you know, life is short and you want it you want to enjoy, yes, there's a lot of hard work, but you want to enjoy what you're doing every day.

**Jennifer Maxwell** 30:57

Right? The purpose makes it even more enjoyable, particularly if you're helping other people, I think that we as a society, tend to get a little in our silos. And quickly now with the current climate of health threats, and so forth, it's helping other people gives me tremendous satisfaction, right? Because we're all human beings on this earth together. You know, we all have different experiences, and backgrounds. But at the end of the day, we have the similar challenges and similar hurdles on a daily basis, and helping other people giving them hope, giving them purpose, giving them support. That's where the the mission of John bar is with the music and say, hey, you know what, you need to be physically active. It's really important, that helps people, you know, that really helps people.

**Jen Marples** 31:44

I love that. So do you think a balance is a myth, or it can be achieved?

**Jennifer Maxwell** 31:50

Oh, definitely can be achieved. However, you have to, I think scale your expectations for yourself. Right, you have to start of what is balanced mean to you? Little this little of that doesn't mean total avoidance of something or something, you know, something other. I think it's achievable. But you have to get to a point in your life where you can handle analyzing what it means to you. So what does out of balance mean? What balance means something? What is out of balance?

**Jen Marples** 32:22

I'm glad you said that. And I've been hearing this a lot. It's that it's really identifying what it means to you. And not anybody else. And no one's ever said it really looking, flipping that and going, what does out of balance look like? I know when I'm out of balance, my family knows when. What's happening, I'm really walking around angry all the time. Y'all we're recording this right before the holidays. So tensions are high.

**Jennifer Maxwell** 32:51

Yeah, I mean, you got to be, you know, feel

32:53

good to be happy. So so if you're out, if you feel

**Jennifer Maxwell** 32:57

like you're out of balance, then why right? What are those things are forcing you to be out of balance or creating that out of balance for you. You know, and then if you feel there's things you can change to get more in balance, what are those things and start small, start small and then build from there, when you see that they're starting to work. You know, don't expect everything all at once. But make these major massive change in try to take control of things you can change that seemed manageable, and then then it can kind of gain momentum into into a better spot.

**Jen Marples** 33:32

That's really great advice. Right. So I've got one final question before my final questions for you. Okay, what do you wish for women midlife?

**Jennifer Maxwell** 33:40

I wish for women at midlife to be happy with who they are, to appreciate who they are, and who they've become.

**Jen Marples** 33:49

I love that. Short and sweet, but so potent and powerful. Because acceptance, that's really important. I love that. Do you have a favorite book or resource that you refer to?

**Jennifer Maxwell** 34:01

I don't have one favorite book or resource. What I like to think that I do is I open to lots of different opinions. So if I am reading something on the internet, or different books I have here or TV programs or whatever, I like to keep an open mind as possible and understand if there's an opinion that I don't agree with. Can I listen to it without freaking out number one, and being receptive to all kinds of input, and then figuring out what I like about different input and why I don't like about different input and learning from it. Right? Because conversations are supposed to be exchange of ideas and learning about something. And that goes from anything you're talking about someone with or any resource you're looking at any kind of book or new station or whatever, expose yourself to different opinions and different information because you don't know you might go you might get something from that. You might figure out the reinforcer why you don't like about it. But for me, types of books I like looking at I like reading biographies a lot, because I like, like history, I like to read about particularly musicians. Because I have such an interest in music. I like reading about different different drummers, different musicians, life all the way from the 20s. And the beginning of jazz is my favorite genre. So I do a lot of books about real books about jazz, and what the world was like in the 20s. Going forward to today in music history.

**Jen Marples** 35:29

Oh, that's great. I just sort of had a picture, I think we need to all read probably some more history books, I think we all probably have a default that we all tend to. So I like that little bit of advice of expanding and kind of looking outside of maybe what you normally read or what you normally consume, and just getting different perspectives that way. That's really great advice.

**Jennifer Maxwell** 35:48

Yeah, it's very eye opening. Wow, how did these people think this way? Or well, maybe I agree with some of that, but not some of the other stuff. You know, it's just it's just an interesting exercise to read a lot of different stuff.

**Jen Marples** 36:00

I love it. Do you have a daily ritual or practice that you rely on?

**Jennifer Maxwell** 36:05

Well, I begin every day by drinking a big glass of water. And I do exercise in the morning. No, I typically actually says, Every morning was for me, I've been a runner my whole life. So I'm going to go out on a run. But as I've gotten older, I've realized that I can't really run every single day. And I'm going to walk, walk, run, you know, if I'm really tired, let's go for a walk. Half an hour, an hour depends on my time that I like to get into into work, what the weather is what have you, but it's exercise, I swim. You know, like riding a bike sometimes, but morning is like, Okay, I want to get out, get my body going. Get my metabolism going. You know, this is walking half an hour, I live on a hill. So sometimes I go down the hill and back out with my dogs. And then I eat a pretty healthy breakfast, and I'm ready to go.

**Jen Marples** 36:53

That's nice. So your key is movement in the morning to get everything kick started.

**Jennifer Maxwell** 36:59

I love it. Yeah, yeah, that works for me.

**Jen Marples** 37:01

I love it. It works. It works for me, too. I think it probably works for a lot of people. But it's it's a nice way. So it's I always like to interview folks on you know what everyone does? Everyone can take what they want little bits here a little bits there just to see what works for everyone. Yeah, yeah, exactly. Final question for you. What do you think the best thing is about being at midlife.

**Jennifer Maxwell** 37:23

I think that I've lived long enough to have a lot of great people around me. You know, I'm fortunate to have my children around me are so they're important to me. And they're all different people. I brought them into the world, and they are who they are. And I really, really fortunate that I have my children. Likewise, I'm very fortunate to have great friends. But I won't learn from girlfriends, I have relationships with these wonderful people. And you just learn a lot along the way from being on the planet for 4050 plus years of relationships that you've built

**Jen Marples** 37:56

along the way. I love that it's nice to just sit back and reflect about who's actually in your life. And what a blessing that is. Yeah, definitely. So where can we find you, Jennifer and learn about jam bars and follow you and get more of what you're doing and what the company's doing.

**Jennifer Maxwell** 38:15

Alright, so we have jam, bar.com Gamma jam bar, we have our social posts, jam bar, Instagram, Facebook, but our website is jam bar.com. And you can order jam bars online, we have a sample pack, free shipping, it's 12 bucks real easy. And then we have a holiday special going on. We also you know, because we're getting into marketplace jam bars in MYRIN are pretty available at markets and organic sections. Most most markets now a lot more high end markets. And yeah, so our websites pretty, pretty clever, creative. So check it out, and talks about all the different partners we have with music and active living and really all about ingredients for us and why we're we're unique, and why we're doing what we're doing.

**Jen Marples** 39:03

I love it. And we're going to link all that in the show notes. Jennifer, it has been a pleasure chatting with you today. I love what your company's doing and the mission and you know, you're trying to make a world the world a better place and I really appreciate that. And you've also shared a lot of really great advice for our fellow midlife women out there who are contemplating a change and or already doing the thing and just needed to hear a little bit more advice and some sage wisdom from you. So thank you so much for sharing that with us. Thank you, Jen. What a pleasure.