

- Landon: [00:00](#) You know what's funny, is that that year, we actually didn't. We didn't have any of that. You'd almost call it like a childlike faith, where we just felt so strongly that God had set us on this path, that we were doing what we were supposed to be doing. Yes, we were stretched financially and we were challenged in that aspect, but we just felt it. We just felt like it was going to work.
- Phanuel: [00:37](#) Welcome to the Vanderbloemen Leadership podcast. I'm your host Phanuel Roxas, marketing manager here at Vanderbloemen.
- Phanuel: [00:43](#) We're excited to present to you the second episode of our once a month series called How God Built This, where we talk with Christian leaders and simply find out ways God moved in their life to build their ministry.
- Phanuel: [00:56](#) But before we get too far along, we want to give a big shout out to today's sponsor of the Vanderbloemen Leadership podcast, Remodel Health. Remodel Health is the benefits platform that takes care of your team. Using innovative technology, their team of insurance experts walk alongside you and your staff to help navigate the complex healthcare world and provide a benefits solution that serves your team's unique ministry needs. Get a free quote at [remodelhealth.com/vanderbloemen](http://remodelhealth.com/vanderbloemen).
- Phanuel: [01:25](#) We also want to thank the team at Twelve:Thirty Media who produced today's episode. Twelve:Thirty Media can help you transform the worship experiences at your church. Check them out today at [twelvethirty.media](http://twelvethirty.media).
- Phanuel: [01:39](#) On today's How God Built This episode of the Vanderbloemen Leadership podcast, William Vanderbloemen, our CEO and founder, talks with Kat and Landon Eckles, the founders Of Clean Juice.
- Phanuel: [01:50](#) Clean Juice started in 2014 as the brainchild of Kat and Landon. Landon, after spending years traveling internationally, was ready for a career change and more time at home with his growing family. Kat had spent the better part of a decade making smoothies and juices at home and shot off the idea of opening a clean juice bar in the Charlotte area. William, Landon and Kat discuss how God led Landon out of his career as a managing partner at a global investment marketing firm, how they moved their young family to Charlotte, and how they were able to launch their flagship Clean Juice store.

- Phanuel: [02:25](#) Tweet your takeaways from today's show using the hashtag #vandercast. Check out today's show notes by joining our Facebook group where we post behind the scenes content.
- Phanuel: [02:34](#) Enjoy this week's episode.
- William: [02:38](#) Hey everybody, thanks so much for joining us for another episode of How God Built This.
- William: [02:42](#) I've had more fun with this podcast hearing people who have started something for God, and really, sometimes it's a church, we had Beth Moore who started a ministry. Today, we're blessed to have Landon and Kat Eckles. And Landon and Kat are juicers. They are [crosstalk 00:03:01]. They have put together a great company, it's called Clean Juice. And I guess, Landon, Kat, thanks for making time, first of all. Really appreciate you giving us a little bit of your life today, and I hope that everyone listening will get some encouragement out of your story.
- Landon: [03:18](#) Absolutely. We're glad to be here. Thanks for having us.
- William: [03:21](#) Yeah, so tell me the story. I mean, you didn't grow up... like on career day in third grade when they're trying to tell you what to do, did you say, "I want to make juice for a living, that's what I want to do"?
- Landon: [03:32](#) No, that was definitely not me. I don't think it was Kat either. But I was the guy who was like, on career day, I didn't really pay attention that much, I just figured I'd figure it out along the way.
- Kat: [03:45](#) Yeah. And I always... it's funny, I remember like fourth grade, they were like, "What do you want to be when you grow up?"
- Kat: [03:50](#) And I would just say, "A mom".
- Kat: [03:54](#) But Landon, we met in college, and he started his career, and we had a young family, and I was actually pregnant with our fourth child, and he was back and forth to Asia all the time, so he was gone a lot and it just wasn't the family life that we wanted. And out of that, we just said, I think we want to open a small business, and I had been into juicing, just as my kind of me time as a mom for about 10 years. So it was kind of a perfect storm of my interests and Landon's business acumen, and really just the Lord bringing the idea to fruition.
- William: [04:39](#) Timeout. How many kids?

Landon: [04:42](#) We have five now.

William: [04:43](#) Uh-huh (affirmative) and you had four?

Landon: [04:47](#) Yes. So this was this-

William: [04:48](#) You were on the road for weeks at a time?

Landon: [04:50](#) Yeah, so we did-

William: [04:51](#) And that's just impressive. I mean, to be able to have four kids when you're gone all the time is impressive.

Landon: [05:00](#) We figured it out.

William: [05:02](#) Walk me through the real paces though, because a lot of people are like... I've got a son that's doing the consultant life right now, he's in year three, and he's on the road all the time. But he's single, he doesn't have kids. So what does that look like? You know, the glamorous travel life. What were you doing and what was the rhythm of your house like?

Landon: [05:17](#) So you know, the travel life is glamorous for about the first two trips, and then after that it's pretty challenging, both physically and spiritually, and just really on the family. For about three years from, I guess, 2011 to 2014, I worked for a boutique investment firm raising funds and doing real estate development over in Asia. So we had an office in Hong Kong and Beijing, so I was gone all the time, probably at least 50% of my time I'd be traveling. And like Kat said, we were expecting number four and I got back from my last trip and it had just honestly been really, really hard for us at that point, and we just knew that we needed a life change. We knew we wanted to do something together and entrepreneurial. And really, that summer is when I actually really rededicated my life to Christ.

Landon: [06:14](#) I had always been what you would consider, I guess, a check the box Christian, or an insurance policy Christian, right? Just to [inaudible 00:06:23] I'm good to go. But I never really had that relationship, and it wasn't until that summer where I made some life changes in my career and personally, where we were at a pretty tough place, and I needed something more than my own strength to move forward. And that's really where I found that relationship with Christ.

Landon: [06:43](#) It was a very challenging summer for us, but in all of that, he gave us this idea to come down to Charlotte. We were living in

Pennsylvania at the time. To come down and to open a juice bar, something that was filled with health and wellness and love. And we just really wanted to be in the Charlotte area, we had watched this area growing up, and we were actually watching Elevation Church online up in Pennsylvania, and we just wanted to come down and be a part of that community.

- Landon: [07:13](#) So what was actually a very tumultuous, hard time in our life, turned out to be the path to something very beautiful.
- William: [07:22](#) So you came down to North Carolina with the idea of starting the business right out of the box?
- Landon: [07:27](#) Yeah, and in fact, we had prayed about it and we were talking about it as a family, and we decided one night that we were going to open a juice bar in Charlotte. So we literally drove down the next day from Pennsylvania to Charlotte, we bought a house that day, and we drove back up to pack our stuff up to move to Charlotte.
- William: [07:49](#) I love entrepreneurs. Who does that? That's awesome.
- Landon: [07:52](#) Yes. You could probably use the word crazy or entrepreneur, they kind of go hand in hand.
- William: [07:57](#) They do go hand in hand. Synonyms, I'm sure, somewhere.
- Landon: [07:59](#) Yeah, exactly.
- William: [08:00](#) And so, did you have to... did you go raise money for it? Did you take out a loan? Did you just have money stored up? I mean, I don't even know what it costs to open a juice bar. How does all that work?
- Landon: [08:14](#) Luckily, I had done very well financially in my career, and we had saved up a pretty large goose egg at this point. Or goose nest, I guess you would say, right? Not a goose egg, because that wouldn't get you very far.
- Landon: [08:28](#) But we had a really nice nest, and we just literally took everything that we had, plus then a lot of some, with some debt and some credit cards, to open and really bootstrap the first location on our own.
- Landon: [08:42](#) And you know, financially, that was a very challenging year for us, because we moved down in the summer of 2014, and we

didn't actually open our store until the summer of '15, so it was one year of all the money going out, nothing coming in, and really just having total blind faith and trust that this thing was going to work.

Landon: [09:06](#) So we bootstrapped it ourselves, and then after we had opened up and saw how successful the store was, we had brought in an investor, and then a couple more after that. But getting started was very challenging.

William: [09:21](#) So I listen to Pastor Steven quite a bit on podcasting, very familiar with the church, an amazing place. I can see, "I'm watching it up in Pennsylvania, I want to come down to Charlotte and be in the area", but did you do any like market research? Are there competitors? Is juicing not to Charlotte yet? Or was it just kind of a step of faith?

Kat: [09:46](#) Yeah, I think we did a little bit of that, a whole lot less professionally than it sounds. I think we just kind of Googled around the area to see what kind of juice concepts there were. And there really weren't one, which definitely played in our favor. And Landon has some family down here, and we were really close with his sister, and she was just getting married and starting to have kids, so it just felt like a better place to really put some roots down for our family. Better weather. It kind of checked a lot of boxes for us.

William: [10:19](#) And during that year, you're getting ready for the opening, you're going to launch the business, did you have times where you're like, "I don't know if this is going to work or not"?

Landon: [10:30](#) You know what's funny is that, that year we actually didn't. We didn't have any of that. You'd almost call it like a childlike faith, where we just felt so strongly that God had set us on this path, that we were doing what we were supposed to be doing. Yes, we were stretched financially, and we were challenged in that aspect, but we just felt it. We just felt like it was going to work. We thought we had been blessed with a great location, and the concept was coming together, and really at that point, we had no fear that it was not going to work.

William: [11:12](#) And so how long from we opened the doors to we're actually making money now?

Landon: [11:21](#) So luckily for us, that first store was cashflow positive from day one, meaning that the operational expenses were covered and then some by the sales that were coming in. That's not very

normal, for a retail business to open in that regard. So we were able to cover all of our expenses, and the store was profitable from day one. So that was awesome, and that was what we had hoped and prayed for.

William: [11:55](#) And did you staff it up? Or was it, "Landon, it's your turn to juice". "No, it's your turn, Kat".

Landon: [12:01](#) No, we definitely staffed it up. We knew that we needed a team. I was there like literally all the time, but still, to run a juice bar during peak hours, it can take up to four to five employees at one time. So we had a staff of about 20, and that's typically what our stores operate now, anywhere from 15 to 25 people.

William: [12:25](#) And so, 2014 you moved down, 2015 you open your first location, and when did you decide, "Let's grow this thing out, let's franchise, let's look for investors"? What was the timeline for that, and how did it play out?

Landon: [12:42](#) So the timeline was about a year. So we opened in the summer of '15, and the store was just gangbusters out of the gate. So we actually brought in an investor pretty quickly, he was a local, really just a guest, a high net worth guy who was coming in and just loved the products and was like, "Hey guys, how can I help you? This thing's awesome. How can we grow this?"

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Landon: [13:03](#) ... almost like, guys, how can I help you? This thing's awesome. How can we grow this? So we did a deal with him, which was really a godsend because he's been an incredible partner and just a really awesome guy to work with. So we worked out a deal with him and that gave us some capital to open a few more stores that we would own. And then to really to get our franchise and disclosure document together, which is the massive 300-page document that you need to start franchising a concept. So we started franchising in the summer of 2016, so the growth happened pretty quickly.

William: [13:37](#) So summer of 2016 you had a few locations to yourself and then started franchising. So we're now recording at the end of the summer of 2019. By my count, you've got over 100 locations now. That's kind of crazy. How does that happen?

Landon: [13:54](#) It is crazy. We actually have 78 open stores, and then we have another 60+ in development. So by the end of this year we'll have about 100 open locations, and then hopefully by the end

of next year we'll be closer to 150. How does it happen? That's a great question. I think on the business side you have to have something that works, something that makes money, something that's truly differentiated, a good-looking brand and a great team. Those are kind of the starts. But I mean really for us, we feel like when we first started this business, we just said, "God, we want this thing to be so successful that people would say there's no way they did that on their own. This thing had to be blessed." And so we just really truly believe that we are living in our calling and that we're really just working hard for Him. And that's really what keeps us going.

William: [14:53](#) So we've all been eating Christian chicken for awhile now, right? The Chick-fil-A. And so it's been fascinating to see how they've kept their values at the center in their hiring and in their development of sites. How have you guys addressed that or are you? Some people that are great Christians have businesses, and they just want to be good Christians that run a business. Tell me about the interplay between faith and what you're doing as you're building this thing out.

Landon: [15:23](#) So all of our core values here at Clean Juice are Biblically based. We do go through them with all of our potential franchise owners and all of our potential employees. Of course, we will hire anybody. We certainly don't discriminate or anything like that, but we are transparent around the business's values and how the business got started. So we do keep them in the center. We have a prayer jar in every store, and we have our core values that hang in each and every store. So we're definitely more out there I guess you could say than most. But at the same time, this is how the business got started. So we just have to hold true to to that.

William: [16:13](#) Tell us about a business decision you've had to make that goes with your values, but against what some people would call common sense, like the Chick-fil-A, we're closed on Sunday thing. Is there anything you've run into there where you've had to make a "dumb" business decision to keep the values?

Landon: [16:34](#) Things like the prayer jar. I mean, you wouldn't normally find a prayer jar in a business location. But for us, I wouldn't call it a dumb business decision, but at the same time, the last thing that we want to do is offend anybody. We don't want people to think that if they're not a Christian, we won't serve them or we won't love them the same way we would anybody else. That's just not true. So we don't want to hurt anybody's feelings. We want everyone to feel the same, no matter what their religious

beliefs are. But things like that, I would say, where there are more kind of being a little more out there in your faith and how the principles and the core values of how the business got started I would say are, they're not normal.

William: [17:23](#) Well the values are all scripture based. I mean there's a scripture verse for each one. Have you had anybody say, "The Bible's just not my flow?" Or has that not been an issue for you?

Kat: [17:40](#) Yeah, it hasn't been a huge issue because I don't know that we play into all that much if it does come up. But we certainly get emails or comments or reviews that are like, "I want my smoothie without Jesus," or things like that. But I just think it's cool.

Kat: [17:57](#) We have some employees that work out of their home office that aren't Christians. And someone told us the other day, when I was looking to get this job, all my friends were like, "Oh, don't go with the judgy Christians," whatever. And he was like, "No, you don't understand. They're not like that." So it's just cool we are able to be that beacon of light and just show other people that might not have ever even gotten to experience followers of Christ. That just having that environment for people that are Christians or not alike. I think it's like you never might see where the ... what's the quote ... I don't know how to say correctly. Where the river's sources might not ever, you might not ever get to see where it reaches. I just think we still believe that hopefully God is just using us to plant seeds, and we'll get to see the fruit of that someday.

William: [18:54](#) That's great. And I sense that in lot of business owners that I've talked to that are in a Christian-based or cause-based, it's, "Let's just kill them with kindness. Let's be so different from the rest of the world that what's making them different?" What makes them?

William: [19:13](#) So the entrepreneurial journey. I'm in a group of CEOs of higher growth companies and it's not a Christian group, it's just people that are kind of in our stages of business. And I was at a talk not too long ago and one of the guys said, "Well company was really growing fast. I was about to go through my second divorce." And everybody laughed because apparently high growth CEOs, it's really hard on a family. It doesn't matter if you're grounded or not. Have you guys had to fight through that? Have there been hard times with this fast growth as a couple, and how are you trying to fireproof the marriage in the middle of a rocket rod?



Kat: [19:58](#) Yeah. It's funny, I think we went through probably what that guy was talking about before we started Clean Juice. We were on the brink right there because Landon was acting as an executive in this real estate company back and forth. So I think we knew that God gave us Clean Juice to get out of that environment. So I would say it's like a different strain on our marriage now though. I just think we're both sometimes, so we're taking the same bullets all day long, if you will. And so neither of us can be the best source of respite for each other because we're both totally drained from the same kind of hard things.

Kat: [20:39](#) And I actually just took the summer off. We had the opportunity to foster a couple of kids from Afghanistan for the summer. So I took the summer off from work to just be home and be present with them. But it was interesting to see how much that really helped our emotional stages. That little break where he could come home from a hard day, but kind of I wasn't shouldering that with him, if you will. So I just think it's just a different sort of hard right now.

Landon: [21:10](#) The fact that we're able to do it together, we really know firsthand what each other are kind of going through. And of course it always has its pluses and its minuses, but being able to go through it together, we know what we're facing. And I think that sometimes no matter which spouse is staying home, they'll never fully understand what the husband or the wife is going through at work in a high growth company. So we do get to really understand that on each other. And we know that hey, sometimes we just got to turn it off and just enjoy our kids this weekend and that's what we do. So I think we just have more kind of transparency into what each other is facing. So it makes it a little easier that way.

William: [21:58](#) Well then I think, I'd love to hear your thoughts on this, but I think that dynamic, because Adrienne and I, we started the company together and how much we've worked closely together has ebbed and flowed. We have seven kids. So we get the whole zone defense thing at home. And there'll be times we're working really closely together than others. And now that the kids are a little bit older, we're working really closely together again. And it's almost easier for both of us to be here more or to travel more together than to "divide and conquer". And the more I think about it, I'm thinking that's really not a CEO thing as much as an owner because I don't think anyone will ever care as much about our work as us. And that's maybe a prideful thing to say, but have you guys discovered that about your own business?

Kat: [22:52](#) Yeah. And I think that's probably been maybe just the hardest part for both of us is just the relational aspect of business because it's like you get to know people on a different level or employees and it's almost different than a friendship just because you're together all the time and especially when it's new and it's high growth and you're so excited and you built this thing together. And I think Landon and I had never really acted as owners of companies before, so we kind of expected other people to care in the same way we did. And then when everything whatever, the bottom falls out and you realize, hey, no one does. It's kind of hurtful in a way. And you just kind of realize that dynamic of being an owner of a company with people is a little bit different than other relationships.

Kat: [23:40](#) So I think learning that together has been really interesting. We're really lucky too. So my brother works for us and my dad works for us. And then two of our closest, lifelong, very, very, very close friends work for us. So we are surrounded with a core group of people that truly do care as much as we do. So I think God has really blessed us in that way because he knew we needed it. But I think you're definitely right. I just think it's almost like having another child. It's like you just care so much and you're so passionate. And then, especially with the aspect of franchising in our business as well, it's like there's all these people that have chosen to invest in us essentially. So carrying that weight, I just think it's a lot and thank God we have each other.

William: [24:28](#) It is like having a child. I don't think anybody understands ... I didn't understand it until I started our own thing. It's not a job at all. And you do include family. Now, hard question, have you had to navigate hard conversations with family members who were working with or for you?

Kat: [24:50](#) Yeah, for sure.

Landon: [24:51](#) Yeah, definitely.

William: [24:52](#) How do do that? What does that look like?

Kat: [24:56](#) Well, it's funny, like I kind of said earlier, I think that that core group, my brother, my dad, those relationships are so just kind of rooted. And they're all Christians, and I think those conversations have been easier. Some of the other ones where people we were really close with some employees that we thought were going to be lifelong friends and things didn't turn out that way. I think those were really hard and really painful.

And it just reminded me of kind of that verse where it's like, what soil do you build your house on? When you think something's built on rocks and it's actually built on sand, I think coming to terms with that is a little bit hard. And relationships are just hard. They have the capability to really leave scars.

Kat: [25:51](#) So some conversations we had with some of those people didn't go so well, and we have to live with the consequences of that. But I think where people are in their faith is another huge-

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Kat: [26:03](#) I think where people are in their faith is another huge thing just because, when you can relate on that spiritual level and when you all have that kind of deep understanding of Christ really, it makes those difficult conversations a lot easier.

William: [26:18](#) So one thing we keep trying to figure out, and we're learning is, because we've had family work for us. We had a lot of family work for us, and then not as many. And I think when we've gotten it right is when we're able to honor boundaries like, hey it's family dinner and let's not talk about business. So have you guys found a magic formula for that? Or is it all business all the time? Or how does that work in your family?

Kat: [26:49](#) I guess we haven't found a formula, because we're both looking at each other like [inaudible 00:00:53]. Sometimes I feel bad for my mom, because she's the only one who doesn't work for us. So we'll all be sitting around talking, and to know what's going on. But, I think it's hard when you all care about something so much. And I think God designed us to have purpose and to work for something that's for him. So, we do. We have the kids, too. So obviously that's something we all kind of, that's the other 100% of our time.

Landon: [27:24](#) Right.

Kat: [27:25](#) So yeah, I should say that we have- [crosstalk 00:27:30].

Landon: [27:29](#) I don't think we have strict rules, but at the same time I think that we know when we-

Kat: [27:33](#) Right.

Landon: [27:35](#) And probably beaten the dead horse enough to where we can just, all right, let's let it go and just kind of move on. So, I think we kind of know each other and we know well enough now

where we've probably talked about it too much, and we just move on to something else.

Kat: [27:48](#) Yeah.

William: [27:49](#) I am totally stealing that line. My other 100% goes to the kids. Oh, that's great. So it's been a short rocket ride. Looks like it's just going to keep going up and to the right. I'm wanting somebody, not me, to put a franchise closer to my house. I think you're five miles from me, which is 100 years in traffic in Houston. But where do you see this thing going? What's the 10 years from now thing? Are you still loving making juice, or is it, I'm franchising it out? Or, we're going to get out of this thing?

Landon: [28:26](#) So we are franchising it out, and that's really how we've grown so quickly. We're really full steam ahead on that front, where we're bringing in a few area developers who are folks who are really going to help us to build out certain regions of the country, like Southern California and Arizona, and some areas where we just feel like [Clean Juice 00:00:28:46] can do really, really well. So, we're just adding fuel to the fire there, and we think that we can grow another 50 to 75 stores a year for the foreseeable future.

William: [29:00](#) And then just keep growing forever, or start another company? Or do you think that far down the road?

Kat: [29:06](#) Yeah, we talk about every single option, just depending on the day. I think we just, right now we don't feel like God's calling us to move on. So I think we're here for now, and I just think we're always open, and we always want to go where he leads us. So, we want to serve the company to the best of our ability, and when we feel like we're no longer the best fit for that, or it's outgrown us, we're open to finding the right person to replace us. So, we get asked that question almost every single day, and we never really have an answer. But we love the brand, and we love the company and all the people that are involved. So, it would definitely be hard to step back.

William: [29:53](#) So which do you love more? Organic juicing or growing a fun company for God? I mean, is it love of the art or is it a love of the, seeing this thing grow and getting to be a part of something with some momentum?

Kat: [30:07](#) That's a good question.

Landon: [30:07](#) I would say that-

- Kat: [30:10](#) Making organic juice is a lot easier. [inaudible 00:30:13] we were looking at a picture while we were waiting to get on this, and it was of our first door, and we were laughing about a couple things. And we were both kind of like, "Yeah that was easy then." So, we love the company though. It's been a crazy ride that we could have never even dreamed of. And certainly a lot of pressure and a lot of weight, but I think we grow. Who I am today, six months ago I don't even recognize myself sometimes. You know what I mean? I think that God's just growing us, and pruning us so much throughout this whole process, that I am excited to see what's next, because I know that he's preparing us for something.
- Landon: [30:55](#) And I think that as followers of Christ, I think sometimes though, we can take on so much responsibility, because we do care so much, and there's so much pressure to succeed in society and all of these things. But as followers of Jesus and of God, we just have to remember that, if we're working as hard as we can, and we're doing everything that we can, and we're honoring him, that the results are going to be what they are. Right? We just need to let the chips fall where they may and trust it. No matter what happens, God has us and whatever is intended is supposed to happen. So, I think sometimes at least for me and Kat, when we opened this business, we had just childlike faith that it was going to work.
- Landon: [31:38](#) Like you asked, there was no fear. We just thought it was going to work. We felt like God had us on this plan, and it's funny. Now that it's grown to where it is, it's actually harder because we have more people involved, and more franchisees involved in more areas, and it's just more complex. So, I think when we're feeling, where is it going to go, or just questioning, we just have to remember that we just have to have that childlike faith, and that we're not meant to carry all that pressure. We're not meant to carry all that burden. We've got to give that back to God and just trust that the chips are going to fall where they may.
- William: [32:09](#) That is so good. The startup fever is everywhere, and you can see it in church planting. You've seen it in your church, opening their own franchises. I mean, I don't mean that critically. I mean site after site, after site, it's awesome. So undoubtedly there are people listening to this that are thinking about getting going, or thinking about starting something, or casting their net on the other side of the boat. Whatever metaphor you want to use. What have you learned since day one that you wish you

would've known, that you'd pass on to people who are kind of facing their day one?

Landon: [32:45](#) I would say number one, it's probably going to be a lot of hard work, more than they're probably thinking about. Number two, you're never there, right? When you think you've accomplished something, the next thing [inaudible 00:32:57] set up. So it's really less about the destination and more about the journey. And I think sometimes we can just be so focused on a goal, or a mission, or hitting some milestone, but it never stops. Right? So you've got to learn how to enjoy the journey, and I think that's something I'm still coaching myself on, right? Is that, it's not about a destination. It's about enjoying the day, and even if it's hard, it's hard work. It's what we're supposed to be doing, and it's just, find joy in that.

Kat: [33:27](#) Mm-hmm (affirmative). Good, and I-

William: [33:28](#) That's great.

Kat: [33:28](#) I think you talked about how much work it's going to be. I think so much perseverance is needed, and I think I don't, in those early days, I didn't even think about that. So just, you really do have to dedicate your life to it. And I know Steven and Holly, they've dedicated their whole life to their church, and it's what they eat, sleep and breathe, and that's the same for us. And I just think that dedication, along with obviously partnering with the Lord, is what makes some of these things so successful.

William: [34:01](#) So good. I really appreciate you guys making time, and always fun to hear what God's doing, and who knew in organic juices? It's not just Christian chicken anymore. It's awesome.

Landon: [34:13](#) That's right.

William: [34:14](#) Appreciate you making the time, and God bless you as you continue to grow.

Kat: [34:18](#) Thank you.

Landon: [34:19](#) Thank you. Thank you so much. We appreciate it.

William: [34:22](#) And thank you everybody for listening. If you'll go to [VanderCass.com 00:08:26]. Give us your email address, we'll send you show notes and links to Clean Juice. I probably should've bought a bunch of juice gift cards and given them

away today, but I didn't think that far ahead. So just go to Clean Juice, or better yet, open a franchise.

Landon: [34:39](#) There you go.

William: [34:40](#) And thanks for listening. Tune in again next week, we'll hear more about what God's building throughout the world.

Phanuel: [34:50](#) Thanks for listening to today's episode. Today's episode was sponsored by our friends at Remodel Health. Traditional group health plans were originally designed for corporations, not for churches or nonprofits, which is part of the reason why they can be so expensive. What if there was another more affordable solution to traditional group health care? There is. Remodel Health. It's a benefits platform specifically for churches and nonprofits. Get your free quote at [RemodelHealth.com/vanderbloemen](http://RemodelHealth.com/vanderbloemen). That's [RemodelHealth.com/vanderbloemen](http://RemodelHealth.com/vanderbloemen).

Phanuel: [35:25](#) We also want to thank Twelve:Thirty Media from ready to use worship media content, to custom media built from scratch for your church, to training your staff and volunteers. Twelve:Thirty Media can help you transform the worship experiences at your church. Check them out today at [TwelveThirty.Media](http://TwelveThirty.Media). That's [TwelveThirty.Media](http://TwelveThirty.Media). At Vanderbloemen we help churches, schools, nonprofits, and values based businesses build their best teams by helping them find their key staff. If you're looking to hire your next team member, or build a succession plan, email me, [\[Faneuil 00:10: 00\]@vanderbloemen](mailto:[Faneuil 00:10: 00]@vanderbloemen), or give me a call at (713) 300-9665. We look forward to helping you achieve your mission by building your best team.

PART 3 OF 3 ENDS [00:36:18]