

107. Believing In Yourself with Bailey Spaulding – Episode Transcript

Leah Glover Hayes: Welcome to Her Story of Success, a podcast featuring stories of influential women trailblazers and business leaders who have defined and pursued their own versions of success and fulfillment. We hope these stories, lessons learned and celebrations inspire you to believe in yourself and your own journey a little bit more. I'm Leah Glover Hayes, CEO and podcast host of Her Story of Success women's business and media collective.

Today, I'm thrilled to be interviewing Bailey Spaulding, co-founder, Brewmaster and CEO of Jackalope Brewing Company. Bailey fell in love with home brewing while attending Vanderbilt Law School and decided to start Jackalope after graduating, instead of pursuing a career in law.

Bailey Spaulding: Neither of us was afraid of going for it. And I think that made the difference.

Leah Glover Hayes: Since then, she's grown Jackalope into a successful brand that's sold throughout Tennessee and New York.

Bailey Spaulding: Remembering that everything is done by human beings, and there's no reason why someone else can do something that you can't.

Leah Glover Hayes: I have been a huge Jackalope fan since they opened, because they have so many beers that I love and my husband. We actually served their Thunder Anne at my wedding, so I am super jazzed to have Bailey. She's been a mentor from afar for a while, so it's an honor to talk to her today and share her with you!

Welcome Bailey!

Bailey Spaulding: Awesome. Thank you so much for having me, Leah, I'm honored that you had Thunder Anne at your wedding.

Leah Glover Hayes: Yes. My husband is a super fan. I was telling you that, and he was so jazzed. He was like, can we have Thunder Anne at the wedding? And I'm like, absolutely. So that's what we did. So I love your story of going to law school and then kind of shifted saying, "You know what, I'm going to open a brewery." And so I'd really love to share for you to share why beer, like what got you into brewing beer and how did that kind of come about?

Bailey Spaulding: Yeah, well, I think my path leading up to here was never a super linear one. In college I studied biological anthropology, so human evolution and primate cognition, which was great. My interest in that was sustainability and conservation. And so when I was over that and being like, well, what else could I do? I was like, oh, I'll go to law school and was interested in studying environmental law and becoming an environmental lawyer. And then I like a more dynamic day to day. So it wasn't too long into law school that I was like, I think even environmental lawyers spend most of their day sitting at a desk.

Leah Glover Hayes: That doesn't sound like fun.

Bailey Spaulding: Yeah. And so I think having a bit of a science background, you know, brewing beer is really just a science experiment with a beer at the end of it, so, you know, better. So the first time I home brewed, it was like, oh, you know, this is, it's really, it's got everything to it. It's got science, it's got art. And I wanted to contribute, you know, that was my goal. I don't think I was ever like, I'm going to be a this, like I just knew I wanted to do something that contributed to the world. And so when I realized, I was like, well, I love brewing beer, and running your own business you can be a good influence in your community. You can really make a difference. And so that was where I realized. So it's like a little bit more tangible of a way to make a difference in your community in running your own business.

Leah Glover Hayes: I love that so much because one of the first times I went to Jackalope, you were actually hosting some nonprofit event at your place. It was like a little like concert thing. And I already liked Jackalope, because you're a woman. You and your co-founder, two women starting a brewery. I was like, heck yes. And then just to see how much you cared. To me, when you walk into a place, there's a feeling that you get. And I think when you walk into Jackalope, you just feel like they thought this through, they thought about what I was going to experience walking in this door.

And so I love that what you said, that “I want to contribute,” and you were able to turn your passion and something you just truly enjoyed and you didn't have to like compromise. Do you know what I mean? So I think that that's super fun. And then obviously I'm sure the law degree helped in actually starting a business, but I'm interested in the story of you meeting your business partner. Because I hear that it was when you were studying abroad.

Bailey Spaulding: Yeah. Yeah. I went to Harvard for my undergrad, but I did a semester at the university of St. Andrews in Scotland. And Robin, who is my co-founder she's from the states, but was doing all four years of college there. So we became friends when I was over there and kept in close touch. And throughout when I was in grad school and she was working, and I think there was a period of time where, you know, I'd be like, I'm going to start a brewery and people would be like, “Awesome. I'll do that with you,” but like, not really, you know? Yeah.

Leah Glover Hayes: I was going to say, how did that conversation happen? Where she was like, “Yeah!”

Bailey Spaulding: She was really interested in the idea of starting her own business as well and could see that I was super passionate about it. So she was up in Boston, but then moved down to Nashville and we wrote the business plan and did all the stuff.

Leah Glover Hayes: I love it. So how did you know she would be a good partner? Because one of the things in business, obviously you can't, you have to have different roles, you gotta be complement each other. My partner and I say that our superpowers complement one another. So what was it about you that made you say “Yes, we both have this interest. And we both want to start a business. You want to do it in beer.” How did that come together?

Bailey Spaulding: I think we are very different people, but I guess it's that neither of us were afraid. I think that was a really big piece is that neither of us was afraid of going for it. And I think that made the difference to really boil it down. And, you know, Robin hasn't been with the brewery since 2014, she's a teacher now. And my business partner, Steve, he's not a woman, but he's very supportive. I went to law school with his brother-in-law and I think one of the great things about Jackalope is we are a

very authentic company. And I think that's why we resonate with people, because like you were saying, it's like you walk in and everything's there for a reason. Like if you asked about like something hanging on the wall, you'd probably get like a overly long story about why that thing was hanging on the wall. And so I went to law school was Steve's brother-in-law, and he and his wife moved to Nashville when Robin and I were kind of in the process of writing the business plan. And he just got, again, super interested. You know, there's a line from the movie *High Fidelity* where he's like, "I paid them part-time and they just started showing up every day." Steve, we joke, you know, we'd tell him and he would just keep kind of showing up and helping and then became a full partner. And I think, again, for us, our relationship works well because again, we disagree on plenty of things, but we always know that the other person wants what's best for us and wants what's best for Jackalope. And so it never comes from a place of distrust. And I think that's the really important thing. It's not to always agree. Like that would be very boring and probably take you down some bad paths, but to be able to brainstorm together and not be offended, I think is super cool.

Leah Glover Hayes: Well, and do you find that a lot of times that when you disagree, they're actually challenging you on an idea or you're challenging them? And that's actually healthy. Like I'm those people that has like a bazillion ideas a day. And so when I go to my husband or my business partner and I'm like, "Hey, here's what I want to do," and they start pelting me with questions, immediately, of course I get defensive, then I'm like, "Oh yeah, you're trying to help me work through this because everyone has ideas, but being able to execute and put something into place and, and having a line from idea to execution is really important."

Bailey Spaulding: Exactly. And for us, you know, we've got so many different factors that will make something a success or not, you know, it's well, do we have time to produce this? Will it be successful in the taproom? Will our distributors get behind it? There's a lot of different things that will make an idea successful or not. Are you in a pandemic? I don't know.

Leah Glover Hayes: Let's talk about that for a second. How did the pandemic affect your business from the beginning stages. And then what were those pivots that you and Steve had to make?

Bailey Spaulding: Yeah, we did a lot. I'm really, really, really proud of our team for how everyone maneuvered the past year. In the beginning, I feel like we were like, what is this going to be like a month? You know? I think part of our success was that we went from that mindset to, "This is a long temporary," very quickly. And so we really pivoted quickly into being like, okay, pre-pandemic, we were 65% draft beer. So that's like, on-premise, whether it's our taproom or someone else's. So a lot of our business was for on-premise draft beer drinking, and that disappeared overnight. And so we were like, "Well, we have our own canning line. And that's a really lucky thing. You know, ourselves five years ago would have been in a much harder position."

Leah Glover Hayes: Cause you had all the canning in-house. Do a lot of craft breweries, I assume that that's something that they outsource is the canning of their beer?

Bailey Spaulding: Yeah.

Leah Glover Hayes: Okay. So how did that help? What was it that made it, that you were able to immediately do more? Or why did that help?

Bailey Spaulding: People clearly started buying in grocery stores. People weren't drinking less, they were just drinking at home. Potentially more, so...

Leah Glover Hayes: I can tell you how much Jackalope was in my refrigerator at all times.

Bailey Spaulding: We're here for you. So being able to get supply the grocery stores and all the off-premise packaged stores was important. And then we just started being able to brew. Doing these like small batch canning runs that prior to COVID, we always wanted to do, but never had time to cause we were just going, going, going, going, and we had the beers we needed to make and we just didn't have time to take a beat and figure out how to get these small batch beers into our rhythm. And so suddenly we had plenty of time. And so we started doing these, these small batch releases that between March and December, I think we did 27 different beers that we'd never made before.

Leah Glover Hayes: Wow. Let me ask you on that. When you look at the small batch, cause I want to talk about like profitability, and as a business owner, you're going to see some things are like, oh wow, that's way more successful than I thought. Or another thing is like, oh my gosh, that totally tanked. So explain to me a little bit. Yeah. When you say you, you had 27 small batches that you couldn't do before. Like how much does that cost versus the profit? Because a lot of times, most business owners, when you start something new, there's an actual investment. So if you try to do too many things at once, it can, cashflow is a real thing. So kind of walk me through a little bit on the, what does that look like to start those small batches? Like how much investment does it take versus profit?

Bailey Spaulding: Well, I think the important part for us with those last year is they were all just sold through our taproom and they would have been too expensive for us to make and sell into the market through our distributor. You know, your taproom is like the high margin part of your business. And then the wholesale is the volume part. So they help in different ways. And so Nashville on-site places, you know, we were closed for onsite from March till mid-August. And so we lost the high margin part of our business for several months. So selling, so, you know, four packs or six packs, whatever to go through our taproom is a higher revenue for us than if we are selling it through our distributor, but clearly smaller volume. And again, it's not as great as selling a pint in our taproom, but it's kind of a middle margin for us. And I think the thing with cans with this pandemic, you know, it was kind of like whack-a-mole last year, every time you thought you had something figured out, something else would come up. So we were like, all right, we've got this can thing going. This is awesome. Then there was an aluminum shortage, a global aluminum shortage because everybody in the world from Coca-Cola and Budweiser to Jackalope was switching to cans because draft was gone. And so the little, little guys like us had to really struggle. And so that is on the cashflow side of things. You do have to invest in getting the cans ahead of time, getting your case, trays, all the labels and everything. And so there is kind of a need for cash up front to be able to operate in that way. But because of that shortage, we used to be able to order our cans a month before we needed them, and now we have to order them six months before we need them. So we carry a lot more inventory than we used to have empty cans and we've had to rent space to store them as well. And so that cuts into the

cashflow. So that's part of doing business in a pandemic, but we've made it work. And you know, again, with those little projects last year, we were like, going into this year, we're like, okay. What are the ones that were the most successful and how can we grow them? So like, we've got a beer coming out in two weeks, it's called Sultry Seagull. And it comes out in the beginning of may. And it's our love bird, which is our most popular seasonal beer, which is a wheat beer with strawberries and raspberries. And Sultry Seagull we actually add lemon to it as well. So it's just delicious. It's kind of Shandy-like, but it's better than the Shandy. Last year, when we, we made 60 cases of it and we sold out in three hours. So we were like, okay. That was a success were successful. Yeah. Basically with that one. And then our, basically our six most popular ones last year, we're actually putting into distribution this year. So it's a way of taking that little idea and being able to grow it and actually make our business stronger coming out of this pandemic than when it started. So again, I feel really proud of our team and how everyone went with it, you know, a very different direction from our normal direction, but kept it interesting for sure.

Ad: This podcast is sponsored in part by Piccolo Marketing, providing outsourced marketing professionals for business owners. Piccolo Marketing was started by fellow woman entrepreneur, Anna-Vija McClain, and they have become our go-to resource when it comes to comprehensive marketing strategies and execution. So Anna-Vija created Piccolo Marketing Mentor for people like me, as the outsourced VP of marketing to chief marketing officer, depending on the size and needs of your company. How we use them is more like a VP of marketing, and the thing I struggled with is the processes and checklists, the project management of marketing. I felt like I was wearing a lot of hats and juggling a lot of things, so she helps us with the both long and short term marketing strategies, and then providing my team a roadmap and insights that we can go and execute on. Piccolo Marketing Mentor has helped thousands of business owners just like you and me develop our strategies to improve our marketing machine, which is how we get qualified leads and make sales. So to learn more about Piccolo Marketing Mentor, you can visit them online at piccolomarketing.com

Leah Glover Hayes: There's a couple of themes I think that doing all of these interviews, I mean, honestly, over the last year, Bailey, like there were the times of like,

when it happened, people freaking out, how are we handling this? How are we pivoting? But what you said about, you know, we wanted to do these, but we didn't have enough time, and so now we did, I think that's one of the main themes that I heard throughout the pandemic is, oh, we had this in our three to five-year plan, but it just, we had to do it sooner or whatever that transition looked like. But in those times, this story sounds incredible now, but did you experience any really scary or I am truly concerned times in the pandemic? Or was there something that happened previously that you had to deal with that maybe gave you the confidence to know that you could get through this, because this is not your first year in business. Like you've been doing this for a minute.

Bailey Spaulding: I think for us, something we've always been very skilled at is adapting. And I think that's really important for anyone who's starting a business is, I think it's incredibly important to write a business plan and to think about what your values are, what your vision is and hammer that out and have it to look at. But I also think adapting is incredibly important, and being able to throw the specifics of that plan out the window you need to. And in the very, very beginning, when we were opening, our build-out was done, our licensing was done, but our initial brewing equipment was about seven months late getting here. And so we were like ready, ready to rock and paying rent. And we needed a way to get some money in. And so we got this little one-keg, basically glorified home brew system and Steve and I would brew every day. And this was the first eight months that we were open, we had enough beer for our taproom to be open on Fridays from 4-8 PM. And that was it.

Leah Glover Hayes: Oh, my gracious. So you had full rent brewing out of a one kegger.

Bailey Spaulding: And people thought like, "Are you trying to be hip like, Ooh, we're only open four hours a week." It's like, "no, man, like, this is what we can make. This is not the plan." And Steve and I calculated, I think we brewed 160 times on that over the course of seven months, just to, while we were waiting for the bigger equipment that brewed 30 kegs at a time. It was a major character building phase. It was not what we wanted to do. But we learned a ton, and you were brewing the beer. You were serving the beer, you were involved in literally every aspect of it. And I wouldn't trade that. I value that quite a bit. And so having gone through that, where you're like, oh

my God, are we even going to make it to brew a beer here, going through the pandemic, I felt like we were really prepared for, you know, I think it was harder when you've got a staff of 30 people and I'd never had to lay anyone off before and I did. And that was the worst part of my pandemic by far, because we really value everybody who works here.

Leah Glover Hayes: You guys seem like a family.

Bailey Spaulding: Yeah. We're very much a family. And so when I first talked to the staff in March when we were shutting down, I did not think that that was what was going to happen. And our revenue last year was down about 35% and it was tough. But again, I'm really proud of all of our folks, the ones that are still with us and the ones that still support us. So I'm proud of the way everyone came through it.

Leah Glover Hayes: That's awesome. And so as a business owner, so you have the staff, you're like rocking and rolling. You're in Tennessee. You're in New York. You've got wholesale going, you're running your business.

Bailey Spaulding: Oh yeah, we did, we launched Arkansas this week. I can't remember anything anymore, but yeah, you can now get Jackalope Beer in Little Rock, too.

Leah Glover Hayes: Oh, how fun. I'm going to tell my friends in Little Rock, and if you're in Little Rock share this message with your friends. Jackalope is so good. And what I love about it is it's for everyone, like, male, female nonbinary. Everyone feels so comfortable. I think that's something that is probably my favorite thing. And I may have already said this, but I'm so passionate about it because my husband loves to go into craft breweries. Like he loves craft beer, it's totally his thing. And it's so hard for me because I want to be a supportive wife, but I don't love a lot of beers. And thank God you have Love Bird and Sex Eagle. And what was the new one again? With the birds on it?

Bailey Spaulding: Blissful Bluebird. We've got a whole bunch of bird ones somehow.

Leah Glover Hayes: I was like, what happened with all the birds? I mean, I like birds and I'm like, I'm seeing a theme here. No, but it's so great. Cause like, it doesn't matter if you have different tastes or like, Jackalope has something for everyone. I do want

to ask though, as a business owner, your life is always full, but what did it look like when you and your husband wanted to start a family? Was that like a conversation that you had? Was it an accident? Like what, and then how did that look when you had your baby? Did you know, like, did you take time off? I'm always curious for this piece of it.

Bailey Spaulding: We definitely were ready to have a kid. At Jackalope we outgrew our original facility and built our second facility that opened in the fall of 2018. And it was kind of like, okay, this feels like a good time now, once that was open to have a baby. And the first hard thing for me was that I was really sick when I was pregnant. And specifically, if I saw someone pour a beer, I threw up,

Leah Glover Hayes: Oh my God. And you own a brewery.

Bailey Spaulding: Yeah, I couldn't, if I walked into the production and they were brewing, I would throw up. It was really hard to take when your life passion suddenly makes you ill.

Leah Glover Hayes: Oh, that must've been so hard. Emotionally, too.

Bailey Spaulding: Yeah, it was very hard because I didn't want people to think I didn't care. We had a lot of new staff because we had just opened this new, bigger facility. And so, you know, it wasn't people who really knew me that well. And especially, you know, when I was in the first trimester and you're not telling people and they'd always be like, "Bailey, do you want to come try this?" And I'd be like, oh, I gotta go do this. And they're all, you know, like, not knowing what's going on. None of it, none of them know what's going on. So, you know, most of your production staff is like 20-something dudes. They're like, oh, I just thought you weren't really drinking or something.

Leah Glover Hayes: Oh yeah. Why would they have any idea?

Bailey Spaulding: I was like, they've all figured this out. And none of them had figured it out. So that part, I think was really difficult for me in probably a unique occupational hazard way. And again, it was one of the things where I was very unprepared probably, just having a baby emotionally, you know, and mentally and physically what it does. It puts you through it or put me through it anyway. I think some women

are maybe a little bit more Earth goddess-y about it. I don't know. It put me through it. So, you know, I definitely thought I was like, "Oh, you know, I'll be out, but I'll be like, I'll have time and I'll be back in a couple of weeks." And that was not the way it went. And again, the staff really, I think protected me and did a great job during that time, but it's very hard and I think important for women to carve that out for them and to not try, you know, you can't be everything to everybody all the time. And I think I definitely dealt with that guilt, still deal with that guilt, probably for the rest of my life will deal with that guilt of going from being able to be 100% for this business to feeling like you're not giving enough time to anybody. You know, I'm not giving enough time to my kid. I'm not giving enough time to my business. And I think if you can just acknowledge it, that makes it okay. You can't do it all. Like you can have it all, but like, you can't.

Leah Glover Hayes: Not all at the same time and at a hundred percent. You can't have a hundred percent of everything at the same time. And to your point though, it's, it's a choice that you have to continually make, to choose to not feel guilty. How do you do that? Do you have a process or like what happens when you're in that moment of like, I am like that you're feeling ashamed or guilty?

Bailey Spaulding: Honestly, my husband helps me a lot with that because I'll get really overwhelmed and just be like, ah, you know, I needed to get this and this and this done and it didn't happen.

And then I had all these plans and especially with the pandemic, my mom was helping with childcare, but also the baby was home a lot. And so it was like, she didn't nap this afternoon and now I'm screwed because I was supposed to do all these things when she was napping and you know, all this stuff. And he really helps me kind of calm down and realize that what you're going through is hard. And the world right now is a very hard thing to exist in. And we joke, we had one day of nanny share with friends last March who live in East Nashville. So we had one day of nanny share and then the next day their house got hit by a tornado and not super, super bad, but we were like, you know, they had some chimney damage and they, they lost power and we're like, you know what, let's regroup next week. And then they never saw each other again, the pandemic hit. So we joked about our one day of nanny share, but so it's just, you know, the world is a very hard place. And you've got to give yourself some

kindness. And it's okay to have a support person to talk to somebody, whether it's a partner or a friend or therapist or whatever, to help you navigate that and give yourself a little bit of grace and kindness, because it doesn't help you to not. And I think that's what my husband helps me see a lot too, is, you know, being mean to yourself in a way that you wouldn't be mean to other people is not helpful.

Leah Glover Hayes: A hundred percent and it doesn't have to be like, if you're single, like having a friend that you can uplift each other and surrounding yourself with a tribe or mentors. And I know I was going to ask, like, it sounds like your husband also kind of your, like a mentor, like peer mentor. That's what I call my husband. People are like, "Do you have a mentor?" I'm like, yeah. One of them is my husband. He's awesome, and we'd love to talk about business, but for you who has been that mentor or impactful or someone that's really kind of helped you along your journey? Or have there been multiple in different seasons?

Bailey Spaulding: Sure. Yeah, I think it's my friends and the people I surround myself with and my parents, my family were very supportive. I didn't have people being like, "You're graduating law school and what the hell are you going to do?" Like even if, you know, maybe my mom felt like that quietly, she didn't say that to me. Yeah. And I don't think I had one particular mentor or someone who I was like, I'm going to do what they did, but I think I've never been a particularly linear person. And my parents encouraged that in me or supported that in me at any rate. And most of my close friends supported the idea of the brewery. And I mean, they got like free beer and parties out of it.

Leah Glover Hayes: I was gonna say, I bet you had a lot of people being willing to be like test customers in the beginning. Yeah. I mean, sure. You want to brew this. I will help you.

Bailey Spaulding: But yeah, I think I felt like it was possible and the people around me made me feel like it was possible. And that I think is what made the difference.

Leah Glover Hayes: I love that. I talk about mentorship a lot, and I really focus on passive and peer mentorship, because if you have good peer mentorship, it can get you through a lot of things, right? Like maybe they've never exactly done what you have done, but at the end of the day, it's belief in yourself. Every person I've ever

talked to all of these podcasts, everyone has to believe in themselves. Because everyone doubts themselves. There's not a person I've met that hasn't doubted themselves, but it's usually someone around them that they trust that says, "You can do this," or "You've got this," or, "Hey, all of these other things you've ever done have kind of actually set you up for this. So you might not know what you're doing, but you've proven to yourself that you can figure it out."

Bailey Spaulding: Right. And I think, you know, remembering like anything that's ever been done by the human race, it's just been done by people. Like they're all just people too. Like they don't have all the answers, like everybody's got their own shit, you know? And so you remembering everything is just done by human beings and there's no reason why someone else can do something that you can't. And I think that's really important.

Leah Glover Hayes: I love that. What's kind of kept you going? Cause I know that you're obviously passionate about beer, but a lot of times when you start doing something and, I love that you have a partner, so you guys have separate roles, but like, what is it that keeps you fired up and keeps you excited day in and day out?

Bailey Spaulding: Yeah. I mean, it's definitely still the beer and it's one aspect of it, for sure. I think the beer was all of it to start with, but I still get really excited about the beer that we're brewing, especially, you know, now that we're keeping going, brewing a lot of new beers, we're keeping that in our kind of repertoire. So that's really exciting. The staff, I really enjoy being an employer because we are very familial. I like trying to create a place where people want to be, and you can be a positive influence or whatever, having a positive effect on your staff's life. And then also just, again, the community aspect of it, just wanting to keep growing with how we engage with our customers. And, you know, I think myself and definitely at least our taproom staff, and I think really all of us here, like part of you is an entertainer, you know, it's like, you want to bring joy to people's lives. You want to bring that connection and, and bring a piece of happiness to people. And so getting to do that, and that was, again, another big part of these beers that we did last year. It was like, everyone was in a really tough place. And we wanted to do something that felt good for people, it made something that, you know, every week or so people could be excited about

something new coming out of Jackalope. And maybe you couldn't drink it here, but you could pick it up and drink at home and it would be new and something fun.

Leah Glover Hayes: Well, I got Jackalope delivered to my home because when the pandemic hit and they opened up the delivery, we're like, Oop order, I'm like, do we need more? And Josh was like, I mean, they have new flavors and I'm like, well, you are correct. That was definitely fun, being able to be like, Ooh. And it's so funny, I love that because Josh is one of those that like, if we go to a store, he likes to do the pick six, you know? So when you guys doing a whole bunch of different beers was so exciting. And it may sound silly, but there is something about in hard times in when we're all feeling this, this pressure and especially, gosh, us in Nashville, like I live in East Nashville. And so the tornado was like one block from our house. Gosh, we dealt with survivor guilt. We didn't even lose electricity, when literally our neighbors homes were demolished. And so it was just finding the joy in the little things is really important, and I love that that's really what you get to focus on every day. So I do have some rapid fire questions. What is your guilty pleasure?

Bailey Spaulding: Ooh. My guilty pleasure is Bravo TV.

Leah Glover Hayes: What's your favorite?

Bailey Spaulding: Well, I grew up riding horses with Teddy Jo Mellencamp. So that was how I got into it. I think she's not Teddy Jo anymore. You know, I haven't talked to her in 20 years, but I heard that she was going to be on the *Real Housewives of Beverly Hills*, I was like, oh man, I got to watch.

Leah Glover Hayes: I love it. I love it. Awesome. What books or audio books have you read that have had an impact on you?

Bailey Spaulding: Well, I think the biggest for my life is a book called *Through a Window* by Jane Goodall. And it's about her experience in Tanzania with chimpanzees, that really changed my life in high school when I read it, that is what got me interested in conservation and sustainability to start with. And I'm going to also give a shout out, my best friend's name is Maggie Shipstedm she's a novelist. And she has a book coming out in may called *The Great Circle*. And she also does, you know, we have poems on our cans. She writes all of our beer poetry. So she, you know, a bestselling author, but also writes beer poetry. I've been lucky enough to

already read the book, and it's really, really, really amazing. And I'm very excited for the world to read it.

Leah Glover Hayes: That's awesome. If you were sitting down with a mentee, what is the number one lesson that you would want to share with her, him, or them.

Bailey Spaulding: Yeah, whoever you are. I would say stay true to yourself. You know, if you're looking at starting a business, I would say don't compromise on the things that matter to you, even if they're hard, even if people say, you know, "Oh, but you could just do it this way. And that would be easier." You'll find a way to, you know, it's your life, it's your baby, but also adapt. And I'll say what you're saying, believe in yourself. That's like, like the mantra at Jackalope, our kind of unofficial motto is "Believe in yourself." That's actually how Jackalope got its name. I believed in Jackalopes growing up. And so it kind of became a joke amongst my friends and a friend gave me a T-shirt that's hanging on my wall in my office, actually that doesn't fit me anymore. It has a Jackalope on it and it says, believe in yourself. So when I was graduating law school and doing something that people thought was a little odd it was like, believe in yourself, you can do it. So that's really how the brewery got its name.

Leah Glover Hayes: I love that. And then where can our listeners find you?

Bailey Spaulding: Jackalopebrew.com is our website. And then our Instagram and Twitter are both @jackalopebrew. I don't have Twitter, but my Instagram is just @baileyspaulding. So we're out there.

Leah Glover Hayes: And then the last question I always ask is how do you define success for yourself today?

Bailey Spaulding: I guess it would just be almost like an inner peace, really, for me. How, like, how do I feel internally? Do I feel, I don't know if calm is the word. But do I just feel balanced and fulfilled? When you're starting a business or really anything, you're like, there's always the temptation to be like, oh, well, when I get to here, then I'll know, you know, that'll be, it we'll have made it. And we've grown bigger than our business plan ever really thought. So I realized that those don't matter. And it's more of kind of an inner fulfillment than like a milestone.

Leah Glover Hayes: That's beautiful. I mean, every milestone you reach just shows you how far you have to go. So if you're measuring it by that, you're only setting yourself up for failure. And I will say, I love that about you. And I can feel that I can feel that you do have an inner peace and it's beautiful. And it always inspires me when I asked that question and women speak as it is. It's really sad when I hear people describe success as something that they're reaching for, because there's going to always be an emptiness. If you can't see that where you are and what you have is successful. Like I've not ever talked to anyone that wasn't still pushing forward, right? Like you just opened up Arkansas, you're doing it. I'm sure that you have a lot of new business plans and things, but I love that as you explained it, you were explaining how you felt now. I think that's inspiring and incredible to me.

Bailey Spaulding: Yeah, exactly. Keep going for it. But don't let the external things to be what matters.

Leah Glover Hayes: Be grateful for where you are.

Thanks for tuning in! At Her Story of Success, we are on a mission to help women-business owners, leaders and professionals build your tribe and reach your next level of success by connecting you to one another, equipping you with resources and empowering you along your journey. We would love for you to be a part of our tribe and further this mission by sharing this podcast with a friend or co-worker you want to help succeed.. And you can stay up to date with all of our episodes, blogs and events by signing up for our newsletter at Herstoryofsuccess.com.

The Her Story of Success podcast is produced by women and for women. Our Executive Producer is Claire Bidigare-Curtis, and our Production Coordinator is Bronte Lebo. And I'm your host, Leah Glover Hayes. Talk to you soon!