

EPISODE 864

“KM: The great thing about Stacks House is, it really can be whatever you want it to be, right? You know, if you're somebody that just wants to come and have a really great time and be entertained, you're welcome to come do that. And if you're somebody that really wants some deep education and you want some personalized information and you want to walk out knowing some next steps of how you can become closer to debt free and plan for retirement and empower yourself, there's that too.”

[INTRODUCTION]

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FT: Do you want to come play with the money? Well, I've got something for ya. It's called Stacks House and you just heard from Kindra Meyer who is a cofounder along with Patience Ramsey and me in this pop up with a purpose. Really excited to announce that tickets are on sale currently for our LA arrival. We'll be opening doors on April 17th and we'll have a limited run in the City of Angels and the plan is to travel the country with our pop up and I thought, you know what better way to get behind the scenes of the why and the how and the what of Stacks House than to invite my cofounders Patience Ramsey and Kindra Meyer to So Money.

I met these two ladies back in the summer of 2018, so less than a year ago. They invited me to come and learn about their plans to launch a major company called She Stacks, that is all about supporting women in their financial endeavors to become a financially independent, to close the wealth gap and really to talk about Stacks House, which is the first of many offerings from She Stacks and if any of you ever been to the Museum of Ice Cream or Museum of Pizza, Color Factory Refinery 29's 29 rooms, the popups are a thing right now, right? People are going and they can't get enough of them.

If you just go on Instagram, you can just see all the crazy, sensational, awesome, amazing photographs from these experiences and so to leverage that popularity, we're doing our own version of a pop up, but with a purpose: to serve women on their journey to becoming financially independent. But more than just to talk about what is Stacks House, this is a conversation about

my two cofounders and their storied past growing up with not a lot of money, how that impacted their relationship with money as adults, as adult women.

Kindra was in a one room log cabin. Patience, the eldest of six children, her parents declared bankruptcy when she was young. How did all that influence their money mindset and their desire to support other women along the way?

Here's Patience Ramsey and Kindra Meyer.

[INTERVIEW]

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FT: Kindra Meyer and Patience Ramsey, Stacks House cofounders, welcome to So Money.

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PR: Hi, Farnoosh!

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KM: Hey, glad to be here! What's up, girl?

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FT: What is up? This is unusual. We're usually face to face. We've been hanging out a lot over the past several months. People listening, you may know, I've been talking about this on the show a lot, just this a really exciting venture that the three of us are taking on called Stacks House and Stacks House is a pop up. You may have been two things like Color Factory, Museum of Ice Cream. Well, Stacks House is, you know, riding on the wave of popups. All the cultural fascination that we have with popups, but it has a purpose and it's the purpose is to help women in particular achieve financial literacy and independence and we want to close all the gaps.

This was not my idea, which is why I have Patience and Kindra on the show because they can explain to you much better the genesis of this, why they're moving forward with this project, why they've decided to bring me on board. I'm so grateful, and also you to have some incredible experiences, life experiences, your backgrounds, why you have such a strong sense of direction in your life and why you care so much about personal finance is really, really important I think for everyone to hear. So first just thank you for including me in this journey and for being on the show.

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KM: We couldn't do it without you, girl. Thank you for being with us. It's a wild time.

[0:04:48.5]

FT: Thank you. Oh yeah, wild. We'll get into some of the wildness shortly. People have been hearing snippets on the podcast. I just want to warn you that I haven't sang things like there'll be a tell all, there will be an E-True Hollywood story, you know, between the funding and the production, there's a lot of good stories. But maybe we could take a step back and first talk about what is Stacks House? The two of you came up with this idea together as you go back, way back as friends and colleagues. But you know, why don't you to just take the floor and explain kind of what, what this is all about?

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KM: Sure, I can start. This is Kindra. So, Patience and I worked together years and years ago in an experience in experiential agency called Momentum and we had just like mad respect for one another. We didn't get to work on too many projects together, but we were able to see enough of how one another operated to just kind of see each other from across the room and be like, "I see you girl, you're a boss." So we kept in touch, you know, we weren't sure how we were going to work together, but we knew our paths would cross again and she was sort of working on like a power networking kind of idea and I was down to help her.

And then the election happened and us, like many women, were pretty rocked by the election, had a lot of sort of emotional breakthroughs breakdowns around the election and both of us came to our own sort of conclusions that, you know, this really was about, you know, power and until women were able to sort of have, you know, have financial equity and financial literacy, we would never really have real quality. So, Patience and I had been talking about, you know, this other business and we just both had these epiphanies around money and we started talking about what we could do, what our backgrounds and, you know, experience in marketing and business and building movements and connecting communities.

Like how could we possibly get into this space and do things differently in a way nobody really had to try and like come in and help women regain power through financial confidence, and that's how our parent company, She Stacks was born. So She Stacks was born over two years ago and, you know, it's been a long journey to get here. But Stacks House really is our kind of first offering and our launch pad for our broader company, She Stacks.

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FT: I'm always fascinated with people who take on entrepreneurial paths. Like it is a lot of work. I mean, if anyone's going to tell you that starting a business is easy, they're lying. We are in it right now experiencing all the ups and downs. You both kept your day jobs while building She Stacks on the side. What kept you going? Because that's hard. You both have big jobs, you have big professions. This is a huge undertaking and it requires a lot of stamina, a lot of devotion. Like what do you think was it for you, for each of you, that just kept it, kept you going?

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PR: I think, and this is Patience, I think we just believed in the idea so much. I mean two years is a long time to sort of be in the trenches, not having a proof of concept yet. We had a lot of obstacles. There's like so many things that happened in those two years. We made some bad choices. We spent money unnecessarily. We went down a bunch of different like rabbit holes, but we just really felt like we had the right idea from a macro perspective and were convinced that we're going to figure it out. And also, I think when like when I was ready to give up Kindra

like roped me back in and made me like stay the course and vice versa. I think we really did a good job of keeping each other like engaged and continuing this journey.

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FT: Oh, I didn't know this.

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PR: There were many times when we were like, "What are we doing? Like, what is this? Like the decks on decks, on decks game got real old, to be honest."

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FT: And so you landed on this idea of a pop up. Why? I know you don't even like popups, I understand.

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PR: I mean, I think they're great. They serve a purpose, but I always just was like, "Oh, that's definitely not for me." But I, you know, and Kindra can attest to this, we have a ton of great big business ideas, but we came to the realization that we actually don't know what women want. Like, we know what women like us in New York, like what, what we would be drawn to, but it's not really about us. We want to like connect with a much bigger network of women and we didn't necessarily know which of the ideas would work in, you know, places where I'm from like Rossville, Indiana or where Kindra is from in Idaho and just felt like maybe we need to take a pause and get to know the women that we want to connect with first and then go into our bigger business idea second.

We both have very big careers and experiential and felt like we should really lean into what we know best and build experiences and community around this, this idea and, and popups seemed like the natural way to do that to start.

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FT: Well, I have to tell you, when we met at the Wing that fateful day in the summer and you and we were meeting for the first time and we were connected through mutual friends and you shared this idea with me, immediately I thought, “Yes, 100,010%, yes. This is definitely something that I know women and men will be excited to attend. I know this has a lot of media value. I think people are going to be really excited to talk about this, share this.” And I don't think it's just like — it is partly the moment that we're in now in the world, but we're, you know, we're obsessed with Instagram.

But I think it's also that whether it's 2019 or 2009 or 1984, people really crave community. They really want to be able to be held accountable. We know this now, the science has proven that in order to really accomplish your goals, whether that's like running a marathon or finishing college or getting out of debt that you need support, you need accountability, and this is what Stacks House is aiming to accomplish. That it's not just this one and done experience, that you're going to leave feeling empowered and hopefully leaving with a sense of that you have a community that we're here for you, that this is just the beginning of a relationship.

Kindra, you're the creative genius behind this. I mean, in terms of ideating all the rooms and the concepts, give us a little bit of flavor for what people can expect for those of you who are traveling to LA for this. I know somebody who bought tickets and you're going, some of you are local. Whoever you are, thank you for coming. We have a lot in store for you. But Kindra, tell us a little bit about what we can enjoy at Stacks house.

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KM: I think that the great thing about Stacks House is it really can be whatever you want it to be, right? You know, if you're somebody that just wants to come and have a really great time and be entertained and, you know, share something fun with your people, you're welcome to come do that. And if you're somebody that really wants some deep education and you want some personalized information and you want to walk out knowing some next steps of how you can, you know, help become closer to debt free and plan for retirement and empower yourself, there's that too.

So it's really, it's exciting because, you know, normally, you know, when you're creating these sorts of things, you know, it's all fun. It's like the ice cream, the pizza, all these things, it's all about, you know, taking something that people already love and have this affinity for and then just making it even more beautiful, even more, you know, designed even more whimsical. And for this, it was such a unique, exciting opportunity why we decided to do this is like, you know, matching up something like money, which is very alluring and sexy, but also there's all this emotion tied to this. There's all this drama, there's all this trepidation because we know we aren't doing enough as women. We know that we aren't talking about it enough. We aren't educated enough about it.

And so, you know, I think a lot of these rooms are there to add some joy, add some levity as well as some, some reality, right? So it's been a really fun, interesting dance. You know, this, you know, making sure that there's plenty of fun there and everywhere you look in every turn is an opportunity for, you know, content sharing and positivity. But also really, you know, if you want to walk out of there with some clear next steps like we've got you.

So I think that's been really great. You know, whether, you know, we've got like everything from like a retirement rodeo where you're going to like ride a pig and again, something really, really fun. But while you're doing it, you're actually learning that like, yeah, the market goes up and down and around and it's, you know, seemingly this, you know, pretty scary thing. But if you hold on, you know, you learn the value of compound interest in this really simple way. And that's, you know, the foundation for everything we do is making financial literacy simple, sexy, and social.

And you know, the simple is obvious cause you know, it's complicated and also we don't have time for that. The, the sexy is also, you know, it has to be fun, it has to be alluring or we aren't going to do it and the social speaks to what you said, which is, you know, that community being so, so core to doing anything that is difficult. So there's a lot of good stuff. There's — yeah, the Rodeo is one of our faves. Also, there's like the debt boxing room is going to be amazing. The gold bar is really beautiful. There's so much there that's I think, you know, like I said, you can really get whatever you want out of it. Whether that's just to come and play and you're welcome to do that or come and really educate yourself.

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FT: And just a shout out to our brand partners who are helping to make Stacks House possible. You mentioned the Retirement Rodeo. That's in partnership with Charles Schwab. We have Zelle who's dedicating a huge space and the InStacks House to helping women better understand the sort of money moves that can really drive their finances forward. We have Day Owl who's sponsoring our bar, which will be really fun. Not a lot of popups have like a place for people to actually hang out and that was really important to us as we were building this out.

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KM: Yeah, and Bulletin too, I think the, you know, this is the first time, I dunno if your listeners are fans of Bulletin, but they're an incredible partner that we have in our Stacks Shop, which is going to be full of like literally thousands of women-made women-created and concepted gifts. Everything from like crop tops and hats to jewelry and they're a, you know, a women founded and led a company, a feminist company out of New York that's now broad branching into LA. So it's gonna be their first ever pop up too.

So yeah, it's, you know, not only that journey through the rooms, but also you get to hang, you get to shop, you get to take a breather, have a drink with your girls, your squad, whoever you brought and really get to kind of digest and talk about your next steps and how you're going to take that information that you just got and really apply it into your everyday life. Because that's what we want. You know, we want women walking out of here, you know, really inspired and empowered with a few really great next steps to again continue that journey with us and our partners.

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FT: I'm so excited and I just can't wait to be in LA where it's warmer here than in New York. Definitely worth the flight, anyone listening from the East Coast. But if you are interested in attending, please visit StacksHouse.com. We've got all the goodies there, including tickets and you learn more about just what's, what's in store for you there.

Let's learn a little bit more about your personal financial perspectives and your backgrounds. So fascinating. I know Patience, you have mentioned that financial uncertainty and scarcity has been a theme throughout your life, which is what really has compelled you to take on She Stacks and Stacks House. Tell us a little about your background.

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PR: Yeah, so I grew up in a meager setting, Rural Indiana. You know, my parents, we never really had much and they actually instilled a crazy work ethic in me because I had to go and get every — like, figure things out for myself. So if I wanted a pair of sneakers for basketball camp, I had to figure out how to buy them. And so, we just didn't have a lot and so there's a lot of positives about work ethic and like hustling and figuring it out. On the flip side, there's just like this real fear about money and this growing up feeling like there's never enough and there's always like some level of scarcity that is going to haunt me for the rest of my life. I've really had that be my experience.

Part of the, the conversations I was having with Kindra, you know, in 2016 were around this idea of like, how do I get out in front of this? And like, once in for I'll take control of my finances. Because a lot of that is just, we just sort of instilled in me very accidentally by my upbringing.

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FT: What's your most visceral money memory as a kid growing up? You mentioned having to buy your own shoes for basketball and for basketball camp, but like is there something that you experienced or witnessed that was so powerful that maybe at the time you didn't realize the impact it was going to have on you, but as a female adult woman now you're like, "Wow, that's a lot that I've had to take on with me and unpack."

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PR: I think for me, the biggest like scary moment — well, my parents declared bankruptcy when I was young and that was really like very, there's so much uncertainty around that. Like, "Are we going to lose our house? Like, what's going to happen to us? Because we are literally declaring

bankruptcy,” and I didn't really understand like all the implications and what that meant. So that was a huge thing for me. But then I realized, I think my sophomore year, maybe sophomore, junior in high school, I was very dead set on going to school. I wanted to get a college degree and I didn't really know how to make that happen and it dawned on me, and this may have been a conversation I had with my parents, I don't recall specifically like the setting I was in, but when I realized like there was no money for school and the just, I was so disappointed and so upset.

My poor parents. I was so mad at them. I was like, “How is there no money for school?” I should have known better. I just didn't — I don't think I realized what it would take to get an education and that I also had no concept of how I would put myself through school, and that was a very upsetting and scary moment. And then I just got down to the business of educating myself and learning about scholarships and student loans and all that stuff and figured it out. And that was when I realized like, “Okay, I'm going to be able to figure this out and be okay with my life.” But there was always this sense of a little bit of dread whenever anything new financially presented itself because it was just so foreign to me.

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FT: It makes sense to know you now. I mean, I don't know you that well I've known you for like a year, but just, we've also spent a lot of time together so maybe that's like five years in —

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PR: It is like dog years.

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FT: In dog years. But you're the get it done lady. Like you get things done. You have been tasked with huge responsibilities. Like I believe someone said to you, “Hi, can you go throw the Budweiser Music Festival?” And you're like, “Okay, I'm right on top of that,” and you did it.

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PR: No problem.

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FT: No problem. So now, Kindra, tell me a little bit about your background. I know that you often talk about living your childhood in a one room log cabin in the woods of North Idaho without running water or electricity. I don't think I've ever met anybody who has had your story, who is who you are too. Like this woman boss who is just, you know, you're so on the other side of that now. So tell me about your childhood with no running water.

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KM: I know, I've come a long way, baby. That's for sure. Yeah, I mean I, you know, grew up, I was an only child and my parents, they didn't last long. My mom didn't last in that situation very long. But, you know, they definitely were that late seventies, let's leave all the, you know, tradition behind leave the city and just go off the grid. It was that —

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FT: Who needs water?

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KM: Yeah, it was that off the grid moment, man. We had water. It was just a hand pump. You know, you had to pump it out from the creek. I mean, creek water is, you know, cold. It comes with a few parasites, I'm sure. But yeah, so it was, my early memories are pretty interesting, you know? That Fall out house and when it's too cold to go to the outhouse, there's newspaper. I mean, it was real. Like it was like a very, but you know, all my only friends were friends that lived in also one room log cabins a few miles down the woods. There wasn't really streets, there's just words or live in teepees, you know. So this was, it was kind of all I knew for a while. You know, it's like I didn't think, you know, it was bad to be on food stamps or live off the land or all these other things cause like that's just how it was.

So it wasn't, you know, and tell kind of later I moved, you know, as a child to a small town and we did have running water and electricity, lived on a big farm. But again, where we just ate everything that we grew and you know, everything from making bread, from grinding down, you know, making flour, all that. Really, really like a true, almost like what people would expect almost all Amish people, I guess. We had draft horses that plowed the fields and like the whole thing. So you know, my relationship with money, it was always very like is it was always so obtuse because it was like everything was from the land. And you know, I didn't realize until I got older and kind of understood and felt the shame of like, "Oh yeah, you know, we were poor."

But also, you know, w we'd go visit my mom's parents a few times a year who were like wealthy, upper Arlington, Ohio people. And so every time I went there I got exposed. My grandmother would watch Lifestyles of the Rich and Famous. She was in bed with emphysema, breathing through a tube from smoking and I would spend all day in bed with her watching Lifestyles of the Rich and Famous. And I'll never forget that that was like a fundamentally, you know, driving thing for me. Like, you know, I just like knowing that there was this other life that I connected to, I just was always driven to get out of the woods, get out of the woods, get to the city.

I didn't even know what that meant because, you know, I didn't even have TV till I was 16, but like I knew that there was somewhere else I wanted to be in a different kind of life and man, I mean I was driven. You know, I didn't, I never got to be until college. I was trying to get out, get somewhere and I didn't know where that was or what it'd be. But, you know, I definitely knew that a log cabin living wasn't for me forever.

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FT: No. That's for sure. So you arrive in New York by way of a Seattle, I believe.

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KM: Seattle, yeah.

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FT: And so when you got to New York, like what did you think? What was your plan?

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KM: Well, actually, interestingly enough, my plan did have something to do with money. So in my kind of late twenties, mid thirties, I just worked my butt off in advertising and I had also sort of co-owned and operated a members only art gallery and lounge, Coleman Cloud Residence. And I had my own production company. I was just working like a dog and you know, I was still having to like ask my mom for money to pay my taxes and stuff. I was living — I was working so hard and just living paycheck to paycheck and when I moved to New York, it was this decision to really upgrade myself financially. And I made the decision to — I actually asked, I asked a few male friends what they, what they made as creative directors and ACDs, this was a long time before Shout Your Salary and all that. But I was like, “I want to know what they're making.”

And when I found out what they made, I got so angry that I, I didn't want a quality. I wanted retribution. I was on a mission, and so when I made that move, I asked for twice the salary I was making. Got it. And then decided that I wanted to make four times that in five years. Um, and six years later, I made six times what I made in Seattle. So I achieved my goal for sure, and then some. Obviously now I'm not making that kind of money because I'm not working as much as I'm building this business. But I really just felt like I wanted to make up for those years that I was so over, you know, overworked and underpaid, and part of that was to, you know, again dump some money into my retirement because I hadn't been doing any of that cause I always thought well, you start saving for retirement once you have extra money. Right? Once you have extra money, then you can start investing it. And then once you finally learn that actually, no, now you're playing catchup, and you have to do something about it.” And, you know, it took a lot of work and a lot of jumping around to make that happen.

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FT: It's an interesting aspect to your story that these two men were the ones who kind of gave you that transparency to allow you to step it up in your financial life. And so, you know, I've been getting this question a lot as we've been talking about Stacks House with the press is like, “What is financial feminism? What is — what do you want men's role to be here? Should they

play a role? What is — how can we come together?” Because Stacks House, you know, it's designed with women in mind, but we're open to everybody to come. I want to make that clear. But what is financial feminism to you and what do you think about men's participation in this and what should it be?

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PR: What is financial feminism mean to us? What should it be? That's a really deep question. I've never been asked that before, Farnoosh.

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FT: Well I'll tell you the first time someone asked me, I kind of stumped on it too. I was like, “Uh, I don't?” I use this expression a lot. I don't really think about what it means. I think it just basic cause it's so basic. It's like it just means financial equality for women. It's like if you believe in feminism, which is like women should have equal access to everything and equal rights.

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PR: Yeah, and I think that's like kind of the fundamental thing that we all believe should be happening and we're make, we want to do our part to make sure it does happen, but it feels like for what we're building, it feels like basically I was creating our own lane to do it ourselves, and everyone is welcome to the party. Like, there's actually a lot of men that are supporting our mission and play a critical role in our success. But we feel like instead of waiting around and hoping either someone swoops in to help us figure it out or, you know, whatever the case may be, like we're just owning it and taking control for ourselves. And I think that's a big part of what feminism is all about.

[0:27:43.5]

FT: 100%. Yeah. I mean, we can't do this alone, right? It's not a singular effort. I think that we need men and women to come together for the purposes of, you know, a lot of things like sharing salaries and being advocates and frankly, when women are making more, everyone

wins. I mean it's a win win proposition. So I think that for that alone, I think we need everybody on board. Everybody should get onboard.

Now our sponsor for this episode is Chase and it's Women's History Month, March. So we are asking guests this month, what is the best advice that you got, a financial piece of advice from a woman?

Kindra, you go first.

[0:28:21.5]

KM: I mean, I think it's not necessarily like a piece of advice, like a quote, something sexy. I just know that my mother instilled in me not going into debt and so much so, you know, we ran a bed and breakfast for years, as a way for her to save up money for a down payment for a house and so we, we worked for this bed and breakfast so we could live rent free so she could save up. And, you know, just the way she lived in what she instilled in me of just not, you know, not carrying debt, that informed my choice of where to go to college. I stayed in state, even though I got accepted at six other colleges around the country, I really wanted to get out of Idaho desperately, desperately. But I did not. I stayed because tuition was so low and I knew I could graduate without debt. And you know, just early on without knowing anything about anything, I just, I just, she always instilled that in me.

And you know, I, I have to say I have never carried credit card debt. I'm outside of my mortgage. I've, I've always been debt free on no matter the level I was at. You know, I obviously was able to get help from her here and there to pay taxes or big chunks of money over the years, which is very fortunate. But, that I think been just so, so important because I think so, so many Americans, you know, women especially, but just often get caught in the trap that, you know, our culture teaches us, which is like, it's okay to carry all this debt. And obviously just with the way our education system is built, you have to, and it's just crippling and it's something you can't get out from under for so long and that is probably the most important thing that I learned from a woman that's really helped me be able to achieve what I have now.

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FT: I love that. You guys have helped each other out. That's so, that's such a great mother daughter bond, it sounds like..

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KM: Yeah. Yeah. She's going to be happy that I said that. I didn't even mean to, but you know. Yeah. Shout out to moms

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FT: Patience. How about you? Is there a, a woman in your life, maybe a relative or just someone you admire? Even if it was just, I know I have so many mentors who have no idea who I am because I just love to like, I just love to — I admire people from a distance and I learned a lot about people from a distance.

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PR: Yeah. So my experience is very different from Kindra. I actually accumulated such an overwhelming amount of debt that it was, I felt like I was choking. Like I was in my twenties and I'd put myself through school. So I had a pretty hefty student loan bill. But I also moved to New York on like the, like a \$25,000 annual salary and even back then that's no money. Um, so I was like living my, like I was paying for groceries on credit. Like I had no money. I had a meager salary and the cost of living in New York was beyond my capacity. And so I quickly racked up, like, I don't remember the exact number.

It would actually be really interesting to go back and see if I can find my old spreadsheets. But I think I racked up like \$60,000 of credit card debt and my twenties. And that to me was just insurmountable and it was very, very scary and I, again, being the person who's just going to figure it out. I remember going into a Barnes and Noble on a Friday just feeling really depressed and really overwhelmed and went to the finance section and I found a book called *Young, Fabulous and Broke* by Suze Orman? And I was like, "Well, that's pretty much me." Like I just knew that was my book. And I took it home and I read it and I downloaded the spreadsheets on

her website and I figured out how to climb my way out of debt, and it was such a, just the tool kit that she provided was so common sense and useful, but something I would have never in my life known how to do for myself.

So that was for me, such a big deal and I think it took me like five years, but I got out of that and that, you know, I wish I had taken it a step further and like learn how to invest for myself and do all these other things, but we're getting there. That takes time. But, that was for me a really big deal and really break through. So thank you Suze Orman. Appreciate it.

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FT: Thank you. Thank you, Suze. She is fabulous and I hope she comes to Stacks House. I think that we should,

[0:32:40.5]

PR: That would be amazing! We should have the book sitting in Stacks House because I still have it to this day.

[0:32:45.5]

FT: Incredible. All right ladies, let's do some so many fill in the blanks. This is when I start a sentence and then you finish it and we'll just do kind of, you know, whoever wants to go and say you can fill it in and there's no pressure to like come up with something extraordinary. Just whatever's on the top of your head, whatever comes first to mind. Okay, one thing I spend on that makes my life easier or better is _____.

[0:33:13.5]

KM: Sun Basket, food delivery.

[0:33:15.5]

FT: You know, they were a sponsor for this show and that was, that was not an intended plug.

[0:33:21.5]

KM: So good.

[0:33:19.5]

FT: So good Patience?

[0:33:23.5]

PR: I'm big on like just self care. So things like massage and mani pedi, those little things that I know add up but really make me feel like I'm patching myself back together at the end of every week.

[0:33:37.5]

FT: Yes. All right. When I donate, I like to give back to ___ because ____.

[0:33:45.5]

PR: I liked to give to children's educational charities or even Donors Choose like directly into school classrooms. For some reason it's always been like just such a huge passion of mine. The idea of like helping children become empowered. Um, and I look forward to the day when she stacks is doing that, you know, across the country.

[0:34:04.5]

FT: Yes. And Kindra?

[0:34:07.5]

KM: I've raised lots and lots and lots of money over the years for Planned Parenthood. I have just a ton of personal stories and women in my life who they have helped deeply and really intense situations and um, obviously it's a critical time for them and women in general in our rates so that tends to be my go-to.

[0:34:31.5]

FT: Me too yes. Yeah, my planned parenthood. And last but not least, I'm okay. Want to start with Kindra. I'm Kindra Meyer. I'm So Money because _____.

[0:34:44.5]

KM: I'm So Money because I'm, I'm actually doing the thing I'm talking about. I think it's so easy to have ideas and it's so difficult to actually bring them to fruition. And so that's the thing that I'm so proud of right now. You know, as hard as it is, I'm just incredibly proud and that's what makes me feel like I'm So Money is like I'm doing it!

[0:35:06.5]

FT: Doing it!

[0:35:07.5]

KM: Yeah.

[0:35:07.5]

Patience, I'm So Money because _____.

[0:35:07.5]

PR: It's very much

It's very much like Kindra said. Like, "You can't tell me no." I'm So Money because I'm gonna figure your shit out. And if I can't say the word Shit, I'm so money because I am, I refuse to give up.

[0:35:22.5]

FT: We can say shit. Okay. You can say contacts. We can definitely say it.

[0:35:23.5]

PR: Oh, okay.

[0:35:28.5]

FT: Ladies, thank you so much. I'm looking forward to being together at Stacks House. this is like be a really emotional moment for all of us.

[0:35:38.5]

PR: Well, wait, should we say something about you, Farnoosh?

[0:35:40.5]

FT: Okay.

[0:35:41.5]

PR: We, I mean, not that we're here to interview you, but it's been, it was our honor when you accepted our invitation to join us as a partner. Kindra and I literally lost our minds screaming and jumping up and down and it's been, we were flattered that you would consider joining us and it's been just an absolute pleasure to have you on our team. So thank you.

[0:36:02.5]

FT: Well, thank you. The feeling is so mutual. I really am counting my lucky stars. I feel as though, you know, you do the good work and you treat people well and you hope that one day someone in your past will recommend you to someone like Patience and Kindra, which is exactly what happened. I didn't burn any bridges and I got — I won the lottery ticket. Seriously. I got the, I got the Jackpot when I met the two of you. Your ideas, your your plans to build this, are just remarkable. And you know, I'm just so excited to be a part of it and to lend any support I can. So Stacks House.

[0:36:44.5]

PR: And if I may, I want to give Tony at Bloomberg a shout out for being the matchmaker here.

[0:36:49.5]

FT: Yes, Tony Haskell at Bloomberg. If you're listening, I know you are. Thank you so much for bringing us three together and we hope we'll see you at Stacks House and we hope to see everybody at Saks house. Remember, go to StacksHouse.com to get all the information as well as where to get tickets. We hope to see you there, and ladies, thank you so much.

[0:37:10.5]

KM: Thank you, Farnoosh.

[0:37:12.5]

PR: Thank you, Farnoosh.

[END]