

JM Episode 36 with Kathryn Keown

Thu, 1/13 12:15PM • 44:16

SUMMARY KEYWORDS

people, midlife, jessica, yoga retreat, business, yoga studio, question, cottages, jen, literally, women, retreat, daughter, partnership, yoga, day, life, hot yoga, tory burch, kids

SPEAKERS

Kathryn Keown, Jen Marples

Kathryn Keown 00:00

Over time, gathering that confidence to go, I deserve to use my ideas just as much as the next guy because I've had experiences on the planet. And so I think my biggest obstacle in the beginning was just trusting that I had an idea in my head that was worthwhile.

Jen Marples 00:28

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 and 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 Markel show today. I have a really fabulous guest because I live in her proverbial house every day, which is a hot yoga Republic yoga studio, located here in Northern California. Her name is Catherine Kalin. And she and her partner Jessica Smith opened up hot yoga Republic, I'm going to say like minutes before the pandemic happened.

01:41

Yes, like, like, one month before the pandemic.

Jen Marples 01:45

So the perfect timing for a hot yoga studio to open. But we're so glad that she and well, they persevered and opened up the studio because it is a wonderful place to be into practice. And I'm going to let Catherine introduce herself. She is a beautiful woman and a mother of a beautiful daughter who just realized that our kids are in school together in the same class. So they probably know each other hopefully have done nothing bad together. Here in Marin County. So Katherine, welcome to my show.

She's been a hard guest, guys. I've been trying to get her on my show for a long time. And we finally made it happen, Katherine.

02:19

Thank you. Thank you, Jen. It is so great to be here. It's so great to be here. With you are not sweating. In a hot yoga studio, you actually have your makeup on your face. And your hair looks darling, for those of you who are listening. So it is wonderful to see you all put together and that is dying on the floor of a hot yoga studio.

Jen Marples 02:39

We like to joke that, you know, some days I might see Jesus in that yoga studio because it is so hot. And amazing. wouldn't have it any other way.

02:48

That's why your skin looks so plump. So it's a daily facial.

Jen Marples 02:51

But we digress. So Catherine, your story is amazing. Because you and Jessica, I'm gonna call her Jess started this yoga studio. And you have told me a couple wonderful little bits. But I want you to share with everyone what you did before you started the yoga studio and what led you to open up the studio?

03:11

Sure. So I've spent most of my life in marketing and advertising. So I worked for cambiar, the sports radio station, and K Fogg and K San, mostly in marketing and advertising. And what happened was, I found yoga, fell in love with it, probably 20 years ago. And I started to as I got more promoted in the world of radio, every lunchtime, I'd start texting my team like, Hey, do you want to come with your boss for a yoga class? And then they text back and be like, Yeah, let's go do it. And then pretty soon, my team and I barely went to the radio job. And we just started texting each other every day about where we were gonna find yoga. And so after years and years, I finally decided to make the leap and go full time into owning a yoga studio. So that's kind of from A to Z in one small sentence.

Jen Marples 04:06

So now where did Where does your partner Jessica fit into all this? So were you guys friends? Was she somebody who was on your team doing yoga with you or she just a friend?

04:16

It's a really great question. Because for those of you who are looking to change careers, ours was not a massive pivot. There was the moment of pivot, but it wasn't a massive pivot. So I was teaching yoga and still doing my radio gig. And I decided that I was going to do a yoga retreat. So literally one night I was went to bed. I was frustrated with my life. Yes, I've got a beautiful daughter. Yes, I have a lot but I was just so sick of sitting in meetings listening to I'm sorry, it's sports broadcasting largely men, telling me what to do how to interact with clients, being basically just a sales schlub in a gray cubicle. I threw back the covers and I said, Screw it. I'm going to start a yoga retreat. I'm just going to do a yoga retreat.

For seven days, I want to be in control of a small company. Now, I probably wasn't that clear in my thinking at that moment, but I was like, I want to do something that's meaningful to me. So I organized a yoga retreat. I mean, for a year I sold it, I found this beautiful location, a farm out in Sonoma wine country. I put it up on an International Yoga website, travel portal. And that week, we got people from Russia, Israel, New York, you know, I didn't think at the time of course, I would know this, that a yoga retreat in Sonoma would be very appealing to people who are from outside California. It's wine country, we'll visit San Francisco, blah, blah, blah. I met Jessica at a yoga studio and I just loved her energy. She was so much fun, so dynamic. And I said, Hey, I'm putting together this yoga retreat. Do you want to compete that be a guest teacher, you can show up luxury accommodations will feed you well, for 24 hours. I don't have a lot of money. But you can teach yoga, which I know you love to do. Well, what happened was the day of the retreat, it was 112 degrees at this farm. It was this crazy heatwave. The owner of the farm had 12 gorgeous cottages, perfectly appointed Friday sheets were all set up. He sealed the windows of the cottages the day before the retreat, and did not get the air conditioners into the cottages in time for the retreat. So he had basically turned these cottages into kilns. It was literally 135 degrees in the cottages. And so as the guests were arriving from San Francisco, they arrived their rental cars. It's cool, it's air conditioned, as they get up to Sonoma, it is literally 112 degrees. Epic heat when they got to their cottages, which had been sealed because the owner neglected to put the air conditioners in. People opened up the doors and it was literally 140 degrees in every single cottage. The guests could pay a considerable amount of money for this experience. were horrified some of my paid compadres some of the people I'd hired to help with the retreat, just kind of drifted away and disappeared. And Jessica, who was getting paid nothing but a couple of meals and nice accommodations, stood next to me, and addressed every furious from Spanglish to Russian onslaught from people who were furious about how hot their rooms were. It was amazing. But the Fallout was I looked at Jessica, and I'm like, Oh, she's the kind of person who does the unpleasant thing first. She does the right thing. I mean, she went from being this cute little yoga teacher that I met to this chick has grit. And it has been that way in spades, our entire partnership, she always does the hard thing first. And she's the best business partner I've ever had.

Jen Marples 07:53

So I have to ask, Was it a total shit show? Or were you able to salvage this retreat?

08:00

Okay, well, literally, we had a woman who was from India, and she was an award winning documentary filmmaker, sila, carry it. And she looked at me on the last day of the retreat, and politely said, you know, I did lose quite a bit of weight at your retreat. But it was mostly sleeping in my cottage, not during the exercises, and everybody just burst out laughing. I mean, it was such gallows humor, people would hang out on the front of their cottages, and it looked like, you know, some sort of horrible, Southern sweating. You know, it was just incredible, anyway, but the retreat ended up fantastic. And people developed lifelong friendships. And most of those people that come to that retreat have continued to come to mine and Jessica's retreat subsequently for the last five years. So we somehow pulled it out. The food was Gourmet, and there was massage. So I think people just dealt with

Jen Marples 08:55

it. I think that's hysterical. But I love it because it was all meant to be. Probably getting that in that moment. You're like, okay, just because someone I want to be in the foxhole with.

09:05

Exactly and I said these exact words to her all the time, every day. Exactly. Those words. It's the truth. It was a it was a great introduction to who she is.

Jen Marples 09:15

So now you've done the retreat with Jessica. So what was the sort of the timeframe of having that retreat to you guys talking and discussing opening up

09:23

this yoga studio? Great question. So we did the retreats for a number of years, three, four or five years. And we got better and better at creating this culture at the retreats. So what you've experienced Jen at hot yoga Republic is the same culture that we create at the yoga retreats just kind of by what we like, right? It's immaculate things start on time. It's going to be luxury and high end, but there's this whole frosting around it Have fun, right? So it doesn't feel like it doesn't feel like we're saying classes to start now. But behind the scenes we are saying class has to start now. But there's a lightness and an ease around it. And so what happened was it was literally a dark and stormy night. And Jess and I were sitting in my car, this would have been December of 2018. And I was crying from a broken up relationship, a broken heart. And the Giants were losing the San Francisco Giants has had a miserable season. And if you're like, what does that have to do anything as a fully commissioned salesperson, people don't realize that when the giants are losing, or the 40, Niners or the Golden State Warriors are losing me as a sales rep makes nothing. So I had literally been selling stuff out of my attic to try to pay my mortgage and pay for Claire school, my daughter school, because she needed help with her learning. Just as a side note, one time Claire was like What's clunking around in the backseat that like, Oh, it's nothing Claire, it was my mother's silver that I was paying so I could pay my mortgage and her school bill that month, it was that dire. I know, we live in Marin, I drive a ridiculous luxury import that I can't get rid of. And yet, I did not know how I was going to put food on the table and had \$9 in my checking account. So I was crying with Jessica in the car. And I said it's so ironic, the only thing I've ever been any good at is teaching yoga. And it's the only thing I could never make any money doing. And she looked at me and she said, Oh, no, yoga studios are profitable. And my experience was I only kind of worked in, you know, small, little charming Mom and Pop yoga studios, or the large corporate ones, which I don't find to be very welcoming or interesting. And so I said, No, no, you can't make money doing yoga. And she's like, sister, trust me, I've managed a yoga studio or two, you can make money, doing what you love. And so I said, let's open up a yoga studio together. And she said, let's open up a yoga studio together. And that next day, we started looking for spaces for hot yoga and Republic.

Jen Marples 12:01

And so then you were meant to open. Like you said, I think the month before the pandemic, were you ever really actually, were you ever officially open before?

12:11

No, we were never officially open. So we were scheduled to open the month before. And then we had you know, as these things turn out a couple ductwork and heating things and stuff that needed to be finalized. So we were set to open approximately within two weeks of the march shutdown. And yeah, as my family says there's nothing like trying to open up a yoga studio in the middle of a global airborne pandemic. But that's what happened. That's when we were set to open after a good year and a half of build out.

Jen Marples 12:38

So let's rewind for two seconds. So you go into business with Jessica. And I want to bring up an important point, everyone. So I have been, you know, at Katherine for months to get her on the show. And I'm finally getting her on the show. But I wanted both of them to come on. And so this is a really important point I want to bring up and just highlight that they have this beautiful partnership where they each and Catherine will tell us they each have their strengths. And so we're playing to Katherine strength right now I'm having a little bit more freedom and being a little bit more front facing and I would say business facing. And so because Jessica has younger children she's running the show, has to leave immediately. And then she needs to go attend to kids and do all the things that younger kids do sports and all of this that we talked to said, if we're going to wait for Jessica, we'll be waiting for a year. And so I really wanted to get Katherine on because I know this story is going to resonate with so many of you out there because you just have to know and be so aware of what you're capable of in your time and where you are in life and what you're able to give. And so I'm just so happy Katherine's on because she's the face right now, the business face of the studio. And I guess Jessica, I know you guys have your own delineation of how you divvy things up. But I just wanted to bring up that point that that is the beauty of a partnership, because you can Evan flow and someone can do a someone can do B and that it all works really well. So if you could speak to that just a little bit.

14:05

Absolutely. It's funny, Jen, because so many of my mentors, who are very successful, had said don't create a partnership. It'll never work. They'll come that moment where you look up and you say I could have done this by myself. And I'd be making XYZ more. So spare yourself that. So that was really in my head. But then I looked around at some of the partnerships of male businesses, and I thought they're doing it and they're doing it well and they're doing it profitably. And they're doing it with a life that I want to lead your travels my thing. And so I thought if we could do this right? It would be incredible. And so we do have a delineation. You know, Jessica loves, if you can imagine filling out paperwork, she's a total left brain person. She loves doing things right and detail oriented. I want to hang myself when you hand me paperwork, but I'm more creative Colors and right brained and stuff like that. So things kind of fall generally in those two categories. For us, one of the things that's been really great is we got a business coach. And so when we hit a point, which is in any partnership, any marriage, any whatever you're going to hit, we turn it over to our business coach, and we shook on the fact that whatever he said, because we both really liked him, he's a small business owner, successful small business owner. And so we said, if he's going to be the tiebreaker, some days, it'll fall in either one of our direction. So we just have to accept that. And it's really worked brilliantly, you know. And the other thing that I will say about partnership, because, you know, after I had my kids and I was in radio, I job shared with people

successfully, and happily, but one of the great things that I would say about having a partner is understanding why they're in the business. And one of the gifts that COVID gave us is when we found out that COVID was going to hit Jessica run screaming into my house tapes of phone to the back of a chair and screams, we're going to zoom a class and I'm like, What's zoom, right? She's screaming at me. And we're like, trying to figure out what we're going to do after COVID. But what that also did for us is we spent a year before and after this classes that we were zooming, talking about what was important to us. And I mean to the point of obnoxious detail, because one of the things that we discovered in our partnership is if anything is a great area, it's a point for friction. So if we've decided that we will have lavender towels after class, that's what we've decided, and it's done. But if I've decided I really want to have lavender towels after my class, but I haven't brought it up to her. That sounds like a silly thing, right lavender towels. Actually, there's tons of work there. It requires washing them folding them expensive lavender, that's a point of friction that can really fall on someone. So we sat down from the client walks in the door, what did they smell? What did they hear? What does it look like that detailed. And so when it came time to train our staff, when people walk in, it smells good. When people walk in, there's no dead air, you hear music, a client will hear their name before they even put their shoes down. And so we were in so agreement, and we find also that when we have a gray area, it does create friction. And we have to talk about what it means to the other person. And it all smooths out the log jam, and makes us go forward. And the other thing is that talking about what we wanted it to look like truly at the end of the day, like I am sliding into my grave. What do I want to say about hot yoga Republic and having that be our true north? That's really served us in good stead to is begin with the end in mind begin with the end in mind, what does this look like? And I have to say, I said this to you, Jen, I take a bullet for Jess like we have been through so much together. And it's been the best partnership I've ever had. Because we're always playing a long game. Even when things hurt my feelings that I get jealous or she gets jealous or we get our hackles up. We're like, what's the long game? What's the long game and it's been so great. It's been so great. Oh, and last but not least, I stumbled across this book called the power of two. And it's a terrific book that talks about that mythology of the lone leader really isn't mythology. You know, Steve Jobs had his partner who is a little bit less forward facing and a little bit more silent. But if you really dig deep, a lot of these companies that you're so impressed with and that are so has that one heralded leader, when you dig a little bit deeper, there are two people at the helm. And I'm just a huge fan of having a great partner.

Jen Marples 18:34

I think it's wonderful. And you brought up some really great and important points. And you know, we've had some other partnerships on the show. And I think the the key takeaway is you really have to invest upfront, like you guys have, like having the time the talking having a process, because it probably is a more delicate relationship than even a marriage. Because I think marriage, I don't know, maybe that's just aside, it's like, well, you're stuck with me, there's a piece of paper, but I think business. And I almost went into business, you know, two different times with people. And it turned out that it wasn't right for me at the right time with what I was doing. And where I was in my life with my kids were very young. But it does take a lot of due diligence, a lot of self awareness and a lot of discussion. And I'm glad you're sharing the actual beauty because I think too and agree or disagree. Also being moms knowing there are things that come up with your kids. And there has to be that ebb and flow. And I know you guys have experienced that. So it's you can ebb and flow. If something comes up. It's not just you.

19:39

Well, and what's been really interesting is we both have kids that are completely different life stages. I mean, I could go out and watch a movie and come back and my daughter's thrilled that I've been away and her kids are a little bit younger. And so we've had to have talks and I'll say with humility. I've had to apologize a couple of times how quickly I forgot the difference between a seven year old and a 14 just turned 15 year old, or a nine year old. I mean, three years ago, my daughter was cleaning to me, you know, at 1112, just like she did at 910. And then the last three years, I've kind of forgotten now she doesn't need me as much. But she needs me in a different way. But absolutely, I mean, if I say I've got to be at Claire's play, just as like, I got you, if she says, Parker doesn't feel well, I got you. And that has been just unbelievable. And also understanding what we each want out of life. She knows that for me, ultimately, I want to be able to take a month off in the summer and do something interesting and go travel. And I know for her, it's all about being there for her kids right now. And a regular corporate job would not allow us to do either of those things. So that's been nice to be like, we're the CEOs, we get to figure out exactly how we want to live our lives, you know, so it's been great.

Jen Marples 20:50

So let me ask you this. What do you think the biggest challenges are for women in midlife?

20:55

That is such a great question, Jen. I love that question. The biggest challenge for me, is me. You can see me, I am youthful. I'm modern. And I'm fun. And I was raised to be a wife. I really was. It worked for my mom. She's lovely. She and my dad had extraordinarily happy marriage. But really, I don't think much was expected of me. Of course, get good grades. Of course, there was college. But you know, my mom wasn't saying to me, how are you going to change the world? Kath? She was saying, Do you think you want to have kids? Where do you think you want to live? I wasn't raised to think that I was going to be that fabulous. And I know that's embarrassing I'm embarrassed as I'm telling you this. But when you pose that question to me to think about, you know, who am I to think that I should be much of anything? And then I also think if you're, you know, midlife, there was a huge portion of my life where somebody asks you a question, and you look to the man sitting next to you to find out what the answer is. And it took years of sitting in meetings going. I don't think that idea that that guy just said is the best idea. But he's my boss. And so I do it. And it doesn't turn out that great. No, it took years of going, that doesn't make that much sense to me. You know, and then the success of a yoga retreat and seeing like, wow, I followed my best instinct. And it turned out to be right over time, gathering that confidence to go, I deserve to use my ideas just as much as the next guy. Because I've had experiences on the planet. And so I think my biggest obstacle in the beginning was just trusting that I had an idea in my head that was worthwhile.

Jen Marples 22:45

Can you share with our listeners, what you told me before we got on, and because we've had this conversation before, and that was how you were sort of you doubt yourself regularly about being a business owner at midlife, and you look to certain leaders, and certain people that you admire who'd started business in the second half of their life to prop you up and just to kind of give you give you

inspiration? So can you share with our listeners, how that impacted you? And like what you what you're kind of doing on a daily or weekly basis?

23:20

You know, our culture really celebrates youth. And I think that's great. I mean, I love early achievement, I think it's fantastic. But I do believe there's a reason why people as they get older are put in leadership positions, and it's because you're calmer. You're starting to worry about legacy. Right? And so, like, what's this gonna look like for my daughter? what's this gonna look like? At the end of the day, you start thinking about legacy. And so I truly as hokey as this sounds, I mean, I have a list right here on my desk, Vera Wang, Julia Child, Ray Kroc, you know, also on my list is Tory Burch, Jack Dorsey. And though Tory Burch and Jack Dorsey, aren't midlife entrepreneurs, they had some serious things that happen to them, which weren't advantageous. And you know, Jack Dorsey still probably has some things that he's working through but but I keep this list in front of me to remind myself that Julia Child had not been on camera until she was older than me. 5556 is when she first lit up the television. You know, Ray Kroc was a penniless not that successful milkshake maker salesman, you know, in the Midwest, his house was in trouble. His marriage was in trouble when he launched into McDonald's. And truly, I just watched the Julia Child documentary three days ago, and I just watched the Ray Kroc story literally two weeks ago and I will be watching again, to remind myself that midlife actually affords you the opportunity to be calm, to take more calculated risks and to really We understand people in business so much better than I did it at 23 or 30.

Jen Marples 25:06

Do you think that women at midlife can be successful? Do you think it's possible? For most

25:13

of us? The only reason I'm pausing is I just want to answer this question thoughtfully. And not with a rah, rah, Hell, yes. I think if women do their homework, anybody has the opportunity to start a successful business. But it takes homework, you know, and it takes grit. And we hear that all the time. But when I say homework, I look at the 1000s of hours that we put into studying, not yoga studios, but business. And it really has been 1000s of hours, I listened to masters of scale with Reed Hoffman, who's the founder of LinkedIn, and PayPal, and he highlights business owners and what it took for them to get their businesses open. Everybody from Airbnb, to Tory Burch, to so many companies, even LinkedIn. And listening to those stories helps me go, oh, that's what they did. Maybe it's not a yoga studio or fitness studio. But that can be applied. I love the story of Tory Burch is opening day in Manhattan of her massive new showroom. And the doors don't arrive. The doors to her boutique do not arrive. And it's a snowstorm. What do you do? So she went on with her opening day, she just posted two people that acted like bouncers at the front door, and literally sold almost every single thing in her store. You know, so a story like that I cling to going, what are you going to do, Katherine, when the chips are down? Are you going to fold up a shop? Are you going to tape a ridiculous, broken sign to whatever's broken? Or are you going to think of something more creative and delightful to get through that challenge? And so back to your question about women at midlife? Absolutely. I have friends who were divorced after infidelity, and being at home for 15 years, and they looked around, and they figured out how to make a more compelling LinkedIn profile. And then they went back to school, and they

pulled themselves up. And they're now making, you know, multiple, six figure salaries a couple of years later, because they have more skin in the game. And they have more understanding of what's at stake, and they go for it. So absolutely, with the right intention, the healthy amount of fear, and, you know, a ton of motivation, I think. Absolutely.

Jen Marples 27:40

I think that's wonderful. And you brought up some really good points. And which leads me into my next question. Now, what would you say to the woman who is sort of sitting on the sidelines and maybe too scared to make a change, maybe she's working, like used to in the job that's no longer serving her. Or she has been like some of these friends you've talked about, has been at home with kids. And it's like, there's something in here, I just don't know how to access it. Where do I begin? What would you say to that woman,

28:11

I literally would say do something, do something, it might not be exactly the right thing. It might not be exactly in your vein of what you want to do. But do something. Truly, it's the I am going to throw back the covers and look for a place for a weekend yoga retreat. And that's it. That's it, I am going to go work at Nordstroms and just get my confidence back or some training or meet somebody. You know, Jen, there's a gal that we do yoga with who's middle aged, and she's been a recruiter her entire life. You know, her and she came bounding up to me the other day and said, I'm starting a new career path. And I go, Oh, my God, that's so great. And she said, Yeah, I met somebody at yoga. And I liked what she was doing. And I asked her if she just have a cup of coffee with me and tell me about it. And so she told me about real estate, because that's what I'm always studying in between classes to get my real estate license. So truly, it started with a cup of coffee with somebody who seemed to have what the other person has that you might want to have. It's that simple. But I think there's so many resources out there right now, that aren't costly, that aren't scary. But there's there's only one thing that's a difference between somebody starting and somebody getting there and it's do something, do it anything and if it's just the coffee with a friend, that's enough for today. And then last, but not least, one of my mentors is always like, throw as many irons in the fire. You don't know which one's going to be able to pay the bills, and you don't know which one's going to just feed your soul. But the more you put in there, something will happen. So Yeah, do something.

Jen Marples 30:02

I think that's great advice. I love it. I've also given that advice away, it's just start doing something because that's just going to give you some momentum. So one thing like you said, even switching up an exercise routine, having coffee with a friend meeting with an old colleague, reading something new listening to a new podcasts, going to see a lecture anything, it's just going to get the juices flowing. And then that's going to lead to something lead to something and like you're saying all those irons in the fire momentum, you never know where the next coffee, the next zoom chat or flowing next to someone in yoga could give you an idea, you don't know. But the key is to get moving, because nothing happens if you're standing still correct. So here's a little bit of a different question. Do you believe balance is a myth or it can be achieved?

30:47

That's a really tough question for me, because I'm a workaholic. And I love to work. It's a safe space for me, right? Like, I love to just keep going and going and going. So I won't kid you. It's really hard for me, like, I'll hear my daughter in the living room. And I have to remind myself, this is really important to that I'm there for her as a mom, and I'm just being human about this question. Janet does not make me look good, I'm sure. But I just love working in producing. My sister always tells me because she's one of my favorite people to talk to for mom advice. She's always like, you know what, Catherine, you can have it all. But sometimes you can't have it all at once. And I know that's not an original thought. But I kind of cling to that. It's a daily check in for me about, you know, one of the things opening up a yoga studio has taught me is I love to write. I didn't know I love to write, but I love writing the weekly emails. It's fun. It's hilarious for me, I love it. So now I'm kind of picking myself as a writer, which is a very solitary endeavor, which really bytes into my work life balance, because all I want to do is sit in front of a computer and write. So to answer your question, it's worked for me, I believe it's possible. I feel like I'm doing a pretty solid B minus job of balancing things of being like I will attend my daughter's play, I will be there for her. When she sits on my bed, I have to put my computer down and focus on her. But it's hard. You know, it's hard. I also tried to make up for it by creating special allocated things that me and my daughter do. You know, when we go away for a weekend, I'm truly there with her. Maybe I'll check my phone a little bit, but I don't bring my computer on a weekend away. So I think I'm doing a good solid job. I will say I think our culture is giving us a lot more opportunity for work life balance. As I shared with you once a long time ago, I still have PTSD from working in a sports broadcasting situation, where I'm desperately hiding my breast milk pumps in a back closet so nobody can see me sweat, or breastfeed as it were, you know, it was a draconian horror show of a social situation trying to raise a kid. And if I can just go on a rant here, why we as women do not rise up and revolt over a 12 week maternity leave. Again, it's draconian. And every company that I've left, they all hired me back after childbirth. So you know, what's the point they hired me back and I was more expensive by the time they hired me back. So anyway, I do believe that right now our culture thinks a lot more about work life balance. Now that we all have longer life expectancies. I think there's a lot more room for work life balance. So I'm grateful for that.

Jen Marples 33:37

Yes. And she brought up a really good point. We're going to rands, and again, I'm always like, one of March about something at the end of almost every interview that I can dunk, but yes, because you know, you're up to get a year off and fried, my sister lived in Denmark, and if she had a baby there, she would have had free diapers free formula and a year off of work. I mean, okay, right, we'll just leave that there. Because we could go on and on and on about many different things. Thank you for being very honest, because it is a delicate balance. And I think working moms, that's who's listening, you know, it's tough. It's a tough balance to sway I'm like you too, it's like it's trying to be present with the kids when you're present. But also, also knowing and giving yourself a little pat on the back, you are showing your daughter what it means to build something and to be a strong woman in business. So there is that flip side to that you're also modeling for her that anything is possible, from literally selling the family jewels to running a successful reminder of that. They don't understand it now. And hopefully, you know, they can unpack it in therapy later and joke with my kids and like, send me the bill when the time comes.

We're doing the best that we can. One of my final questions before my final final questions for you. What do you wish for women at midlife?

34:54

You know, I'm fortunate enough. That what I wish for women I see Every day in my day job, how miraculous is that? What I wish for them is joy, strength, health, and community. And every day, I mean, let's face it, where we live Gen, women are middle aged, right? Marinda is statistically a slightly older county than across the country. And I see ravishing women. And I'm talking inside and out, come in, and do push ups and sit ups and sweat, and laugh at themselves. And we're all joking about our scars, our wrinkles are whatever, and still worth putting in work. And so what I wish for women is to get out there and just enjoy the back half. Because I have to say, I used to see aging starlets say, Oh, I like being older. And I'd be like, yeah, right, sister, you did not like that at all. And I have to tell you, I have not laughed harder. I have not felt closer to women. I have not appreciated a women as much as I do today. And it's truly not just words. You know, I really love the women in my life. And that's what I hope, I hope we can put down some of our silly competitiveness that we might have had when we were younger, and just enjoy with hardly robust laughter, everything that we have, right now.

Jen Marples 36:25

I love that. And I can attest to the fact that when I do go into the yoga studio, it's high vibes, lots of laughs. And Catherine is a fabulous writer, you'll have to just get on the mailing list apart yo Republic, just I'm telling you, you do have a gift. So you know, in your spare time, maybe when your daughter goes to college, you can I think you need to take it on the road actually does stand up. Maybe that's your, your next venture. So I have a couple of final questions. And I like to share resources with all my guests. And so one of my questions is you have a favorite book or resource that you tap into on a regular basis, you'd like to share, again,

37:03

a fabulous question. So I really try to pay attention to the top business books that are out. And because I'm on the road, or I'm easily distracted, I get them on Audible. So even if it's just Grit by Angela Duckworth, or Seven Habits of Highly Effective People by Stephen Covey, it's an old one. But it's true north for me, I try to listen to a paragraph or two of whatever is out there. And just continually think about business culture marketing, I truly never stop. One because I think it's funny. And when you net it down, it's human stories, I always looking for under underdog business stories, because that's what helps keep me going like, oh my god, if they could do it, I could do it too. My real go to book really is the Seven Habits of Highly Effective People. It's principles that you cannot shortcut. It's the law of the farm. You plant in the spring, if you want to harvest in the fall, and you cannot shortcut that if I told you I was going to plant seeds in August, and reap the rewards in October, you'd laugh in my face. And I think that's true in life. Begin with an end in mind. First things first, being kind to people, I just try to pick up every resource that I can in business, because business stories are really human stories. So maybe that's a little bit too long and meandering of an answer. But there's really no article I won't peruse and try to find an underdog story to keep my my spirits up into keep my confidence up. And love it.

Jen Marples 38:39

I love and we're gonna link all those books in the show notes. Now, do you have a ritual or practice or something you do on a daily basis that sets you up for the day, or for the night?

38:49

I do. It's I can meditate as a yoga teacher for approximately 33 to 34 seconds. So I'm very proud of that sad, tiny little meditation. But what I really do is I get up in the morning, I'm an early riser. My coffeemaker is been set the night before, so I hear that percolating coffee to get me out of bed. And I sit down and every day write a gratitude list. And it might be the tiniest gratitude list in the world, like coffee, daughter dogs home, but it just sets me up to realize like, it's all gonna be okay, that little ritual. And then I think about my day and this is where the meditation comes in. And I think about situations that might seem challenging, and I visualize a different outcome. And Jen, I will do that, like literally, at the yoga studio, I will step in a heater room and pull out this little stool that we have in there and close my eyes and think this is going to be challenging. How can I visualize a better outcome and it might take 10 seconds, it might take two minutes, but just playing to a larger vision or a bigger purpose. That helps me throughout the day support that little tiny ritual in the morning of coffee gratitude list and visualizing a better day. Love that.

Jen Marples 40:05

That's great advice. I'm a big fan of visualization because you really can change your day by doing something like that. Thank you for sharing that. My final question for you, what do you think the best thing is about being at midlife?

40:20

You know, I think one of the great things about being in midlife, if you think about it, is everything is available to you. Right, like, we think of midlife as being old. But I really track this research report called The Okinawa report. And in Okinawa, they tracked 800 People who are 100 years old. So on the tiny island of Okinawa, Japan, they study these 800 centenarians. And what they found is that people who are 100 and why that Okinawa, Japan has this massive amount of people who are living in their hundreds, is it at at 50. They still thought of themselves as young. So imagine if your dad's 100 or 110, why are you packing it in at 50? Why are you packing in ended at you still have a massive amount of life to live? And I really think about that so much. And they found out that the reason these people live to be 100 is plant based diet, they're active. But they have a huge sense of humor about themselves. They don't take themselves too seriously. So I found it midlife. We've all suffered a lot of humiliations, a lot of failures, a couple of good winds, too. And so, you know, it's all going to turn out to be something and so you don't have to get too worked up about it. And so back to your question being 50, to me or in your 50s midlife, everything's available to you. You can still goof off with 3040 20 year olds and have a great time, you can relate to 60 7080 year olds, you're starting to see that legacy idea. And that end of the road idea. And it's just such a great solid place to be. And so many of us that made life have our health. I mean, imagine that, like massive health, Marathon mountain biking, yoga kind of health. And we kind of take it for granted a little bit. But now that we're kind of in the sandwich generations, and we see what it looks like for eight year old parents, I try not to lose sight of the fact that I've still got a couple of good solid decades to ski and enjoy my life and run around with my daughter. So I said this to before, once when we were just chit chatting, I truly have never been happier. And it would be a shame

to spend these future decades, bemoaning the fact that we're not 20 or 20. We're just one tiny decade. And we're just going to spend the rest of our lives feeling like shit, because we're not in our 20s anymore. No, thank you.

Jen Marples 42:54

Oh, god, that's such a good way to end it. I'm so and thank you for sharing all that. I think hopefully that just rallied everyone because I firmly believe everything you just said. I mean, it is sad. It's a cookie or 20s? Or who then who would want to go back to 20 Oh, God, no. It's all upside from here, everyone. It's all upside powered. I could chat with you forever. But lucky me I do get to chat with you forever, because I see you almost daily. So I so I don't have to like be really, really sad getting off the line with you because you're actually someone I see all the time. So let everybody know where they can

43:28

find you. Follow you support you and check out hot yoga Republic. Yep, all you have to do is go to Hot Yoga republic.com And you'll find all of our links, all of our stuff. Just taught yoga republic.com.

Jen Marples 43:43

And Katherine's also active on Instagram. So we'll link all of her handles and all that kind of good stuff in the show notes and so you can stalk her and you know you can judge for yourself if you think that she thinks she's really funny because she believes her. Well it's been an absolute joy and I will see you soon all sweaty and gross. You won't see me looking this good again, Jen Marples.

44:03

The pleasure has been all mine. Thank you so much for doing this. Thank you for inspiring women. It's so important that we band together and I love you.

Jen Marples 44:13

Oh, I love you too.