

**EPISODE 163**

[INTRODUCTION]

**[0:00:00.2] AVH:** Hey folks, I'm Ashley VanHouten and this is Paleo Magazine Radio. Welcome. This is a special quick edition of the podcast because this week, we are heading to Paleo f(x), a health, nutrition, fitness, and wellness event that focuses on the paleo lifestyle. This will be my second time attending and I am so pumped.

It's a three day event in Austin Texas, it's taking place on May 19<sup>th</sup> to the 21<sup>st</sup> and it features hundreds of vendors with food, supplements, fitness gear and more, thousands of attendees from all over the place, all kinds of special events, workout opportunities, workshops and educational sessions and it's a literal who's who of world class experts in the paleo community.

We're talking Mark Sisson, Robb Wolf, Kate Shanahan, Chris Kresser, Melisa Hartwig, we're going to see Art De Vany this year, which is exciting and Dave Asprey, the founder of Bulletproof will be there to give a keynote. That's just the tip of the ice berg. To find out more about the show, the speakers, and the schedule, you can go to [paleofx.com](http://paleofx.com).

Paleo Magazine team will be there as well and I will be busy interviewing some very special folks for upcoming episodes of the podcast, so stay tuned for that. I'll also be all over Paleo Magazine's social media including a bunch of Facebook live events and some stuff for Instagram too.

You might see me do some strongman workouts, some Jiu Jitsu, going to interview a bunch of smart people, eat a lot of delicious things, maybe even interact with a camel or two, who knows? Make sure you're following us on Instagram and Facebook at @PaleoMagazine to catch all the fun and if you're at the show, please come up and say hi, I'd love to hear from you. You can stop by the Paleo Magazine booth as well. We're all very friendly so come say hi if you get a chance.

To learn a bit more about what we can expect with this year's show, I managed to get the very busy founders of Paleo f(x), Michelle and Keith Norris to join us today. Without further ado, here they are.

[INTERVIEW]

**[0:02:32.2] AVH:** All right, I'm here with Michelle and Keith Norris, the founders of Paleo f(x). Guys, thank you so much for taking the time to chat with me today. I can only imagine how busy you are with the show coming up so soon.

**[0:02:43.6] MN:** Thank you so much for having us. Yeah, it's a little crazy.

**[0:02:46.6] KN:** Yeah, every opportunity though to talk about Paleo f(x), we're down for it.

**[0:02:49.6] AVH:** Awesome. How are things going with the prep?

**[0:02:52.3] MN:** Going really well. We have an incredible team that we are super thankful for so I think this is the first time that we're coming in to an event, actually pretty relaxed.

**[0:03:03.5] AVH:** That's good. Okay, let's knock on wood, wherever that is.

**[0:03:06.9] KN:** Knocking on our desk right now.

**[0:03:10.9] AVH:** Very nice. What are some of, for those of us who have been — actually last year was my first year and it was amazing so I'm so excited to come again this year but what are some of the new things that we can expect to see? Are there any sessions or presentations that are new that you can tell us about?

**[0:03:24.2] MN:** Yes, we're going to do a little bit of experimenting with the schedule, for years, we've had the feedback that we wish the panels could go longer but we just couldn't quite figure out how to make that work in our schedule because of the fact that we have five simultaneous running stages. So we kind of have always needed them to end at the same time and it threw an extra little wrench into the schedule process trying to make sure we didn't double park

speakers in two different places because something was ending a little bit, or going a little longer than the other.

We're going to experiment with that. So we have two panels that are going to run at an hour and a half this time, see how that works and if it works really well and people really like it then we'll bring it in in a more expanded way next year. Then we have our adventure zone, which is our entire outdoor area which is going to be amazing. We have camel milking and camel rides and we have of course the FIT Score that's going to be back again so that will be outdoors as well.

And then we have Milo's fitness obstacle courses are going to be coming. So there's going to be one for children and one for adults and that's actually going to be part of the FIT Score. So Keith and David had been working on that to bring you as part of the fit score.

**[0:04:37.9] KN:** Yeah, on the speaker side of things, of course everybody's excited to see Art De Vany, this is kind of the first big show that he's been at. A lot of people in the paleo community don't even know who Art De Vany is because he's kind of been off the radar for so long and we've had such an influx of new people into the paleo community but he was one of the godfathers of the paleo movement back in the day. In fact, he was one of the ones that kind of roped me into this whole craziness.

**[0:05:07.4] AVH:** How was that getting him to come? Because he's someone who doesn't you know, as you say, he doesn't normally show up to things like this.

**[0:05:14.1] MN:** he hasn't been speaking for the last few years, he's been working on some really interesting research and his books and everything. So now that he launched his book, he was kind of ready to go back and start speaking a little bit. We've been talking to him for the last couple of years, almost had him last year and he thought that was probably a little bit premature. I think he's excited about coming back.

**[0:05:35.0] KN:** Yeah, quite frankly, he's older, he's retired and he's just like, "Young kids, take it and run it, I'll watch from afar." That's kind of his attitude. He's like, "Yeah, okay, that looks like a lot of fun and I feel like I'm missing out so I want to come check it out."

**[0:05:51.6] AVH:** That's how I always felt leading up to the shows too. I felt like I was missing out so I was so glad I got to go and I get to go again this year.

**[0:05:58.3] MN:** The other thing that's new this year is we're going to have ariel silks workshops as well.

**[0:06:04.2] AVH:** So cool. Is that going to be in the expo space? Like the indoor area where the workouts go on?

**[0:06:10.1] MN:** No, it's actually going to be in the adventure zone area. So it will be outdoors and so that should be really cool and then we also have a new natural movement floor that will have a lot of natural movement sessions going on there where the slinging the iron will happen on the S&C floor but the natural movement will be you know, your yoga, tai chi, Jiu Jitsu, that type of thing.

**[0:06:32.2] KN:** Yeah, we will have Jiu Jitsu there, in a separate area all of its own, we'll have the Jiu Jitsu bit going on again.

**[0:06:38.6] MN:** Right.

**[0:06:39.3] AVH:** Very cool. I like that there are so many ways for people to get active and try different things, maybe things that they haven't done before and I like that we get to get some workouts in when there's so much amazing stuff to eat and taste while we're there.

Can you talk a little bit about the expo space, right? Sot the vendors, all the great food that's available and some more about the workout space indoors?

**[0:07:03.1] MN:** Yeah, the vendors have actually — we sold out very quickly so we had to expand to the outdoors. That's how the outdoors became an outdoor space. One of the things is we don't want to just throw vendors outdoors if there's not any reason for people to go outdoors, other than then, that's just not really fair to them, we needed to really create a good space for things to go out there.

The networking mileage is outside, the kitchen experience is outside, the ariel workshops are outside, there's a lot of different things and then we've got the kids' stuff going on out there, we have camels that will be there, we have the FIT Score, the obstacle course, all of that. There's going to be a lot because this year really have we expanded in the expo space as far as vendors and sponsors was concerned. We're really excited about that.

One of the big things that we're going to do this year is that Saturday night, we've always done our charity dinner and we've always had to do it off site and that's one of the reasons is because Palmer is a city municipality owned center. So they have rules about outside catering and that type of thing. If you bring in an outside caterer to one of the city of Austin venues, you have to pay an exorbitant fee to be able to get them there. They also have to jump through a whole lot of red tape and do all kinds of stuff and have to have a crazy insurance, which is really odd but I think it's obviously to deter us from using outside caterers. But obviously we aren't going to use their normal catering, process since it's so institutionalized.

So we've been able to bring in a caterer, Nick, of course was finally able to jump through those hoops last year. Nick is doing the launches and the breakfast again this year and then we have a caterer that was able to get through all the red tape again. We're going to do the charity dinner at Palmer on Saturday night and so we're just turning it into a big huge street festival. There will be live music, there will be a DJ in one area, we're going to have street performers that are going to go through the entire place.

**[0:09:16.4] KN:** There's a rumor floating around that Abel James may actually sing at this.

**[0:09:21.6] AVH:** Okay.

**[0:09:23.0] KN:** But...

**[0:09:23.0] AVH:** It will be a lively evening.

**[0:09:24.9] MN:** Yes, we're super excited about that but we think that one of the things that we also get from people, the feedback is that they don't get enough time to be able to see all the vendors. We thought, this was a really great opportunity for everybody to really check out the

vendors and we've opened that part of the best of everything up to the public for free. That we can bring in the public and they can start to try to figure out what this whole crazy paleo thing is and that it's not raw meats and...

**[0:09:57.1] KN:** Well speaking on that real quick about the vendor floor, one thing that we've been so happy with over the last five years is just how many quality vendors have created products and really filled the space. Going into this five years ago, we had the idea that if people voted with their dollars which is the most immediate form of democracy you have is to vote with your dollars and entrepreneurs were showing that yes, in fact there was money out there for high quality products that fell under the paleo umbrella, that they would create products to fill that niche and, you know, five years ago we had 12 vendors at Paleo f(x) and we had to twist arms to get people to go to it. Because they just didn't understand the movement. Now we're 150 and I can tell you, like Michelle said, we're sold out.

**[0:10:47.4] MN:** Yeah.

**[0:10:48.3] KN:** We sell out early on the vendor floor. This movement...

**[0:10:51.6] AVH:** Incredible growth.

**[0:10:53.1] KN:** Incredible growth and that's one of the things that I'm happiest about is I don't know, maybe because my theory came to fruition, I don't know? It is spectacular to see and, you know, it's just a testament to how hard and fast this movement is turning into a revolution.

**[0:11:13.7] AVH:** And, it looks like it's going to continue to grow with, as you said, allowing folks to come in for free and check the place out and learn a little bit, it's such a low barrier to entry, that's only going to help the community and help more people learn what we're all about, so that's awesome.

**[0:11:29.4] MN:** Oh I agree, as the other thing too is that when people see the quality products and services and foods that our vendors offer, you know, that's just going to get them more and more interested in figuring out what all of this is about.

**[0:11:42.4] KN:** And they'll see that it's not just a diet, it's in fact a lifestyle. The lifestyle, everything from bio hacking, to sleep health, to spirituality. So much more than a diet.

**[0:11:57.4] AVH:** You mentioned Art De Vany, you know, Paleo f(x) is always kind of a who's who of people in the paleo world, what other names can we expect to see and hear from at the show?

**[0:12:06.9] MN:** I'm super excited, I cannot wait, I'm a total fangirl here, Dr. Josh Axe. I am so excited about him coming this year and that we're going to get an opportunity to hear from him. Of course, Dr. David Perlmutter is going to be there and Jordan Rubin, which a lot of people may or may not know who Jordan Rubin is but Jordan Rubin was the initial founder of Garden of Life Supplements.

He sold that company a few years ago for just a little bit of money and he's just an amazing guy as well. He and Josh Axe are actually business partners now Ancient Nutrition, which is their bone broth protein.

**[0:12:45.4] KN:** Katy Bowman will be there.

**[0:12:46.3] MN:** Katy Bowman.

**[0:12:47.2] KN:** People are very excited about that. We have some up and comers who we are super excited about because this is what we really love to do at Paleo f(x). I mean, it's great to have the established paleo names come back and that's fantastic but it's one of our missions is to expose people who are just getting started or have new information for that.

We have like a couple of people coming in who are fantastic, and again, it drops knowledge bombs and below the socks offer people. One of those is Ryan Frisinger who, I kind of have a man crush on Ryan because he is — I tell people, they ask, "What does Ryan do?" and I'm like, "Well, I don't know what to say. He's a Savant, I mean, he's a genetic methylation cycle Savant," and he's going to blow some thoughts on people when he starts to talk. Do you remember who Ruiz? He was probably the most excited speaker I have ever come across the speak of Paleo f(x).

**[0:13:52.9] MN:** This is right.

**[0:13:54.9] KN:** We love Guillermo and he's going to present a fantastic talk, he's also going to be on some panels and he is in the trenches of functional medicine. You know, right where the river meets the road, he's dealing with patience and yup, we're excited about that as well.

**[0:14:13.1] MN:** Yeah, actually we have a lot of new people coming this year which we're really excited about and so many that it's very difficult to name all of them.

**[0:14:21.3] AVH:** Yeah, well one of the toughest things I feel like about going to the show and for me last year was I wanted to see everything, meet every one, listen to everything and you know, it's tough to do that because there's so much, which is a good problem to have but I know you guys gave a phone app that helps people keep track of their schedules and keep track of what they're doing. Can you talk about that a bit?

**[0:14:39.1] MN:** Yes, we're really excited because it actually is tied to our map software that we use for particularly the vendors to create the map of the entire event. It is through that same software, we're going to be releasing that information within the next week once everything is loaded into it.

We are still making changes to the schedule at this very moment because we've had some speakers that have asked for some changes and stuff so we try to get that completed where we're not doing that very much but it is still a live show with humans that have even machines and families and emergencies and all kinds of stuff.

We have to always keep that in mind. So that's one of the reasons why we love, we're excited about this app because it should enable us to move quicker when we know that there's been a cancelation or anything like that or if a speaker is not going to be able to make it. We have a lot of backup speakers, we always to keep those ready to go so that we don't ever have just a hole in the schedule and everything and we try to match that up as much as we can.

**[0:15:49.7] KN:** But it is live with that event. That's the nature of a live show. If the people appreciate that app, please come up and give Jayci Cormiere a big hug because that is her baby. She's taken that under her wing, it's a fantastic Paleo f(x) member.

**[0:16:08.4] AVH:** Great.

**[0:16:09.8] KN:** Appreciate her work on that.

**[0:16:10.6] MN:** Yeah, that's been a lot of work and last year, she worked on the app as well but last year's app was not anywhere near as user friendly and also wasn't quite as intuitive as this one is going to be for us.

**[0:16:24.6] KN:** She's like, "That's going to change this year."

**[0:16:27.5] AVH:** Got it, that's great, that's going to be very helpful for folks. I know this is a very tough question but, and you guys can have different answers but I got to ask it, if there's one thing that attendees shouldn't miss about the show, what is it?

**[0:16:41.3] MN:** They just shouldn't miss the show.

**[0:16:43.5] KN:** Yeah.

**[0:16:44.0] AVH:** Great, the whole show.

**[0:16:47.6] MN:** Couldn't miss a part of it and I personally am hoping that everybody really shows up because I really... one of the big things that we have noticed with Paleo f(x) is the social aspect of it that everybody really wants to hang with each other and see each other and actually Abel said this. He said, "This is like a big wedding that happens every year and we all come together and we get a chance to see all of our family, our tribe."

I completely agree. Probably for me, I would say, Saturday night's festival is the biggest opportunity for really networking and socialization, having fun with each other and, you know, obviously checking out all the vendors, there's going to be lots of entertainment and I think it's

just going to be a whole lot of fun but for us to all be able to stay in one place together is a great thing because that's been the big thing that we've been so concerned about is that we break it up and then only a small group can go to wherever we're going.

So I didn't want it to be exclusive like that anymore. I wanted us to have an inclusive opportunity for everybody to be together and you know, obviously, there's going to be some people are going to go and do other things and that's great. But just wanted to have the opportunity for as many people to stay together and have fun and socialize and be able to talk and not be like, "Oh crap, I got to get to this stage because I want to see that speaker or whatever and have to run and not really be able to get into this really cool conversations that I know happened at Paleo f(x) and create the amazing collaborations and businesses and products and services that come out of Paleo f(x) having all of these likeminded people in one place. So Saturday night is a big deal and I really hope everybody comes out and just have so much fun.

**[0:18:38.1] KN:** Yeah, I would just add to that that Michelle and I are entrepreneurial geeks and we go to lots of entrepreneurial meeting events and masterminds and such. But the reason we do that primarily is because of the group mind, right? You get a group of people who are like minded, they have common purpose. It's hard to put your finger on and it sounds very woo but the vibration of the entire group just gets way elevated and so you see these partnerships and these connections and new products, they come out of people who you meet at Paleo f(x) and discussing in the same as just with attendees, you know what I mean? I'd say minds that works with the team bees like what worked for you, what worked for me and that mindset it just way, way elevated.

So with that said, yes to need to come and attend and it lose nothing that beats being at an event in person, and we do have Paleo f(x) TV so if you do miss certain presentations that you want to see. Everything is tapped or most of everything is tapped so you can go back later and catch the ones you missed, and I would just add real quick if there was one panel that I would make sure that I saw it is the System is Alive Panel. That panel encapsulates everything that we are trying to change within the paleo movement and that's everything from diet, relationships, lifestyle, financial well-being. You name it, everything will be discussed there and everything will be looked at an evolutionary lens and it's a rockin' panel.

**[0:20:15.6] AVH:** Got it, awesome and what's the best way for people to follow along on social media or online both before the show leading up getting excited and also at the show keeping track on what's going on?

**[0:20:26.6] MN:** Well I would say Paleo f(x) Facebook is a big place because we do a lot of Facebook lives and we will be doing lots of live during the show but then I would also say that we have our live stream as well. So people can go to our website sign up for the live stream. That's all you have to do is to sign up and you will get the live stream for free and that's going to be amazing because I'd say that that is probably one of our premier stage for us is our Paleo on Ramp stage.

Lots of incredible talks, lots of amazing people are going to be on that stage and then this year, Bulletproof is our keynote stage sponsor and the only keynote that we have ever — we have never done a keynote stage, we have never live streamed but we will be live streaming Dave Asprey on Sunday morning. He is our first keynote speaker and we will be live streaming that.

**[0:21:23.8] AVH:** Very cool, very exciting. So much I'm getting so excited already I can't wait another couple of weeks. There's too much.

**[0:21:31.5] MN:** Yes.

**[0:21:32.2] KN:** I want to add one other thing, so #pfx17, you will get lots of information that way and yeah, just to reiterate the Facebook page. There will be lots and lots of updates coming down the pipe in the next couple of weeks.

**[0:21:43.7] MN:** Right, great.

**[0:21:44.5] AVH:** And you're also on Instagram as well.

**[0:21:45.9] MN:** Yes, we are on Instagram. We are in all social media, we have Twitter, the whole nine yards. But the big thing of course is that we do a lot of Facebook lives so that will be lots of information comes out in those Facebook Lives.

[0:21:57.8] **KN:** Yeah and at the show, Jayci Cormiere's app.

[0:22:01.8] **MN:** Yeah.

[0:22:01.9] **KN:** Make sure you download that.

[0:22:03.1] **AVH:** Got it. Perfect, all right well Michelle and Keith thank you so much for your time. Thank you so much for all the hard work you put into the show. It's the highlight of all of our years, so we really appreciate it and yeah, looking forward to seeing you there and going and meeting up with the tribe and having a good time.

[0:22:19.7] **MN:** Thank you so much for having us and yes, we are so excited we can't wait.

[0:22:23.2] **KN:** Yeah thank you Ashleigh. Come up and give us a hug when you're there at there.

[0:22:25.4] **MN:** Yeah, definitely.

[0:22:27.4] **AVH:** Definitely, all right see you soon.

[0:22:28.6] **KN:** All right.

[0:22:28.7] **MN:** Okay.

[END OF INTERVIEW]

[0:22:29.6] **AVH:** All right folks, I hope to see you all at Paleo f(x) this week and don't forget to follow us on Facebook and Instagram @PaleoMagazine and subscribe to the podcast on iTunes or Stitcher to get all the great interviews that will be coming out after the show.

Thanks for listening.

[END]