

Shelby Stanger: For many of us the winter season is an exciting time. While it means shorter days it also means a chance to enjoy fresh powder and time on the slopes or in the back country. As someone who's been enjoying winter sports for many years, it's hard to ignore the impact climate change is having on the places we all love to play. Extreme weather and warmer winters sometimes means shorter seasons. That's why I think it's important to talk to people doing something about climate change. Today's guest snowboarder and activist Jeremy Jones is one of those people. I'm Shelby Stanger and this is Wild Ideas Worth Living.

Shelby Stanger: Jeremy Jones is a pro snowboarder. He's known for pioneering big mountain free riding and for founding Jones Snowboards. Jeremy has a pension for going after challenges that aren't the easiest to tackle. As a snowboarder he often travels to places only accessible by hiking in or helicopter so he can snowboard down fresh, untouched snow. As an activist, he tackles environmental issues that we as people who play outside are confronted with regularly. While he comes off as a casual guy, he makes things happen. In 2012 National Geographic Magazine nominated Jeremy for adventurer of the year. He's been a big part of the sport of snowboarding and for advocating for protecting the environment. We'll get more into his career in activism later in the episode, but I wanted to start back where it all began with Jeremy's childhood on the East Coast. He grew up in Cape Cod and as a kid he and his older brothers often visited their grandfather in Vermont. That's where they fell in love with gliding down mountains.

Shelby Stanger: How did you get into snowboarding from skiing?

Jeremy Jones: Well, I got into skateboarding and it was that kind of Bones Brigade era and I just totally took to that. The same with surfing. I saw surfing as, "I need to surf." And just loved the concept of surfing. And so I don't know. I just... I was skiing and enjoyed it but, well, when I first got on a snowboard it wasn't allowed at the mountain for three years. And then once it was allowed at the mountain, I remember getting off the lift and just going down this run that I knew well and had probably been on it hundreds of times at that point. And it just went three dimensional on me and turned into this skate park and I was able to do things that I dreamed of doing on a skateboard I could do on a snowboard. And then I was hooked. I never got on skis again.

Shelby Stanger: Okay. So some of our listeners here are young, so I want to talk about the '80s because I was born in '80 and I think there's a lot of listeners who don't know of a time when snowboarding wasn't allowed. Can you just talk to us about that and paint the scene of the '80s and people's perceptions of the sport at the time?

Jeremy Jones: Yeah. So when I first started snowboarding, it wasn't allowed at the resort and I guess when it was allowed, we would get a Burton catalog every summer and it would say what mountains allowed snowboarding. And it really started taking off around '86, '87 was when I opened that catalog, and my home mountain was

in it, and I was so excited. You used to have to get certified to go to the mountain, so I ended up first thing in the morning on the first day of the season I showed up and said, "I'm ready to get certified." And I went out with this Lowell Hart who was the original snowboard instructor, which was cool in itself that there was such a thing, probably one of the first in the country.

Jeremy Jones: So I went out took a run, he said, "You're good to go." And I got this little certification and I was the... ended up being the first person ever certified at Stowe, Vermont. I remember, and I went with my brothers to the mountain and they were... we were snowboarding in the backyard. And then everyone was allowed, they're like, "Cool, I'll go ride the mountain." The mountain was way harder, it was icy, we were catching edges, and we were getting yelled at. And we were kooks on the mountain. Meaning we were struggling to get down the mountain and my brothers were like, "The hell with this. I'm grabbing my skis." But there was real tension with the skiers versus snowboarders early on. And I feel like that went away pretty damn quick. But it was an exciting time because by the end, like you'd show up and there were so few snowboarders, and inevitably by the end of the day all the snowboarders would be riding together, and it was this real tight pack.

Shelby Stanger: What's the difference between mountains on the West Coast and mountains on the East Coast?

Jeremy Jones: Well, the biggest difference I would say is the above treeline terrain because it's, as I say to my kids, like the mountains on the East Coast, they have big vertical. Like Squaw Valley, I mean, rarely are we riding more than 2000 feet of vertical relief. And you go to Sugarloaf, and Stowe, and these bigger mountains back there and you're more in the 2,500, 2,800 foot sustained, really direct fall line, fun snowboarding. And so I'd say that, and more snow, and just this ability to not be stuck on a trail. You can go anywhere being in this above treeline terrain.

Shelby Stanger: Like back on the West Coast or on the East Coast? I don't know anything about the East Coast-

Jeremy Jones: In the West Coast-

Shelby Stanger: On the West Coast.

Jeremy Jones: ... on the East Coast you're confined to a trail.

Shelby Stanger: Okay, that's what I thought.

Jeremy Jones: But it's big vert, you get tired, you get your leg burn. And it's so when I do go back, you really, it's like, "Wow, my legs are burning. This is challenging." It's no surprise that it continues to produce really good skiers and snowboarders. And then I'd say the biggest thing is you rarely see the sun. It's cold, it's windy, it's icy. I mean, my kids, whether we like it or not, they're spoiled. And just growing

up on the West Coast with the sun and the soft snow. And so I think there's a grit that forms on the East coast.

Shelby Stanger: How do you turn a passion for snowboarding into a career? Well, that's not an easy thing to do. For Jeremy there was a lot of crashing on couches and living frugally. When Jeremy started his career, snowboarding was a new sport and he was one of the athletes paving new paths. Let's talk about actually making snowboarding your profession. How did you realize you were pretty damn good at snowboarding and you could possibly make it as a profession?

Jeremy Jones: Yeah, it's interesting. When I came up there was no team managers and that, I'd say I first started racing and, well, we did everything. Back in the day Craig Kelly was the god and he could win a race, he could win a half-pipe. So we all wanted to do that. I started out like everyone I raced and I did half-pipe. There was no slope style back then. And I really started kind of instantly winning racing and went virtually two years with not losing a race. And I turned pro at 16 and went to my first pro contest in Snow Summit, California. And I got third place in it, which I was incredibly excited about and I got like 40th on the half pipe. And it cost 150 bucks to do each of them. And I'm like, "All right, no more half pipe." And so then I was set up and it was basically if I could win money I could keep going to different pro events. It was really hard, and it was hard for all of us. It wasn't, I mean I snowboarded with so many snowboarders, many of them I would say were better than me and it just that getting, kind of breaking through into where you can make a living snowboarding for me took, I mean, it wasn't until I was... I started at 16, racing professionally, graduated high school in debt, somewhat pulling it by 24 I would say. But my path did not look that awesome until probably I was 30.

Shelby Stanger: And even at 30 were you ever sleeping on couches still?

Jeremy Jones: I still sleep on couches, but yeah, it's actually at 30, that's when all the questions start coming, "What are you going to do next? What are you going to do next?" Because at that time there's so few pro snowboarders at 30, I mean, you sign a contract at 26 thinking a three year deal, you think that's probably your last contract. So I definitely was off belay and had no backup plan. And it's funny because I go to schools and I talk to kids and stuff, and I have kids, and I tell them, "Go to school. You can do both. Dah, dah, dah, dah, dah." But I do look at what got me through these some more desperate times, or say working harder to heal injuries and stuff, it's because I literally had no backup plan.

Shelby Stanger: I think that's really interesting that you said, "I was off belay." I mean, there's an element of risk in doing what you did, but if you hadn't taken that risk, I don't know if you would have... would you have worked that hard? I know when I've always had a big cushion, I haven't worked as hard to make it.

Jeremy Jones: I agree. It's scary and it's kind of like there's a Grateful Dead album Live: Without A Net. And that's kind of how I've also felt, and my brothers have felt the same

way. And it's just like, and it's hard work, meaning put in the time, do it more than anyone else in the world, and you're probably going to figure something out and find footing somewhere with that skillset.

Shelby Stanger: So then you eventually created Jones Snowboards, which is probably the best, coolest snowboard brand around today, I think. I'm guessing you never really wanted to be a businessman. I don't know. That's just my gut.

Jeremy Jones: Yeah. I mean the two things I never wanted to do was make a snowboard film like, direct a snowboard film and start a snowboard company. And in like a six month period, I started both of those things and it was out of necessity. And I mean I had the idea in May, and kind of spent about two or three months trying to figure out how to do it, and had pulled the trigger three months later. So it was not something that I had been thinking about for a long time. But I was with Rossignol for 19 years, I developed a ton of product with them. When I left Rossignol, my name was on almost 20 snowboards at that time, different bindings, boots. So I understood the process and I just wasn't getting the snowboards that I wanted and I figured there would be a small niche of people that felt the same way. I greatly underestimated that niche, but I went out and started it saying, "You know what? I'm going to start a snowboard company and if we only sell a thousand snowboards, that's fine. We're still going to operate in the black." So I just kind of started it with like, "I want this thing to operate and function for a long time, even if it's at a very small level."

Shelby Stanger: Okay, so that was one key to your success, focusing on the boards you wanted to make, focusing on the customers you cared about. What were some other tactics you think have been part of your success?

Jeremy Jones: I think the fact that I get to snowboard so much, that I'm off in my own little world, I'm pretty oblivious to what everyone else is doing. I don't know much of what other companies do, but I am on snow over, probably this past winter, I don't know, over 150 days a year.

Shelby Stanger: Wow.

Jeremy Jones: I'm with people from 10 years old to 60 years old. I am immersed in it, so that coupled with, I'm obsessed with product. We spend, it's like our marketing is our snowboards.

Shelby Stanger: When we come back hear Jeremy talk about when he started noticing the impact of climate change on winter sports. We'll also get into the work he's doing with his organization, Protect Our Winters.

Shelby Stanger: REI believes that every action matters, especially in the fight for life outdoors. That's why REI is taking steps every day to reduce waste in the business and they want you to join in. Make action a part of your life with the Opt to Act plan. It's 52 weeks of simple action to reduce your impact, get active, and leave the

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Shelby Stanger: Early in Jeremy's career, he noticed winters were changing. Global warming has affected sea levels, glaciers, and snow. He decided to start Protect Our Winters in 2007. The organization helps outdoor lovers protect the places they play from the negative effects of climate change. You're a guy that spends more time in the mountains than anybody I've ever met, specifically glaciers. When did you start realizing climate change was a real thing and it was going to impact the thing you love to do most? And I'm really curious about the glaciers.

Jeremy Jones: Well, I guess jumping specifically to the glaciers, when I was with Rossignol, I spent a lot of time in France, a lot of time in Chamonix, and there they've lived amongst the glaciers for hundreds of years, so they have really good documentation. And you can see the glaciers have been receding and you can see it dating back to the early 1800s. But then as you start hitting the 1970s, and the '80s, and then now, and even accelerating now, and you see this acceleration, it's like you are seeing changes year to year. And people will always say, "Well, glaciers always change." And they do, but not... they should not be changing in front of your eyes. And it's just this acceleration that coincides with what scientists have been saying for, pretty loudly, since the '80s that this burning of CO2 is causing the planet to warm and it's going to continue to warm.

Shelby Stanger: Was there ever an aha moment where you decided, "I'm going to start this giant organization to deal with climate change and attack it head on."?

Jeremy Jones: There was an aha moment when I, again, as you said, I spent a lot of time in the mountains and I get attacked like, "Who are you to tell me that the climate is changing?" And it's like, "Well, I'm still alive today because I'm very good at reading the intricacies of snow." And so for example, we have these low elevation places we like to snowboard and it didn't take long to realize like, wow, we're doing a lot less snowboarding at these low elevation places. And then an aha moment, I was in Canada, and I was hiking a resort, and it was grass, and I was with some locals who were in their early thirties and they were talking about how they grew up on this mountain, and they love it, and showing me jumps and stuff that are grass. And I'm like, "Well, why isn't it open anymore?" And they're like, "Well, it doesn't snow here anymore." And this is right on the Alaska/Canada border. And I was like, "Wow, man." And like, "You're not that old to lose your ski area due to lack of snow, again coincided with the scientists and I was like I never thought, "Oh, I'm going to start this giant organization." But I thought, "Wow, I have a bunch of pro models. I want to take a percentage of sales and use it to fight climate change." And I just got looking around and I'm like, there was nothing that I could relate to. I realized the outdoor industry as a whole wasn't doing anything. And I'm like, "I should start something, but who am I to do this?" So I really tried to talk myself out of it for a couple of years and then finally I just was like, "This needs to happen."

Shelby Stanger: Good for you for getting involved and taking action rather than just talking about it. So did you start it before you had kids or after you had kids?

Jeremy Jones: I started it before I had kids.

Shelby Stanger: And then having kids, has it changed you in any way in how you approach Protect Our Winters?

Jeremy Jones: Well we, from the get-go we talked to... we would always talk to kids. We were talking to over 10,000 kids a year for a while. And it was always this uplifting thing because we'd explain the challenge and we go, "Here are the solutions and let's embrace the solutions." And they'd be like, "Yes, we're all in, let's do this." And then 2016 happened and we just took this horrible u-turn and it became much harder talking to kids, and with my kids, for sure. And I think that where the kids give me power to fight, because sadly climate is this very polarizing topic. There's people that think I'm the worst human in the world because I want clean air, clean water, and clean energy. It's really... It's not me that I'm fighting for, it's for these future generations because I want to be able to look these kids in the eye and go, "You know what? I was given a platform and I did everything I could with that platform."

Shelby Stanger: If you're wondering exactly what they do, well, this past year in 2019, 10 representatives from the organization spent three days in Washington, D.C. going to 36 meetings with members of both the House and the Senate to talk about climate change. Three of their athlete ambassadors testified in front of the Senate about climate change and the effects they're seeing firsthand. In this next section, Jeremy is going to talk about some of the initiatives that Protect Our Winters is working on, specifically he talks about the Core Act in Colorado and the ANWR bill. The CORE Act protects 400,000 acres of public land in Colorado from new oil and gas development. ANWR stands for Arctic National Wildlife Refuge. It's the largest national wildlife refuge in the U.S. and it's been at the center of political controversy since the '70s with people wanting to open it up to drilling for oil. In 2017 the Tax Cuts and Jobs Act legally opened the Arctic refuge to drilling. So Jeremy talks about POWs work to get that ANWR bill overturned. I want to talk first about some of the accomplishments the organization has had. Can you share just a few really big wins that you guys have had?

Jeremy Jones: Up until recently, I would say we have not had many reasons to pop champagne. And that's not just us, I speak for everyone working on climate. But the last couple of years at the state level we have had some positive accomplishments. Recently this CORE Act in Colorado, which still has room to... we need to get it through Senate, but that's basically protects a bunch of public lands that the extraction industry wants for extraction. This ANWR, in the Arctic there was a win there, which is slowing down keeping... They wanted to open that up for extraction, which we had a win recently. And then in Nevada there's been a couple, in a few other states, these commitments to go 100% clean

energy by 2050, we'd like to see it sooner. But those have been some examples just in the last year that have been positive.

Shelby Stanger: Well, a lot of it is policy work, which is not easy. So how did you decide to get so involved and focus on policy work specifically?

Jeremy Jones: Yeah, so when I started it, I never wanted to be in politics on it, and I don't know if I ever would have if I knew that's what I was... where the front lines was. But basically where we're at as a society today is we need large scale CO2 reduction, and the only way we're getting that is through policy.

Shelby Stanger: Policy and going to D.C. doesn't sound easy. It doesn't sound like something... I get it, you're a snowboarder, you want to be riding in the mountains, but you're doing it. So how receptive have lawmakers and representatives been to what you guys are talking about and what you're asking them to do?

Jeremy Jones: Well, so when we go to Washington D.C., I'd say about 70% of our meetings are with people that aren't voting how we want them to vote, but that we feel like we could potentially get them to vote for the climate, and it is changing for sure. I'd say the biggest change has been, I mean, you couldn't get a politician to publicly, or at least a climate denier publicly say the words climate change. They just did a full avoidance. Now they're talking about it, and they have very crafted messaging on... there's very few actual outright deniers. And now it's, "We believe the climate may be changing. We think that there's a possibility humans have something to do with it, and we should research it some more." And those are like eight words that basically mean like, "Let's do nothing of real substance for it." So again, we need to replace people like that and Protect Our Winters is a bipartisan group focused on electing climate champions. And unfortunately right now that's primarily been Democrats, but we're starting to... there's a couple of unicorns out there which are Republicans that are voting for climate.

Shelby Stanger: So when you go to D.C. you take other athletes, what do you guys do, and what do you say?

Jeremy Jones: We will go, we've been working at the state level a lot as of late, just because it was obvious we weren't going to have any success at the federal level with the current president. And so we have a lot of state bills that we're trying to get them to sign on to. So we're pushing them on that, for example, this ANWR vote, we would go specifically to congressmen that we felt hadn't declared if they were going to vote for it or against it and where we felt like they were on the fence and we go in there and go, "We want action on this. We represent..." This last time we had 30 people that I think represented 40 million Instagram followers, and said, "We have a big audience that wants you to vote this way and we want to support you, and we will support you when it comes time for you to get reelected."

Jeremy Jones: And at the end of the day, there's never been... a climate denier has never lost their job because of how they voted on climate. And until a politician loses their job because they took a bad vote on climate, we're not going to see that much difference. But I do think in this next election, some people are going to lose their job because of their stance on climate. And largely that's because this X factor, which is the youth that is coming out in droves.

Shelby Stanger: And youth is the X factor, so tell me more about this.

Jeremy Jones: The youth, say 18 to 35 year olds, have traditionally been greatly out voted by the 65 to 85 year olds. So naturally the politicians do a lot more talking to 75 year olds than they do to 25 year olds. But in this last midterm elections, it was record turnout. So that's the we don't really know how many are coming out, we know it's going to be a bunch. The youth really wants action on climate, understandably. And so the climate deniers have a major problem if the youth comes out in full force.

Shelby Stanger: So what's your biggest battle right now that you guys are fighting?

Jeremy Jones: Well, we are gearing up for this 2020 election. I mean, we see the destruction that having an ardent climate denier running our country is, as I said, it's erased over 200 policies that were pro-action on climate and embracing clean energy. So it really, with having, if this current president wins again, it's going to be really devastating to get real deal action on climate.

Shelby Stanger: So how can we get involved specifically with Protect Our Winters?

Jeremy Jones: Get plugged in to Protect Our Winters, protectourwinters.org, or text 52886, vote POW, get in our ecosystem, we will have a voter guide. We will connect you in the key places where we need to win. And then if you, regardless if you want to be part of Protect Our Winters or not, we really need to win at the ballot box at this next election. So it's help climate champions get elected and that can be knocking on doors, that can be volunteering, that can be raising money, making phone calls, and getting your friends to do the same.

Shelby Stanger: Okay, wait, let's talk more about that. So as an everyday person, not a professional athlete, I have a girlfriend running for a local assembly person in San Diego and it's actually a big job. And climate change is a big deal even in San Diego. But I think I never wanted to get involved in politics and I'm having to throw a party for my friend because I really want her to get elected because the other person she's running against doesn't have a good climate policy.

Jeremy Jones: I mean, that gives me spine tingles because that's happening all over the country. There are so many young new men and women running for office and at the, like you said, these town council seats are hugely important. So it is time to get off the sidelines and help at every level and we need new energy out there. So thank you for doing that.

Shelby Stanger: I think people are stepping up. So if you're not a professional athlete, what's the biggest thing you can do to get involved?

Jeremy Jones: Well, you can again, like these, depending on where you live too, I mean, some of these elections will come down to a thousand votes and then specifically it's pretty clear in Protect Our Winters, you'll see it. We have a very targeted effort in 2020 and recognizing that we need to win in like seven or eight key places. And so if you have any ties, whether it's a relative or a friend in those key places, those things could come down to a couple hundred votes.

Shelby Stanger: Well, Jeremy, thank you so much for your work and stepping it up. I mean, you could easily just ride a snowboard in the mountains all day, but you're actually getting involved and I really appreciate it. There's not a lot of people who do what you do. I'm now going to tell my friend I want to throw another event for her, which I really don't want to do, but I feel like we have to do it. What's the one message our listeners should take away from all of this?

Jeremy Jones: Well, I mean, the one message I would say is we are in a critical time as a society and we need to act now on climate and we need to do everything we can to get climate champions in office at the town level, the state level, the federal level. So it's time to find your local climate champions and help them get in office.

Shelby Stanger: Friends, the time to act is now. Climate change is happening. As Jeremy mentioned, pay attention to what's happening in your local, state, and federal elections, and get involved. Make sure voice is heard when it comes to policies about climate change and let's work together to make an impact. It's time to act.

Shelby Stanger: Before I wrapped up my conversation with Jeremy, I asked him a wild round of questions. We get into everything from what he eats in the back country, his favorite gear, books, how to get his kids outside, and how you can get your kids outside, and of course, how he suggests we all live more wildly. I got some intel on you from a good friend of yours and they told me to ask you, who's a better snowboarder, you or your wife? I heard she rips.

Jeremy Jones: That's debatable. We'll leave it at that. She's got... I think she has more grace than me.

Shelby Stanger: What's your last favorite activity you did with your family that was outdoors?

Jeremy Jones: Surfing.

Shelby Stanger: Where'd you guys go?

Jeremy Jones: We were in Hawaii.

Shelby Stanger: Oh, nice.

Jeremy Jones: Yeah, just lovely. My kids are now short boarding, which was a big step up for them, which was fun to be a part of.

Shelby Stanger: What's the best piece of advice you can give to other dads and moms who want to raise ripping children?

Jeremy Jones: Have other people teach them if you can, and don't force the issue on them. Slow play the sports that you want to do your whole life with them.

Shelby Stanger: That's so funny. I've had to teach so many of my friends kids how to surf. Okay. What's your favorite meal to take with you or make with you when you're hiking and camping back country?

Jeremy Jones: I do a pesto pasta usually the first night with angel hair pasta.

Shelby Stanger: That's impressive that you can take all that in the back country with you.

Jeremy Jones: Yeah, that's why it's the first night, because it's heavy.

Shelby Stanger: Got it. Which mountain in the world has the best food?

Jeremy Jones: Well I, in Europe I love the... you go to these on hill restaurants and they're like 200 years old, and they've been cooking their pasta in the same pot for 200 years, and the menu hasn't changed for 200 years, and they offer like two items on it. I love the European vibes.

Shelby Stanger: What is an entree you would get at one of those amazing resorts?

Jeremy Jones: Well, it's, I'm a casual vegan, which in Europe is very hard. So I would get, generally there it's easy to be a vegetarian in Europe, it's tough to be a vegan. So I'd get some type of veggie pasta.

Shelby Stanger: I love that you just called yourself a casual vegan. I've been calling myself a 90% vegan, a mostly vegan, but I'm just going to start calling myself a casual vegan. I love that. Okay. What's the most family friendly mountain to ride?

Jeremy Jones: God the small mountains around the country, around the world, are where it's at for the little kids. Like the places you've never heard of, or whether if you're in Europe, you go to a place you never heard of, or these really small resorts throughout the country are the best.

Shelby Stanger: Piece of gear you always have with you?

Jeremy Jones: I always have pistachios with me. I don't know if that counts for gear, but that is the one thing that I always have. Full disclaimer, I am sponsored by pistachios, but I... Here nor there, but I honestly always have pistachios on me.

Shelby Stanger: Okay. What about gear you most gift to a friend? Besides pistachios when you have leftovers.

Jeremy Jones: Gear I most gift to a friend. Well, snowboards, for sure.

Shelby Stanger: What's your favorite book that you most gift to friends and recommend?

Jeremy Jones: So the most gifted would be Rules For Becoming a Knight. Really small book that is great that I gift to teenagers, to adults. And then I'm reading this book right now, Stillness is the Key and I am going to buy like 30 of those books and hand them out for Christmas.

Shelby Stanger: Current song playing in your mind?

Jeremy Jones: Well, I was just driving back from snowboarding, listening to Mission in the Rain by Jerry Garcia.

Shelby Stanger: Of course you were. Okay, so this is a little bit of a harder question and if you don't want to talk about it, you don't have to. But I know there's some public figures in the mountains and a lot of private friends you've lost there, like MC, Shane McConkey. I think Shane would have been one of the most-

Jeremy Jones: Did you know MC?

Shelby Stanger: I didn't know him, but I knew of him.

Jeremy Jones: So, sorry, I just have to, since you asked about Chaz is we had this deal with, MC had this beautiful, ancient chessboard, and the deal was if you won, you got to keep the board and you'd have to play in who's ever house. And so I won the last time I played MC. So I have this beautiful chess board that's from MC.

Shelby Stanger: That's amazing that you have that and you won. So I wanted to ask you - any of these guys would have been such good guests on Wild Ideas Worth Living, what would they say if I interviewed them for the podcast and ask them, "What's the best piece of advice they could give to people who want to live more wildly?"

Jeremy Jones: Well, it's tough to put words in someone's mouth, but I just... Shane would just be like, "It's simple. You just do it." And like, "Whatever, life's too short. Why would you not do that?"

Shelby Stanger: What's your advice to others on how they can live more wildly and do what they love more, maybe even make a living out of it?

Jeremy Jones: Well, the... god, there's a lot there, but the first thing you got to realize is life is precious, as you know. I mean, you just mentioned three friends of mine that have died. I mean, I can't... I feel like I've lost by friends in the last five months. You just, life could end tomorrow. So let's just get that out on the table right now. And so whatever you think, you're like, "Oh, I'd love to do that someday." The hell with someday, it's today, and you've got to grab a piece of it every day is what I do. I don't like to tell people, but I do work a lot, and in front of a computer a lot, but I make sure I get out and play every day, even in the summer and the winter I'm allowed to because I'm a pro snowboarder, that's my job. So I would just say go for it, but you need to put in the time, it's going to be hard. If it was easy everyone would be a professional photographer, or writer, podcaster, whatever it is. And so study, do your work, work your ass off, put your head down and pick it up, and 10 years later and see where you're at.

Shelby Stanger: With elections happening this year it's an important time for all things climate change. There's so many ways you can make an impact and I know it can be overwhelming on where to begin, but one way is by going to protectourwinters.org and you can see all the incredible work Jeremy and his organization is doing and you can get involved as well.

Shelby Stanger: Thank you so much to Jeremy Jones for talking with me, for sharing with me about your work, and for doing the important work you're doing. We really appreciate it, Jeremy, and thanks for also getting me hooked on pistachios. Also to Jeremy's friends and my dear friends, the Gartlands, thank you for giving me some insider tips on some fun things to chat with them about. Tune in week after next to hear from ultra runner and athlete Latoya Shauntay Snell of the Running Fat Chef. Wild Ideas Worth Living is part of the REI podcast network. It's hosted by me, Shelby Stanger, with writing and editing by Annie Fassler and production by Chelsea Davis. As always, we appreciate when you subscribe, rate, and review the show wherever you listen. And remember, some of the best adventures often happen when you follow your wildest ideas.