Peter Margaritis: Hey, welcome back everybody. Man, do I have a treat for you today. My guest is Jordan Kahana. And I'll let him give you his background and his stuff. And if you listen to this podcast a lot, he's the brother Jake Kahana of Cave Day. And if you thought Cave Day was unique and its own aspects, you're really going to get a kick out of this story about Jordan and what he has created and the story behind it. But first and foremost, Jordan, I appreciate you taking your time and I think you're in Los Angeles. Correct?

Jordan Kahana: Yeah, yeah, Hermosa Beach specifically. But yeah, LA for eight years now.

Peter Margaritis: And you should be on the beach, you should be surfing. Taking some nice sunrise or sunset, both. But thank you for taking time to be on my podcast.

Jordan Kahana: Of course, so happy to be here.

Peter Margaritis: So, I met you and your brother through your Mom. When I was in an improv workshop with her and led by Jay Sukow. And as I started, I got you both on the calendar and then I went, and was doing my research on you, and I kid you not remember the cartoons that the jaw comes unhinged and drop to the floor.

Jordan Kahana: Yeah.

Peter Margaritis: That's exactly what happened when to your YouTube channel. But before we go down that path. Give us a little bit of background on who you are, what you have done over the years and what you're currently doing now. And we'll start there and play with that.

Jordan Kahana: Of course, yeah, that sounds great. Um, so I'm Jordan. I grew up in a suburb of Chicago called Highland Park, and then I went to the University of Missouri to do broadcast journalism. They have a great journalism program. And like a goal of mine was to work at ESPN and be a sports broadcaster. And I just would want like consume hours and hours of sports center as most young kids who are obsessed with sports did back in the late 90’s, early 2000s. And over that time I got a camera in my hand more and more. Especially in high school, I took a class called TV communications, and that was the first time I was really getting to story tell with a camera. And then in college doing some field communication and field documentaries and all that. And so out of college, I got my dream job at the time was to work at ESPN. So I went to Bristol, Connecticut to be a production assistant, and I was working on shows like Sports Center and Sports Nation and First Take, as that was coming up and blowing up. So that was really great. And I saw a digital shift happening. I kept creating these images that were kind of satire around what was happening on sports. And this was before, like the internet and social media really like understood who it was. And so I was sending it to producers just being like I don't know what to do with this, but this has a place, there's something here. And so, Sports Nation brought me on to be the was like the first essential like digital hire to run social media for Sports Center and First Take and Sports Nation.

Jordan Kahana: And so my big thing was Sports Nation there, and after about two years I got picked up by the NFL out in Culver City to run their social media. And so that's what brought me out to LA out in 2012. And then from there I was taking on a bunch of freelance work. So I did a season at the NFL, and then I worked at Insomniac which is a Music events company they throw large music festivals and small concerts all over the world. And then I worked for Pepsi during the 2014 World Cup, and got picked up by Fox Sports to run their NFL and social media. Did that for about a year and a half, and then worked at a production company out in Koreatown, they were working with the Discovery Channel Nat Geo Wild. I'm doing a bunch of really like Cisco Systems. I got to go to the Olympics for that and shoot some stuff with them. And then, uh, you know, some magic kind of happen. And I don't know how much of this you want me to jump into or come around. But for the last three and a half years I've been creating content from a social media standpoint, personally with my two dogs, working with organizations and brands and really hitting the travel hospitality and pet space. So I don't want to bury the lead, but if you want me to jump into that big story. We can.

Peter Margaritis: That's exactly where we are going to jump. But before we go on in my next life, I'm coming back as you. That is a hell of a brand listing that you have over your career. And that's really awesome. So let's just bring the lead out here, Adventure Squad. What is it? How is it found?

Jordan Kahana: So I'm working at that production company. It's the first time in my career that I am in a title that I really love. I'm director of digital media at a successful like a production company. My bosses are amazing. The opportunity like everything is awesome. And I'm still not feeling fulfilled or satisfied. And so, in 2016 I set out a goal to adventure out of LA at least once a month. And so this was a very tangible black and white thing that it's like at the end of the year, I can look back and say, ‘Did I or didn’t I do that? It wasn't eat healthier, be like a nicer person, you know, like this gray area just doesn't work for me. And so, on top of adventuring out of LA. This allowed me to be more organized so it's like okay I have January in February booked. What am I doing, March, April? Okay March is now booked, what's? And it just like kept this perpetual movement, as well as I was documenting each trip. I was getting better at being a digital storyteller being better with cameras and all that.

Jordan Kahana: And so each month, it comes and I'm successfully doing an adventure. And then in December of 2016, I set out to do a road trip that goes from LA to Colorado to meet up with some friends for New Year's in Colorado, have a ski trip, all that kind of stuff. And it was a few days into the trip but I met up with some friends in Arizona, but my first day by myself I was driving from Sedona, Arizona, up to Page, Arizona, where the Grand Canyon is. And in the middle of the road are these two little puppies that run in front of my car. I'm in the middle of nowhere, Arizona. And I was one of those, like, Did I just see what I thought I saw? And my cameras sitting in the front seat because I'm documenting as if there's a cool mountain scape or anything like that. And I pull over, grab my camera because like almost instinctual. I'm like no one's gonna believe this. And I hear it in the video is I get out of my car. I'm like, you will not believe what I just found in the middle of the road. And I have to chase, these, these two puppies and they're eight weeks old. I just kind of scoop them up, and it's this perfect storm that I later find out that unfortunately in Northern Arizona/Southern Utah. It's a hotbed area for abandoned dogs.

Jordan Kahana: For many different reasons. I hear it's because it's like Navajo territory and there's no pet regulations and all these different things. But why it was a perfect storm is that I had a year's worth of practice, creating stories and content and just like storytelling around it. And so when I started posting photos of me and the dogs, my friends at the Times were just like, ‘What is this, how do you have these two amazing cute dogs? Like what is going on?’ And I happen to record my whole first day, whole week with them. And it was just like… Okay, let me put together this story. And once I put together that story and had people like following my year of travel. It just kind of took off, and a media company picked it up. And kind of from there, it went viral and the rest is history.

Peter Margaritis: Wow. What a story! And I've seen the video when you find the dogs, and it's just like, at first I went, ‘Alright, this is staged.’ I first stopped and went, ‘No! This is real footage from that day.’ And just was just was captivated by one you find that the dog scooping up, took him to the vet, got all the shots everything they needed, and then it became your buds.

Jordan Kahana: Yeah, yeah. I took them and it was definitely one of those moments, where as I'm walking back to my car, I was looking around and it was so surreal of… ‘Am I just stealing someone's dogs?’ Like I was looking for anyone in a barn in a distance or walking around or another like a mom dog in the distance that like had this trail of puppies. And there's nothing moving. There's nothing around where I was, and yeah, and like, as I took him to the vet. I walked in, and I wish I was recording while I was there. I was just so nervous about the situation. I was like, ‘Before I let you like look at them like I want to make sure that I'm walking out with them.’ Like, you're not going to just like there's just something super connected magical here that I didn't want to go up there and then have them be like, ‘Okay, we're going to take them’ and all that. So as long as everything came back that they were okay no worms. No, anything like that. I was going to walk out with them. And I did.

Peter Margaritis: So, okay, you post these videos for a year, and you said a digital company picked you up.

Jordan Kahana: Uh huh.

Peter Margaritis: Remember I'm an old guy who, when I first heard YouTube. I said, U2. That's a band. No YouTube. So how does that work?

Jordan Kahana: So I posted the video in uh…so December 27 is when I found the dogs and it was about a month later, until I actually put out the video of like my puppy rescue video. And about a day or two later, I got reached out by a company called Jukin Media, and they licensed and distribute viral videos that you've seen kind of all over the place. And so they and… because at this time I had like 800 followers on Instagram and like 70 subscribers on YouTube and I was getting like 200 views on each monthly video that I was making.

Jordan Kahana: Like this was all for me. Like I wasn't doing it because I had an audience or anything along those lines. So, they picked it up and started to distribute a little bit and it got a little blog pick up. But I finally, like I was saying I wasn't being fulfilled at that digital company that I was or the production company that I was at. And so I ended up quitting. I was planning on quitting even before I found the dogs, but once I got the dogs. It was like, ‘Okay, I'm going to do less international travel and I'm gonna bring the dogs with me.’ And so I took off on May 1 of 2017 and on May 18th is when the Dodo posted their video. And they are an animal curated site that just is like all good heartwarming stories about animals. And that one got about 20 million views overnight and it currently has 120 million views like in total. And once that picked it up, it just started distribute everywhere. And so when I meet people and kind of talk about my story. It's not, I'm not like using a hyperbole when I'm like you might have seen it. It's one of those stories, that's just like bit on the internet that people, just like, have seen. So, it's a super cool experience. But that is kind of the pathway of what really took off. They distributed two different agencies are curated sites that kind of look for viral content.

Peter Margaritis: Then all of a sudden royalty checks started flowing, and I would assume that they picked it and distribute it for you. There's some type of monetary coming back into your wallet.

Jordan Kahana: Sure, it's not as lucrative as it as it should sound. But um yeah, there was some money coming in from that and then other distribution that kind of came from it. And also because there is this concern in there is question around the legitimacy of the story. Is that for the first year at the least, I didn't take on any kind of partnerships or anything like that, that felt inauthentic to the experience. The last thing I wanted to do was have this story come out and then make a t shirt about it or do something along those lines that would almost side more towards, ‘Oh this is a fake story is just a money grab on that thing on that side.’

Peter Margaritis: But you had to intuitively think you're doing the right thing. But in the back your mind, ‘Yeah, but I really got something here.’

Jordan Kahana: Absolutely. And my biggest thing was just building a community and building an audience. And that was my biggest focus for the first year. And like I said, I was kind of plotting to quit my job. So I had a little nest egg of saving that I was leading into, and because I was doing road trips and other things along those lines. And I would stop in Chicago at my parents house for like a month or two at a time, and sublease my place if I was out traveling. Like I was doing everything I possibly could to nickel and dime my way of just making this happen, and building that community as best as I possibly could.

Peter Margaritis: Well, you're an entrepreneur, for sure, because nickels and dimes is all we have in those early years. If we're lucky to have that. So, um, through this year, how did you grow this audience? I mean, for one. Everybody loves a puppy. I don’t know anybody who doesn’t. That's why Budweiser puts them in their commercials. You see all these puppies everywhere. So right there, you've got something. How did you grow that audience? It was it just…Content. Content. Content.

Jordan Kahana: Yeah, it was just a consistency. And because I have had, you know, eight years of experience leading into this, I knew what to do or how to just kind of like continuously lay down that groundwork. And a lot of it was trial and error as well. I'm frustrated with myself that

I mean, and this is just in any kind of creative field is that I'm such a better photographer now than I was when I had the puppies. And so I only have about 10 or 15 good photos. Granted I have about 1000 plus total photos and videos, but they weren't good. I wasn't a good photographer, videographer. You know, like I didn't know what I was really doing with my camera and just kind of like winging it. And I obviously hope that three years from now, I look at myself as such a better photographer than I am now in a videographer, and a storyteller. So it was just a consistency thing and that's so important when it comes to social media and building a brand is consistency. And that's something that I need to remind myself and tell myself and we were talking about this beforehand about just my videos of how I'm so in it, sometimes, and like, have my blinders on. I'm so connected to it that It's, it's just part of the flow and I don't get to appreciate it sometimes as much of, like, ‘Man, that was a really great video I had so much fun.” Or all those kind of things that come with creating this and building this that you're just on this like pathway of straight focus of how can I, because we're nickel and diming and scratching and clawing it's just like, Okay, I, you know, you can't. You don't celebrate the wins as often as you probably should.

Peter Margaritis: Another downfall to entrepreneurism because we're…Just a second, we got moved to the next. So, I take it that you're doing the video, you're doing the post production, you're doing all of it.

Jordan Kahana: Correct. Yeah.

Peter Margaritis: And you've got one hell of a drone, my friend. Some of the videos. I mean, that drone is... I don't know how many feet high and how far away. And I went, how is he? Oh, it's a drone.

Jordan Kahana: Yeah, I mean, I will say that buying my first drone was the greatest purchase I have made in recent time. It opened my eyes in so many different ways in terms of being a filmmaker, in terms of storyteller, in terms of opportunities that presented itself. Like I said, when I was working at that production company because I had a high end drone, even though it was like a user base. Because I was a drone operator, I was able to go to the Olympics and shoot drone footage for the company that we were working with. And another friend had like, they worked at a travel company. And so I got to go to the British Virgin Islands and drone operate. It provided a great, I know it was, it was amazing. And that's what continue to turn that is, you know, I would get to a place and it's like, I wonder what that looks like from the drone’s perspective. I wonder, you know, and, and it just continued to build from that. And so, you know, and now they're so accessible and they're definitely at easier price points than they were before. But I'm so glad that I made that initial jump of just like seeing some drone footage and being like, I need to get that. And it just like changing my mindset on everything.

Peter Margaritis: So, at what point in time through this, are we going on four years now?

Jordan Kahana: Yeah, it will be four years.

Peter Margaritis: So at some point during this process and what you've been exposed to in the past.

Jordan Kahana: Yeah.

Peter Margaritis: And you've got through the first year you're going maybe I should get some sponsors.

Jordan Kahana: Uh huh.

Peter Margartisits: Tell me how, what was I mean I just, obviously you said you wanted to wait, and to get it legit. Now it's legit.

Jordan Kahana: Right.

Peter Margaritis: How did you pitch this idea? Let's just say to Best Western.

Jordan Kahana: Yeah. Um. Well, fortunately enough actually Best Western reached out to me, but I will take a few steps prior to that is that in… when did I first start working with them? I think it was 2018. So, this is my third year working with them. So, at the end of 2017 going into 2018, my big goal because in 2017 I had reached out and had like sold my first big campaign with a camper van company. They were Escape Camper Van. They were kind of on the up and coming, and based in Los Angeles. Actually, they're based in Colorado, but they have a big hub in Los Angeles. And so it just kind of worked out. And that was my kind of first big Yes. I remember getting that like and with being an entrepreneur, the amount of Nos that you have to go through. And you get comfortable hearing No that once you finally hear that, yes, it just like kind of snowballs. You're like, oh, here's how. Here's what I said to make that happen. Here's the right ways of doing it. And it kind of happens with all the Nos that you get along the way, too. And so, a big thing for me at the end of 2017 was like, I want to work with hotels. I want to do hospitality stuff there. People want to travel with their dogs, let's kind of do that. And so, on an early road trip in 2018, I had worked with some boutique hotels and then Best Western reached out to me at the agency called Ideas Collide. They reached out to me, saw the work that I did because they're based in Arizona, and I've worked with some Arizona boutique hotels. And so, the first year and a half, two years was so much cold emailing and cold DMing. And just kind of like Hey, I'm trying. I have to go to, like, you know, San Francisco for a wedding, and what can I do that, along the way, or what I want to create, you know. There's a lot of times where it's like, I'm going to be filming and taking photos anyways. What company's mission or what do I see that I overlap with them. How can I benefit them? And the big thing that I've learned through all of this is like, it's not about me. It's like, what am I doing, what can I do that helps them, and then that's where it makes sense. You know, like, how much can I carry on my back to alleviate on their end.

Peter Margaritis: Well I, I mentioned the Best Western because earlier this year. Right?

Jordan Kahana: Yep.

Peter Margaritis: You did the California Nevada road trip two part.

Jordan Kahana: Yeah.

Peter Margaritis: It was a COVID escape. The dogs go everywhere with you, except for the one time when watching your videos when you went back to see your mom and dad, the pups didn't come with you then.

Jordan Kahana: Uh huh.

Peter Margaritis: But for the most part, they’re always with you.

Jordan Kahana: There’s a few trips that I do. I, you know, it's almost pigeonhole myself at this point that I love traveling, but if I post any content that doesn't have the dogs. Everyone's like,

‘Where are the dogs?’ And at the same time, like anytime I go on a trip and the dogs, aren't there. I'm like, I missed the pups like, I wish they were there. So, it's a catch 22 for sure.

Peter Margaritis: But you're also searching out hotels, boutique and others who are pet friendly.

Jordan Kahana: Mm hmm. Right.

Peter Margaritis: So, I mean, when I first asked how did he get Best Western? And then the other question I have is when you go to hotels, I mean, you would show all that their doing for COVID-19, and from even from a breakfast perspective, going into the room, even bathing, the dogs in the bathtub with bubbly soap and stuff. That was funny. But I also see that there's treats there. They've been supplied by sponsors?

Jordan Kahana: Oh, so that's all through Best Western, and so best Western's a great client of mine, I guess, or a partner, I should say. I love working with them. I love getting to showcase, they are very dog friendly and all of that. And they've been so good to me. And so I love to give them any kind of support and shout out. I was supposed to do a bunch…. Just like everyone. Everyone had big plans and we're going to do a bunch of different trips. And so, this got pushed to the side and finally, they're like, ‘Hey, California starting to feel a little bit open. What's your comfortability with it?.’ And so, it was like yeah let's adventure out. Let's see what this is about. You guys are taking great steps and in keeping things clean and all of that in the CDC protocols And so, the great thing about when you work with different hotels, is that usually there is a management team that kind of like makes your stay as nice as possible. And so, they kind of give you like a bundle like that. So it's, I wish it was added sponsors and things like that that come with it. That'd be that'd be almost to ingenious, and maybe I should you know hint it down to bring that on so we can all be making a little bit more money during this time. But yeah, it's 13 and each hotel. You know, some go over the top. We were enough a hotel. I'll give a story. We did a trip last year in Washington and they got me like a $200 dog bed and like this, they went above and beyond in such a crazy way where I was like I need to ship this home. Like, I can't even fit all this stuff that you got me. Like thank you so much. I'm so appreciative. But, um, I don't even know what to do it all this stuff.

Peter Margaritis: So, it's either in your garage, we send it to your Mom and Dad’s.

Jordan Kahana: For when we come back. They need some setup.

Peter Margaritis: Now, I did see that at the beginning of this year, you had an initiative. You actually went to a shelter and you didn't personally adopt two additional dogs, but you adopted him for somebody else and paid for.

Jordan Kahana: Yeah.

Peter Margaritis: So, did that I'll kind of fizzle out a little bit with COVID-19 or is that still part of the initiative.

Jordan Kahana: I mean, I always love to, I think, giving back is always really important. And just like knowing the impact that dogs have. And it's been great to see that during COVID that a big storyline was that a large part portion of like Los Angeles shelters were completely cleared out and I don't know if like in Chicago as well. I just remembered hearing a lot of stories. And even in my neighborhood right now there are currently like four or five puppies that people just adopted. So, as people are realizing that like, Hey, we're going to be home for a bit more throughout all this and working from home, it's great to see. And so, it was just something that I wanted to help like kind of for the holidays and kickstart year ror other families is, why not just like give back a little? Why not show that support and do something nice? And you know, it's not breaking the bank and it's a small little gesture along the way. It just felt like the right thing to do in that time and I love any kind of times I see people that I follow on social media, who are like, Hey, I just adopted a dog. What can I do? I always like kind of comment being like, if you need any leashes, if you need anything, you know, anything that I can do to make that transition a bit easier because you don't realize the steps it is being a parent. Granted, it's not like a full on trial. But having a puppy is like, you're waking up and having to take it out every couple hours or even if your rescue a dog that's two or three years old, just like getting a dog better. Different things to just make it easier, and however I can help because I have the connections or have the extra… I have so many dog leashes that I have. Atlas Tech Company sends me so much stuff and they're amazing. And I love the products that they have. But I only have two dogs and they have a lifetime guarantee. So, like I can only need to leashes and I have a bunch. So, I try to help out however, I can.

Peter Margaritis: That's really cool. And I mean just your persona and getting to know you and your brother. That doesn't surprise me with to give back. I mean that's just part of your guys DNA. From, you know, what little I know, but it does come across in a huge amount. So, what’s coming up? What’s next for The Adventure Squad?

Jordan Kahana: Yeah, that's a great question and actually perfect timing too. So, I'm glad that we're doing it right now because I feel like when we initially had the schedule was probably like a month or so ago, and I didn't really have much happening. So, um, I have always been infatuated with classic VW camper vans. I was continually searching around, and I finally dove into van life. I recently purchased a VW Vanagon, 1980 camper van.

Peter Margaritis: Oh, nice.

Jordan Kahana: I'm so excited. We named her Sunni, and so we're about to do a cross country adventure. I haven't seen my parents since February. So doing the right protocols was actually texting her this morning being like… What steps do I need to take to make you feel as comfortable as possible? How can we do this? Because, obviously, the last thing I want to do is

drive home to see my parents, and then somehow contract it and then give it to them. But that's a whole other concern. But from a fun, exciting standpoint, we're doing Joshua Tree. We're doing like Sedona, Arizona, Flagstaff, Grand Canyon, Monument Valley, hitting some Colorado. Doing Albuquerque for like some balloons stuff up there, and then doing route 66. And then just got an email this morning about some East Coast stuff. So that's still, I'm not 100% sure where we're going. My brother lives in New York. So obviously, I'd love to see him and his wife and their baby but yeah what we're doing. We're doing something big and trying to get out and be a safe and CDC protocol is as best as we can.

Peter Margaritis: So I guess scaring your mother and father and surprising them is completely out this time.

Jordan Kahana: Unfortunately, yeah, I'm no surprises.

Peter Margaritis: Yeah. Yeah, he's posted to have a couple of videos, would he has gone home and didn't tell his parents. And obviously they're quite excited.

Jordan Kahana: Yeah, my mom's quite theatrical when it comes to that kind of stuff. So, it's always good to hit record when that happens.

Peter Margaritis: So you’ll be chronologizing this on Instagram, on your YouTube channel. Are you going to put out there like a map and go okay, this is where we plan on being? And kind of have that or is it just going to improvise itself into this is where we think we're going to end up.

Jordan Kahana: It's, well now that we have the camper van, there is allowing for a bit more improvisation of just like, Hey, we can kind of post up. We have you know a stove, a fridge,

place to sleep, like it's not as frantic of a concern. I'm on the fence about putting up exactly where we're going to be just in terms of, like, Hey, come meetup or anything is not something that we're encouraging. You know, it's a little different as, like, ‘Hey, I'm in the city,who else is around? Like Come, bring your dog and let's say Hi,’ and all that. So that's what's a little bit unfortunate and like I said going to see my parents. It's like I'm trying to be as isolated for those like two weeks or 10 days leading up to that. But yeah, I definitely once like it's kind of a little bit more solidified, and we're trying to lock that in like at the end of this week. I'll probably be like Hey Big Adventure coming up and kind of doing it that way. But it's kind of on the fence as well just people being like stay at home and do that kind of stuff. And so, we're trying to stay as secluded as possible or respect as much guidelines and you know it's not like, hey, we're, we're doing a you know Pool Party Tour. Come, come, stop off at each spot.

Peter Margaritis: Yeah, I tend to, at times, I tend to forget we are in a pandemic. I've been pretty good about trying to keep that in the forefront. But I yeah. So how do you be gone? How long is this trip gonna take?

Jordan Kahana: Um, so it's estimated for about two months. It's kind of starting to sound like it's going to be a little bit longer but for right now. We're heading out to LA September 1, and looking to get to Chicago around end of September, and then head out East early October. Spend some time there and see what we can kind of like loop back. It's that middle ground that gets a little like flat and not as exciting, so it's a tough little window there. But, we'll try to cruise that and hopefully come back in time for to vote.

Peter Margaritis: Yes. Get back in time to vote. Make sure you go out and vote. So, before we move on, give a plug on how people can find you.

Jordan Kahana: Yeah so across social media. I made it as easy as possible. It's just @JordanKahana. And if you want to check out the new van as well. It's Sunni with an i. @Sunnithewestie.

Peter Margaritis: Cool. So, you have to go to his YouTube channel. And by the way, he does give tips on how to take care of your dog. I was just on his Instagram. I just recently saw that he, and I thought this is brilliant, because I have two dogs. I have a chocolate and black lab and I hate cutting their nails. I feel like…I have tried everything. And they don't like it. But I think you've come up with the absolute way of trimming your dogs. Now I'm not to steal your thunder on this so,

Jordan Kahana: Yeah, I wish I could say it was an original thought as well because I saw via someone else on TikTok. So, I wish I can you know take full credit, but I saw it on TikTok. And someone put kind of like a plastic bag around their head, and you just put some peanut butter up on there in the front. And so, your dogs just looking straight at you. They're focused on the peanut butter, and you can just kind of clip away a little bit. So especially Zeus he hates it. I don't know actually, who hates it more between the two of them. I would say Zeus. But he's more concerned. He's excited that he's getting peanut butter and a lot of peanut butter and that's kind of what you have to do. You got to kind of take it on. Yeah, it's a great life hack. I know it's really tough and it's just kind of smart because I've had, I've let them go a little bit too long sometimes. And Sedona had a couple like break injury breaking up the dew claw. Slight injury, but nothing major. But you just got to keep those clipped is any dog parent knows.

Peter Margaritis: So, when I saw that the first thing that came to other than that's cool, and I love that. The other thought was to he gets Skippy to sponsor him for that piece.

Jordan Kahana: Oh, I, I tried to hit them up. I tagged him in it, all that kind of stuff. I was trying. I was being as, you know, selling out as hard as I can because I eat peanut butter every… I make a smoothie every single day. And as I scoop it in. I let the pups eat it and like what dogs don't. And so definitely tag them definitely, you know, they responded back we like,’ Oh, that's so cute.’ And now it's kind of the end of the conversation. So, always trying to treat like make things along the way. But as I was saying about sponsorships with this road trip and being a part of van life now is that I've been cold emailing or cold DMing a lot of different organizations or past partnerships are being like hey, a whole new twist on our story or who we are a whole new audience to know fit. Are you interested? What kind of partnerships can we can we make happen?

Peter Margaritis: So one of my last questions is over the last three plus years. What is the one time that just outside of meeting the pups. What is the one trip one adventure, one video footage that you went, oh my god, that was my favorite?

Jordan Kahana: That's so tough. There's two that come to mind. The first big trip that I took with the pups. was to go up to Banff. I did a big West Coast loop. And I really wanted to see Moraine Lake in Banff. And I get… So this is after like three weeks of being on the road, I finally get up to the peak. This is like kind of the main reason of why I am doing this trip and it's closed. The winter still hasn't thawed out or anything along those lines. And so, two years later, I ended up going back and the photos that came out from actually what came from Lake Louise was actually even better than Moraine Lake, but it was fine. Finally, amazing to see that turquoise blue and the colors that come from it was absolutely spectacular. And then I will say a non- puppy. One is that I was in Mexico in November, and I got to stay at a house in San Miguel de Allende which was such a magical beautiful city. It's like one of the five magical cities of Mexico and this House had this like see through rooftop pool and now is just more like on a personal level of just like this is super cool.

Peter Margaritis: So, based off of how you've named the pups, I would assume Sedona, Arizona has a special place in your heart.

Jordan Kahana: Yeah, cuz I was driving from Sedona, Arizona to Page when I found them, and you know I talked about this a lot and I was like, man, I probably should have done like Sedona and Canyon or so, you know, like I did a little bit more paired off. And so, it was for the last handful of years, I've always loved dogs. I always want to get dogs and my idea was, I was going to get a dog, and I was going to name him Larry Johnson after my favorite basketball player growing up. I was gonna be great. It was gonna be awesome. But once I got these two puppies. It was like, all right, that'd be super weird to call it like Sedona and LJ. And so, I didn't really have a name, and I was trying to figure out what exactly to do. And when I first posted my photos and my friends were just reaching out and being like, what do you naming them? What's going on? And they found out the story is that people were just kind of being like, ‘Oh, it was such like a sign from the universe or like a shot of lightning that took place,’ and I'd always loved Greek mythology. And so it's just kind of one of those balances of, like, hey, there's this like this moment this like spark that took place like out of,you know, me needing some kind of like rescuing and they need rescuing as well. Like it was just this perfect thing and I like that name for a dog. And so it just kind of, I do think sometimes like a more pairing up like Sedona and Canyon, or something like that. But Zeus is loud enough to own the name.

Peter Margaritis: Absolutely, and I have been to Sedona and when I heard the name. I said, well, Sedona is a pretty magical place.

Jordan Kahana: Yeah.

Peter Margaritis: A lot of things can happen in Sedona. It's a pretty cool place in the universe. Well, Jordan, man. I can't thank you enough for taking time. I could sit here and talk to you for hours about this stuff because obviously I have two dogs, Midnight and MJ. Now, MJ doesn’t stand for Michael Jordan.

Jordan Kahana: Okay.

Peter Margaritis: First dog talk, I'll have her name was makers after Maker's Mark

Jordan Kahana: Okay.

Peter Margaritis: That gives you a little insight into my background. When she passed and we finally got another one chocolate lab, we were trying to figure out the name. And I said, how about Makers, Jr. And what are the kids in the neighborhood said, ‘Yeah, just call her MJ’ and stuck.

Jordan Kahana: Love it. Yeah, yeah, yeah. It's such a great dog name to have just the two initials like that.

Peter Margaritis: If you could send, send me a video so we could post it in the show notes so people can see the see the dog, as well as, seriously follow up on YouTube. Following this, following him everywhere because he's got some great videos. They’re produced. I love the music that you have in them. I love the camera angles and I mean you're doing everything right. When you can get that emotional reaction from your audience over your video, your absolutely doing something completely right. So keep up the good work. Keep up the adventure and please keep in touch.

Jordan Kahana: Absolutely. Thank you so much for this. It was great to connect with you and I look forward to talking more

Peter Margaritis: Same here. Thanks.