

# Building Community: A Digital Girl Squad to Empower Women

## With Cassidy Wendell from #GirlGetAfterIt

**Emily Merrell** 00:04

Welcome to the Sixth Degree podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrell. Hello, and welcome back to the sixth degree with Emily Merrell, the podcast where we grow our guests about the things that make them tick, and find out how human connection plays a role in their life. I'm your host, Emily. And today I am so excited to have my friend cast window of girl get after it. Joining us Cass, welcome to the show.

**Cassidy Wendell** 00:37

Hi. Oh, my gosh, I'm so excited to be here. Thank you so much for having me.

**Emily Merrell** 00:41

This is twice in one week.

**Cassidy Wendell** 00:42

Yeah, one day after another. We have to schedule something for tomorrow, maybe tomorrow or sometime? Let's do it.

**Emily Merrell** 00:50

Keep it going. Cas. Have you done many podcasts before?

**Cassidy Wendell** 00:53

I have actually, I think this is my seventh or eighth podcasts that I've done. Okay. Okay.

**Emily Merrell** 00:59

It's funny, because there's some people that we meet who are like, I've never been on a podcast before. And they don't even they feel like they can't be themselves and very much be a place where you can be yourself and like, you and I are hanging out with one another. It's funny, I want to tell a little story about how we met. And we were connected through a friend, Diana Davis back in 2018. CASS I heard so many things about you. And I remember vividly where I took the conversation because I was, I was visiting New York, it was also the weekend I got engaged. So that adds to the story of the complexity of knowing exactly where I was, but I remember hearing about girl get after it. But it felt so improbable. This idea of joining forces, because you're based in Montana, and I was living in San Francisco and it never would work. And now here we are digitally in our worlds are combining so you know, backing up like as the founder of go get after us. Can you tell us what it is? And what the words girl get after it mean to you?

**Cassidy Wendell** 02:00

Yeah, totally. So in a nutshell, girl get after it is an online and in real life wellness community that brings women together through sweat working events and gear that gets back. And I started that officially

unofficially about four years ago. And it was shortly after I lost my dad at the age of 22. And I went through this really extreme period of disconnect. I felt isolated, I started to get depressed, I started to lose sight of my own health and wellness. And I didn't really know where to turn. So I always say, you know, instead of searching for a squad, I created one. And I started hosting these in person events that I called sweat working events, so a healthier form of networking. And at our first event, I put it out on Facebook and my hometown of Bozeman, Montana. And I was like, well, like maybe I'll get five of my friends to show up. And we can do yoga and hang out. We ended up selling at the event at 50 spots. And we did an hour yoga class. And then we migrated into a small group discussion on work life balance. And then we had some snacks, some drinks, and everybody went home with some fun stickers that said, girl get after it. That moment, right there was the official start of what girl good after is today. But in that moment, I had no idea that it was going to become a thing. All I wanted to do was find a group of like minded women that were interested in the same things as myself. Things that didn't involve going to the bar or going out to eat or doing the same thing over and over and over. What I was really interested in was health and wellness and the holistic mindset of it all. So since then, we have grown to five cities across Montana doing in person working groups, we've hosted events in Toronto, Canada, in New York City. And then obviously in the last year, the in person spotlight dimmed. And we migrated everything online. And we recently just launched our online community platform called the digital squad, which brings women together through movement, community and impact. So girl good after it started as sort of like a need in my own life and a need for community and feeling supported and empowered. And then I soon realized that other women and other people were searching for that too. So to answer your question the words girl get after what they mean, to me, I probably have to say that it means feeling like you can do anything that you want. As long as you have a support system behind you.

**Emily Merrell 04:34**

I love that you took the need for this kind of community. And rather than seeking it out, you were able to create exactly what you were looking for. I'd be curious how many of the people that you brought together went through such a big life shift like you did with losing your dad or is that something that's even been brought up in your community? Um, you know, at the time that I hosted that event, it wasn't brought up, but you know, four or five years Later, knowing those people who attended that first event, and a lot of them becoming some of my closest friends now, and knowing their backstory, I would say, probably a quarter to almost half of the group that attended had something going on in their life that they needed an outlet or release or somebody to relate to about, and the fact that you also started this in Bozeman, Montana. And like I mentioned at the beginning, like you had had this event in New York City. So this is how I'd heard about you. But it was very sporadically that you were kind of popping up and it seemed at that time, like sporadically popping up in New York popping up in Toronto, how has it felt shifting your platform from these in real life experiences to digital

**Cassidy Wendell 05:44**

scary, but also very, right. I think when we were doing all of these in person meetups, and even the events in New York City in Toronto, we would get so many inquiries and requests on, you know, from people all over the world being like, how can I bring this to life in my own community? How can I get involved with Grogan after it? How can I attend these events, and I started to become a little overwhelmed. Because the idea of expanding those in persons working groups to you know, Australia,

or to Dallas, Texas, or to wherever, became a little daunting to me, and you questions pop up, like, you know, do I seek ambassadors out to run these events? How do I make sure that they're on brand and true to how we run them here? Do I pay these people like all these questions that made me just feel paralyzed. And so my response to all those inquiries would always be, you know, we're working on expanding hop on our list to be the first to know when opportunities arise. And then I never did anything with it. So there was always this back of my brain thought of transferring things to the online space. But you know, a couple years ago, being a part of an online community may not have been as valuable then as it is now. And then obviously, this last year with a pandemic happening, and everyone feeling much more isolated, not feeling like they're a part of anything. And then also being online so much more and being much more comfortable. It was sort of, quote, unquote, no brainer to go this route, because then we could bring our brand to life in a really curated intentional way. But also make it more accessible to people all over the world. Isn't it

**Emily Merrell** 07:25

funny how something like a pandemic is, can get you in motion to the thing that you knew you should be doing or really wanted to be doing, but didn't know how to do because you felt like, I put it out there, there could be like a rejection, there could be rejection to it, or people wouldn't show up. And now the timing was so perfect for the pandemic to coincide with, like the launch of the digital squad. So

**Cassidy Wendell** 07:46

yeah, I am really happy that, you know, we did Wait, I guess that would have been nine months to launch in the online space, instead of just, you know, doing it right away. Because I feel like I had time to put some really intentional thought behind it. What I want it to look like I had time to hire you as my business coach to help me through that process. So yeah, that the last year, there has been a lot of positive growth for us from it. And you know, that push that we may have needed. And another positive growth opportunity that you all had was a partnership with Lulu lemon, or a bigger partnership in collaboration with blue lemon.

**Emily Merrell** 08:23

Can you tell us more about that and more about your gear

**Cassidy Wendell** 08:27

that gives back? Yes, of course. So we're working community driven brand. But I have always realized that we do have a really catchy name, that people want to wrap on a hoodie or a T shirt or whatnot. So when I first started growing it after it and started making it a thing, I thought about turning it into a nonprofit, actually, and the more research that I did, the more work I thought it was going to be. But also the more I realized that there was already so many incredible organizations out there already doing the work for similar if not the same as like a mission statement that I wanted to bring to life. So I saw that as an opportunity. Okay, like, we have this brand, why not help those organizations instead. So our gear that gives back were a percentage of sales from our merchant go to a different featured organization, every quarter. And so that's kind of a way to, you know, do more with your purchase and make an impact and also rep some pretty catchy fun, cool gear. So the gear that gives back started about three years ago and never in my life did I ever think I'd be in e commerce, but I am and I'm learning a lot. But what was really exciting is about a year and a half ago, I became a local ambassador

for Lululemon for the Bozeman community, and that opened up some opportunities to start dreaming bigger and having, you know, really important conversations with some of the key leaders from Lululemon Corporate. So I got connected to a gal. And we had our first conversation over the phone in October of 2019. And it was a really great conversation. I shared everything about Grogan after it, you know, where we're headed, and the next year, some goals that we had, and also opened up the door about potentially becoming a co brand partner with Lululemon. And at the time, so this is a little over a year ago, at the time, Lululemon didn't partner with a lot of Seoul, e commerce brands, where they would go to would be with people who had brick and mortar locations, because the online space rightfully so is, you know, an area that they wanted to occupy. So our situation was really interesting, because we are, we're a sole e commerce brand. And also, we wanted to brand their gear. Because there's just something extra special, say, if you had a pair of Lululemon leggings that say girl get after it on it, versus just having a pair of leggings. So that was my goal with it. And we've had several follow up email conversations, we had a bunch of phone calls that happened. And then the pandemic hit, and obviously 2020, the rest of the shit show that came with it hit. And things just getting pushed back and push back and push back. But there was always something in the back of my brain that told me that this was going to happen, because they could have told me no, a long time ago. So I always say that I'm the queen of follow up. So that's what I did, I just kept following up, I kept checking in seeing if they needed anything seeing if they wanted to hop on another phone call. And then finally, in September of 2020, I got the call that said that we were approved as a lemon online co brand partner. And I still remember how I felt when I got that call, it was one of the most surreal feelings of my life, I cried, call my best friend, call my family, cut it on video. It was it was awesome. And then we finally launched our first little Lemon Drop in October of last year. And that was a really big deal for us. And it still is a big deal for us. And it kind of took our brand to the next level of just having that type of prestige and notoriety attached to it. So that's been a huge blessing in our life

**Emily Merrell** 12:28

in the last year. And I'm cannot wait to see where it goes. It's huge. It's been so extraordinary to know you through part of this process, too. And know that you were waiting for this call to happen and then see how quickly you can put into motion and see how quickly everyone responded to it. And I think Didn't you sell through most of the skews that you had?

**Cassidy Wendell** 12:47

Oh my gosh, yeah, that first weekend was insane. We had like, I don't know, like 200 inventory items, which is big for us. We're small. I run things out of my house. And we sold out in the weekend. And it's I was Mind blown.

**Emily Merrell** 13:03

And I'm sure Lou lemon was like, wow, we bet on the right horse here.

13:06

This is this is Yeah.

**Cassidy Wendell** 13:08

for them. Yeah, totally. I had a great follow up conversation to that launch weekend with my account executive. And she was just stoked

**Emily Merrell 13:18**

as I was. Oh, I love that. And part of your story. That's also so unique is that girl get after it wasn't your full time thing. Like you were doing so many different things. You had your own marketing agency. This is the first year 2020 was like the first year that you put all of your eggs in one basket. I know you have some eggs hidden around. But you put all of your eggs into crawl get after it. So can you tell us who you were before girl got after it? And kind of what helped prepare and shape you for this incredible year? That was 2020

**Cassidy Wendell 13:49**

Yeah, totally. So I guess I'll just back up a little bit. I went to college at Washington State University, Go Cougs. And I studied advertising and sports marketing. And then when I graduated, I got a job offer back home actually, in Bozeman, Montana, working for the MSU bobcats. And I, you know, was an intern and then I transferred into like a marketing coordinator. And then the next step for me would have been sales. But you know, I was in college athletics, I was in the marketing realm. I basically had my dream career right in front of me. And then when my dad died, that put a riff in everything and all my plans that I had set for myself in what I thought I wanted to do. So I actually ended up leaving my position for the Bobcats and then started to be become a health coach and a personal trainer. And then during that period, this was in like 2013. Blogging was really trending and really big at the moment. And so I started a blog It was called Hello cast at the time, which has since migrated into the wellness jerky and that blog was My way of getting all of my emotions and my thoughts and my stresses out from inside of me and onto paper, because traditionally, I've always been a really closed off human being. I'm a Capricorn, like all of the above. So it was really hard for me to express myself. And blogging was that thing for me to release. During that time, I enrolled in so many courses, so many webinars, I downloaded so many PDFs off of Pinterest on how to start a blog, how to make a website, how, you know, what is SEO, all of that. So I learned a lot in that period with sort of this emerging online space for marketing in particular. And then from there, I really just dove into a lot of continuing education that I could find online. Um, and then, a couple years later, after having some more work experience in the marketing field, at a nine to five, I decided to make the leap into client work on my own with my own digital marketing business. And I did that full time for the last three years or so I would say. And I did everything from email marketing, to website design, you know, social media strategy, consulting, copywriting, the whole nine. And I loved it, yes. But I wasn't passionate about it. And it was interesting those last, I guess, three years of my life, I had this full time business that was truly my own business. But then I had a girl get after it that always felt like this side hustle to the hustle, which is interesting, because they were both my own things. And then this last year happened, the pandemic happened. And I think a couple like really pivotal things came about to where I could make the leap full time into girl get after it, I think the first thing was everybody was online, everybody was searching for something. So that obviously increased a lot for us, such as engagement, followers, email, signups sales, you name it, and that kind of like opened up my eyes to what this could be. And then the other thing was, I had a little bit of capital to work with, because of the loan programs and the PPP plan and grant opportunities that the Montana legislature released for small business owners to thrive and create opportunities for themselves. So I had a little bit of capital to work with to actually invest in my business

and invest in people to help me elevate my business. So in the last year, we brought on to contact employers, you know, I hired a business coach Emily, started working with an intern started to be able to put more ad spend in social media marketing. So a lot of things lined up for us in the last year that I don't think, you know, maybe they would have happened without the pandemic, but it would have taken a little bit longer for me to die full time and to grow good

**Emily Merrell 17:55**

after it. I love that you were working for so many other people and you weren't, you did have kind of a taste of entrepreneurship before you started, grow, get after it. But it feels so different. Like it sounds more freelancing in a way in the way that you worked with your clients. And you were working on building their brands and versus like working on building your brand. And you're setting your special sauce of something that you're creating that's completely and uniquely your own offering. So you brought up a really good point about PPP, and like small business loans. And it's actually that time of year, again, where people can apply for PPP or small business loans again, and I met so many people that were terrified to apply for a loan, because they're scared to take on the debt of a loan or, you know, PPP. Maybe they haven't been payrolling themselves, and so they can't actually get money. Do you have any thoughts or advice on, you know, taking that loan? And like pros and cons of it?

**Cassidy Wendell 18:50**

Yeah, totally. I mean, I think I was in the same boat when it first came out. And I had never, ever taken a loan or a grant in my life that wasn't college related. But I am fortunate to have a great accountant and a great bookkeeper that I've used for the last couple of years. And so I consulted with them. So I encourage anybody, if they're interested in the loan opportunities or the grant opportunities, is chat with, you know, some experts in the finance area that can really help you navigate what it could look like to apply for this. And then the other sort of tip or just know on this, after tons of research and listening to a bunch of experts on these programs, I sort of realized that, you know, the government is offering these things for you to thrive and to allow your small business to survive this time. Yes, it might not be much to some people, but at least it's something and so I would you know suggest anybody to look into it a little bit deeper because view as an opportunity Rather as you know, a ding on your credit score or whatnot, because to be honest, this is not professional advice, but getting them forgiven and you know, approved. In the end, once you've allocated all of those funds, it's fairly simple. And also one note here for my PPP loan, I went through stripe, because I'm a merchant with them. And it was so seamless, so awesome. I have nothing but great things to say about them as a company and kind of offering the service to businesses.

**Emily Merrell 20:34**

Oh, that's good to know. Yeah. So there's various lenders that you can get the PPP loan, what I found, and I had this come up with me, I ended up getting an SBA loan, because my accountant applied for it for me, he's like, I'm doing this for you. And then on my birthday, I got approved for the loan and had, you know, a good amount of money wired into my bank account and has seen that money in my bank account. I swear, I made back more of that money the month that I got that money. So I think just even seeing that exact number like it gives you permission to do like what you said, CAS do so much with your business, you're able to invest in yourself, you're in, you're able to invest in people, you're able to scale so but there is that fear factor of like what you said like a ding on your credit or taking out a loan,



it feels like a failure. And I think there's so much pride in being an entrepreneur as well, unless you're raising capital, where you're going to a VC or you're going to like an angel investor that I could take in a loan feels like you've failed. So I think this is a really important question and a reframe, just to remind yourself that take advantage of this opportunity to get a loan, or to get a PPP. And even if you feel like you're thriving this year, and you're like I don't even need it. It's great to have that protection and that like extra cushion, just in case.

**Cassidy Wendell** 21:49

Yeah, totally. And also, I had to back up on what I said it wasn't stripe, it was square, oh, square capital.

**Emily Merrell** 21:55

Oh, good to know. And if you go like if you use gussto as a payroll, or if you mean if you Google, like different lenders, like they'll match you with a lender, depending on your income and everything. So it's definitely worth doing. And I know it's changed the lives and businesses of so many of my clients and people that I know.

22:13

So

**Emily Merrell** 22:15

fast forwarding, now you've launched the digital squad, congratulations. It officially went live December, I

22:20

believe. January one,

**Emily Merrell** 22:22

yeah. Okay, it felt like December, all the all the days are blending together. And you've opened it up for founding members. So tell us a little bit about, like, where the events are hosted? What kind of events are anticipated to be coming up and how people can get involved?

**Cassidy Wendell** 22:38

Yes. So practicing this with I could talk about this forever. So I feel free to cut me off. But no, so the digital squad launch January one. And you know, probably by the time this airs founding community membership might be through, but we are doing open enrollment periods every other month for that first week. So March 1 through seventh, may 1 through seventh, so on and so forth. But what the digital squad is, is it's an online space for women empowering women through movement, community and impact. Now the three pillars I'll go into each. So movement is first, we move our bodies in ways that feel good or not about burning a shit ton of calories or getting a six pack or following meal plans. If you're looking for more of a sort of weight loss or wellness journey, we're probably not for you. But where we go with movement is bringing women together, moving our bodies together and try new things just for the fun of it. So we're all about variety. Every month, we have three live streaming events. And two of those events are movement based. So in January, we had an at home hit workout.

And we had a yoga workout. Some upcoming movement events. Super excited about this one, but we have Dino from the salt drop. If you're not familiar with him, definitely look it up. But he'll be leading a signature salt drop class in February, we have one of my friends Daedra leading a hip hop beginner friendly class, which would be super fun. And then in March, some movement events, we have our we have a yoga for athletes class. And then we also have a a breathwork session, which is movement for the body internally. And we're we're teaming up with Krishna, which Emily actually introduced us. So that's a little bit about the movement. And what's cool about those is all the events are recorded. So you can you know, if you don't get a chance to catch them live, you can always refer back to them at any point. The next piece of the puzzle is community. So we have a bunch of community led forums and discussions to chat about real life stuff. But the coolest feature that's in the digital squad is a member only location feature, which you can actually use to filter and find other members located near you. So my hope with that is once things you know, open back up, and they become safe to kind of mingle in real life as I want to see people meet up for coffee through the digital squad, maybe they catch a yoga class together and try a new workout. So that will help foster those in person connections, add to the online space. And then the other thing. So we have one live streaming workshop per month, that is some sort of wellness based topic. and wellness to means me means so many different things. So this, this upcoming month, we have a period workshop on how to align your life with your cycle with Maria wellness. And then we also have one coming up about body acceptance and sort of loving yourself to ultimately change your life. And then I swear I'm almost done. But the last piece of the puzzle is impact. So in true good accurate style, a percentage of monthly membership sales will go to our featured organization. And then we also do some fun things like quarterly fundraising events, or quarterly volunteer opportunities, or member wide trail cleanup days. So really cool ways to give back to the community as a whole as well.

**Emily Merrell 26:19**

I love it. It's like a one stop shop for your mind, body and soul. Yeah, totally. All from the comfort of your computer.

26:26

Yeah,

**Emily Merrell 26:27**

exactly. I love it. Well, I'm a member. And I'm so excited to dive into the different classes and different experiences. I think that's one thing that I just want to kind of do a PSA for that people who feel like oh, well, I'm a member at this place. I can't join multiple memberships. That's not the case at all, it's super important to be a part of multiple communities. Just because I made the mistake. Even when I started 60 degrees, I was like, Well, you know, I am like affiliates or partners with various co working spaces, so I don't need to officially join them. And I definitely lost out by not joining them to the full extent because it wasn't as committed to them as I would have been as a proper member at things. Once you sign up as a member of something, you're just that much more excited to represent them. And to like go into college like you're proud of where you went to college. And you're like, I'm you just said, What did you say that you're? Goku? Yeah, Goku, like you have like a mantra for your school spirit. So same thing goes with like joining various membership communities. And I have to say, I'm friends with a lot of community leaders, and I am probably just, I'm friends with them. And I could probably get a free



membership if I wanted to, or, but I chose to join them because I want to be committed. And I want to show up. And I want to show my support for these people. And these communities. So just remember, if you're a member at six degrees doesn't mean that you don't have to be a member at grocott after it or any other communities that exist out there. Well, thank you for showing up and you know, telling us here the breakdown of all the different workshops. So switching gears a little bit, we're gonna dive into six fast questions. I wish I had some like snazzy music I could play because I feel like this is where like my DJ set would go like it is time to answer actually today. I have seven questions for you. So I like it's not six fast. It's seven fast. So first question. Tell us an unknown fun fact about you. Oh my gosh. Ah, okay.

**Cassidy Wendell 28:29**

I when I was little I drink so much apple juice that my mouth turned raw and I had to go to the dentist to get a special like self. No, like, liquid to repair my mouth.

**Emily Merrell 28:42**

Do you have an aversion to apple juice? No. Are you still? No, I mean it.

**Cassidy Wendell 28:46**

I don't really drink it anymore. But I was obsessed with it when I was a kid.

**Emily Merrell 28:51**

Oh, I love like an apple cider bourbon. So you have to just grow you know, do a grownup version at this point with some so yeah. I love that's a very funny Fun fact. And pictures are welcome. So in the spirit of the idea, Six Degrees society the idea that we're all connected through six degrees of separation. Who would be a dream person to be connected with?

29:13

Oh my gosh,

**Cassidy Wendell 29:13**

I'm so obsessed with Alli love of so she's a peloton. instructor. But I'm obsessed with her. I think she's so fun. She's my favorite instructor on peloton. She just crushes it with her community. She's a multi passionate entrepreneur. And just like her energy, even if you just watch her on the screen or on your social media account you like catch some of that and you're like, I just want to be friends with you.

**Emily Merrell 29:35**

Okay, so if anyone who's listening is friends of Allie love, make sure to make a proper introduction to Cass because she would love that. Yes, please, so to speak. I love that and I love that her last name is love. I think that's such a great name to create a love squad. What TV show Are you watching right now?

**Cassidy Wendell 29:52**

What TV show? Oh, Your Honor. on HBO. Whoo with Bryan Cranston.

**Emily Merrell** 29:59

Thank Okay, I know nothing about Is it good? you recommend it?

**Cassidy Wendell** 30:02

It's really good. Yeah, it's like thriller. True Crime type style, which I love. And then the other one I have to I'm always dual watcher dual reader. But it's shameless. Oh,

**Emily Merrell** 30:18

I've never seen it. There's like 1000 seasons of it. Oh my gosh, yeah, this

**Cassidy Wendell** 30:22

is season 11. I think and I'm like a die hard. I know. For some people, it's a little too aggressive. So just for warding. It's amazing. And William H. Macy is one of the best actors and just the entire cast is cast did so well.

**Emily Merrell** 30:39

Okay, well, I have to add that one. I've met a Emmy Rossum a few times. So you're wonderful. away from her? Yeah, that's so cool. Yeah, that's when I met her like in very different scenarios, from workout classes to like when I worked in fashion to doing an event where she was at it. And what book are you reading? Well, I

**Cassidy Wendell** 30:59

just finished the silent patient. Ooh, that one's really good. I don't remember what the who the author is. But it's really good. It's fiction. Okay. been really into fiction books lately. So I just finished a silent patient. And then I'm halfway through city of girls. by Elizabeth Gilbert,

31:18

I believe. Yeah.

**Cassidy Wendell** 31:21

So that one's that one's really good right now.

**Emily Merrell** 31:23

Oh, I love Okay. Good, silent patient. And that was her list. What is your favorite emoji that you use the most? Oh,

**Cassidy Wendell** 31:32

I probably have to. So I always use the 100 emoji. That's like for Grogan after that's our like, third symbol. Um, and then the upside down smiley face.

**Emily Merrell** 31:47

This is the first time I've heard both of those us. So I like gosh, I love that team. What's your favorite meal? Like last meal that you'd have on this earth?

**Cassidy Wendell** 31:57

I chips salsa, guacamole and cbj Ooh,

**Emily Merrell** 32:01

that is a meal. Yeah, that's 100% of meal. There's some she has melted on there. Done. Yeah. And then final question. What is the movie of your life called? And who would play you?

**Cassidy Wendell** 32:12

I mean, I think I gotta go. The title would be the girl who got after it.

**Emily Merrell** 32:18

Obviously, yes, you must play into girl who got out after it's in some way shape or form.

**Cassidy Wendell** 32:24

Oh, and who would play me? Oh, man. You know, I've always really liked Sandra Bullock. Uh huh. I think it was like when I was growing up and in high school. I was so obsessed with Miss Congeniality because she was like, a tomboy but she could like kick ass and, like wear a pair of heels and I don't know. So I've always like really like Sandra Bullock.

**Emily Merrell** 32:49

I love it. I just rewatched Miss Congeniality. And it still holds up as just feeling like a really fun movie. It's so fun. Yeah, so fun. So fun. So sappy. Sony. skaldic. So nostalgic. I think it's weird watching it now to realize she's our age in it. Before I was like, gosh, she's so old. school or middle school like this is? Yeah, they're also growing up. And now you're like, well, I'm older than than them are watching. What did I watch recently? 13 going on. 30?

33:21

Oh my gosh. Yeah. Yes.

**Emily Merrell** 33:24

I'm like, Well, I'm older than she is in this movie. This is. This is a weird realization. Well, thank you so much for joining us today. How can besides joining the digital squad, are there any best ways to keep up with what's going on and girl get after it. So people can learn more about your next shipments and all the amazing things in your world?

**Cassidy Wendell** 33:48

Yes, join our email list. We share a lot via email. And you can do that girl get after it.com. And then we love have some Instagram. So follow us at girl get after it. And please show us how you get after it and use our hashtag, girl get after it.

**Emily Merrell** 34:05

Love it. And listeners. Thank you so much for joining us today. If you liked today's episode, please make sure to give it a review, share it with friends. And I look forward to seeing you digitally and on our next episode. So have a great day. Thank you again for joining us. Thank

34:22  
you