



Podcast Episode 183
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“Behind the Scenes of the Sporty Citrus Business – with Special Guest, Austin Andrews”

David Loy: Hi and welcome once again to *In the Loop* with Andy Andrews, I’m David Loy, I’m your host. And we’re honored Andy, to have with us once again, your son Austin. Austin, thanks for joining us once again.

Austin Andrews: Thanks for having me.

David: Absolutely. We’re back, talking about Austin’s business, we’re talking about Andy, your side job.

Andy Andrews: I’m embarrassed that I don’t know what you all are talking about, the four.

David: Oh we’re testing the microphones, right before we started.

Andy: And how do you and Austin know something that I don’t know about thumb war or.

David: You know, my gut tells me that it’s because Austin and I both have brothers and you do not.

Austin: This is true.

Andy: But say it.

David: He said, testing 1, 2, 3, 4, 1, 2, 3, 4. And I said, I declare a thumb war. And that's the old thing where you're thumb wrestling with somebody and you start 1, 2, 3, 4,

Austin: That's how you start the war.

Andy: Well I've heard, I know it but.

Austin: You have to do the 1, 2, 3, 4, and then declare the thumb war.

David: Beginning of the match. How else are you going to start?

Andy: I don't know. I knew about the thumb war but I never knew that the poetry involved.

David: What you say, you've never declared.

Andy: I've never declared.

Austin: So how you do it, you just say go?

Andy: Yeah. Just 1, 2, 3, go. But I do like the 1, 2, 3, 4, I declare a thumb war. I like that.

David: Ok, well there you go. That's so funny. Ok, we're back here, talking about Sporty Citrus, the business Andy, that Austin started a couple of years ago. He's 15, this has taken off in a way that I don't think any of you could've imagined a couple of years ago but it's all in a great way. And actually real quick, before we

jump into the conversation, I want to remind everyone that through May 31, of this year, of 2015, there's a special half off we're going on, on SportyCitrus.com. Austin, tell us again real quick about what that deal is?

Austin: Well, like you said, it's half off, and it's a personalized document that is really easy to understand.

Andy: Pictures and everything.

Austin: Yes sir. And I send it to you and...

David: For those of you like Andy out there, it even has pictures.

Andy: I know, exactly, what are you talking about? Oh, here's the picture.

Austin: So, I'll send that to you and it's all about how to grow citrus in a pot.

David: Fantastic. And to get that discount, it's very simple, just email austin@sportycitrus.com. That's S-P-O-R-T-Y C-I-T-R-U-S .com. And in the subject line, put In the Loop. That will make sure that you get the discount. Tell Austin where you live.

Austin: Yeah, and what kind of trees you want.

David: What kind of trees you want to grow. And he'll get you taken care of. And again, I just want to make sure that everybody knows, it's not just people that are interested in growing trees, you guys have already seen results from this. You're hearing from people that have successfully implemented what you're talking about.

Austin: Yes sir, yes sir.

David: All over the country. That's amazing.

Andy: Yeah, great fruit trees, satsumas, everything.

Austin: All sorts of things.

Andy: Oranges, Meyer lemons, it's amazing what he has done just in pots. And teaching people to do it. I mean, I just think, I always think of Santa Claus you know. The North Pole with his pots because you can do that.

David: That's terrific. So go to sportycitrus.com for more information and send that email to austin@sportycitrus.com if you want to take advantage of that amazing offer through May 31. Ok, let's get into something that you teased us with, at the end of the last episode Andy. you talked about how.

Andy: Him working me like a Trojan, yes.

David: Well apparently in addition to doing a podcast and writing books, speaking and consulting all over the country, you have another job?

Andy: Yes, and this is a job. It's not a business of my own, Austin has a business of his own, I have a job. And apparently I don't get paid very often and I can't be fired. It's amazing how this works.

David: Ok.

Austin: It's a perfect deal for me.

David: That's funny. So in this scenario, Austin you are the boss, you're calling the shots. And we're laughing about it here but I want to ask you Austin, what is, is your dad just driving you around or what does he do when he helps you out?

Austin: Well that's part of driving me around.

Andy: Well mom drives you around too.

Austin: Mom drives me around too. Dad helps if I'm running a little behind or I've got a really big job, he'll help me with the trimming and the big leaves.

Andy: The dirt under my fingernails.

David: I was going to say, he's actually getting in there and dig in or, I don't even know what the right adjectives are to use here. Or right verbs? I don't even know what you do, but you're saying he actually gets in there and helps you with the project, is that right?

Austin: Yes sir.

David: Wow.

Andy: Not all of them but some of them I do.

David: Andy, why, are we not giving you enough to do?

Andy: Well from my point of view, from my point of view, I've got very specific reason for doing this. And I'm not even absolutely sure that Austin knows the real down, deep reason.

David: Well pretend he's not here and tell me why?

Andy: Ok.

David: And everybody listen. Why do you spend your time doing this?

Andy: Well first off all, it's not all the time. You know, most of this stuff, Austin handles by himself. And of course he's 15, and so, where we live, in our neighborhood, you know, he goes around. And when he started, he got a little trailer that he bought for his bicycle. But in our neighborhood, he does it, but then he kind of expanded and he said, would you mind, you and mom, mind? Yeah, we'd be glad to. And so, but then, like there was a point where Mr. Tucker called, right. And he said, I've got a piece of property, it's, I don't know, 8 to 10 acres I guess.

Austin: It's pretty big.

Andy: And he had 25 mature citrus trees, and he had bought this property and they had not been touched in 15 years. The entire property had not been.

Austin: Yeah, it was a sight.

David: And this is what you were talking about in the last episode, of just tons of trees that aren't producing like they should be?

Austin: Yes sir.

David: Ok.

Andy: And these were just totally ignored and...

Austin: For a long time too.

Andy: And I remember taking him up there and looking and going, uh, you know. Because this was a lot more than just managing...

Austin: Because at this point, the most I'd ever taken care off for someone was like, four or something.

David: So this was just a massive project to take on.

Andy: And he was taking, he was generally managing trees. They were in somebody's yard and at least the yard had been mowed.

Austin: And I had planted them or they had been there for a couple of years so they were like, you know, as tall as me maybe, most. But these were like, some of them were like 20 feet high and stuff.

David: So this was a project that was really going to put your knowledge to the test.

Austin: Yes sir.

David: And your capacity, to the test.

Andy: And the weeds around the trees were 20 feet high.

David: So Andy you jumped in and said you'd help?

Andy: Well, you know, that probably was the first part because it was, I guess that's probably 45 minutes away from the house. And so, when Polly and I would, and it wasn't a matter of just going up there for 30 minutes or an hour, I mean, at first, his connection with Mr. Tucker was, what did you, I mean, you had to do a whole summer?

Austin: Oh yes sir. We'd go there every single week and work for like, I mean, we'd probably get there I mean, really early in the morning and worked till 12, and we just had to stop then because it was so hot.

Andy: But there was probably, I don't know, maybe 10 days of solid working to just get those trees to the point where he could really start working with the trees.

Austin: Yeah, push the weeds down and see the tree.

Andy: Yeah, truly. And so we, so it was out in the middle of nowhere and Polly and I didn't really feel comfortable just like leaving him out there in the middle of nowhere. And so you can't, it's not gonna take just 30 or 40 minutes, so it's gonna take a while. So I got in there and I worked with him. But here's what I found very quickly, because I did it once and I said, alright now, I'll get in here and let me help you today. But then I realized something, and a lot of it came from questions that we get from people who talk about their teenagers not talking or not having relationships or conversations with their children. And so one of the things that I realized is that when a kid becomes a teenager, as parents, we do a lot of times, we turn into chauffeurs or spectators, right. I mean, I spent time with my kid, I went to his ball game, right. I spent time with my kid, I took him to the movies to meet his friends. And so we end up maybe not spending or even if we take them fishing, we're fishing, right. There was something very unique going on there that I didn't really say anything about but I knew it was worth my sweat equity. And

that was, when Austin would say to me, dad, we need to take these particular lemons of this tree, you need to move these over here, if we can clear this out from under this tree. Well I would get to work on it, and he would be working on a tree right next to me. And so we're, it's that kind of work, it's kind of mindless, the thought is in.

Austin: Pretty straight forward, in what you need to do.

Andy: Right, and so we just worked side-by-side and talked. And it was kind of about nothing, but you know, it was like, dad, if you could catch any kind of fish, that you want to take to the taxidermist and you can only do one for the rest of your life. And dad if you could go anywhere? And I would ask Austin questions. And we were thinking the things to talk about for hours. And sometimes it would get serious, sometimes it would get silly. And sometimes it would be about, you know, about his little brother. And sometimes it would be about his mom, sometimes it would be about me, sometimes it would be about him. And it would be about his future, it would be about some of the things that maybe happened that week. But I and this would be maybe first time I'm saying this in front of Austin, but Polly knew immediately, I told Polly. Because you know, your first thought is, now that's his deal, that's his deal, I'm not. If you bite more than you can chew, you need to learn.

David: Learn the lesson.

Andy: And so, you know, I didn't sign up to get dirt under my fingernails, I didn't sign up to dig a hole, I didn't seal this deal. And so, I can see how a lot of times you would think that, but Polly and I quickly realized that, that time, that time with him, was something, I don't know, something special. We did something again together recently, a longer project like that and I remember saying to you,

man, this reminds me of last summer. I had such a good time. And how did you see that?

Austin: Last summer?

Andy: Right. Other than being hot all the time.

Austin: Well, yes sir, we did get to talk a lot, and that was just, nice to talk and fun to work and talk.

David: Well and I'm sure and all of us have experienced this, as you continue to get older, those opportunities to have those conversations, often times will decrease, because you're 15, you're about to, later this year, you'll turn 16, get your driver's license, be off on your own. You have a bunch of friends.

Andy: Leave your poor daddy, whatever.

David: High school brings all kinds of, you know, all kinds of social activities and eventually there's college and life starts to happen fast. And you guys created a moment there which I know turn into a several moments over a Summer. But Andy, there's really a value there I think, for listeners, to seek out and maybe even create opportunities to have those types of conversations with your kids.

Andy: I think a lot of times as parents we tend to try to teach responsibility to our children by making sure they do what they say they're going to do. And you go do that, you said you're going to do it. You know, I saw Polly do something with the boys one time that I thought was brilliant. And I see so many parents that when their kids argue then now, it becomes the argument between kids and the parents, now the parents are arguing with the kids about arguing. And

everybody's mad. And so there was something that was supposed to be taken out of the house and put in the garage or something like that. And the boys, you know, I hate to put this on you here buddy, right in front of you, it was like, well I did it last time, well you did this last time, da da daa. And Polly listened to about 15 seconds of it and she said, hey guys, no worries, don't worry about it at all. And so she picked up this huge thing and they were like, no mom, no mom. And she said, no, no, if I'm gonna have to listen to all this, it's much, much easier for me and for our family, if I do this. No mom, we got it now. Oh no, I have it. And she took it all the way down the stairs and all the way out. And of course they felt horrible which they should've felt horrible.

David: Right, yes.

Andy: But see, that was, what a great way. And so I think that you know, a lot of times, I was right there with Austin working with the citrus stuff. And when you have a choice to do this and do that, I was able to be there and say, well what do you think Mr. Tucker would like more? What would provide, you're trying to provide? I was able to give some, like business advice or whatever, that maybe I wouldn't been able to give.

Austin: And it was definitely much better having you there to ask you that question than to have it make it on my own and possibly ruin something.

Andy: I'm so proud that he has shown a lot of integrity thinking about that end result and how are they gonna, you know, how are they going to perceive his work and also just wanting to know. So that has been very cool for me to watch.

David: Andy you talk about a lot, frequently you talk about the way that we behave, opens or leads to the opportunities that we get. A child with manners has

infinitely more possibilities than a child that grows up without manners. A child that reads has infinitely more possibilities than one that doesn't and on and on. Austin this business has lead you to some pretty cool opportunities. You've gotten a chance to speak in front of a couple of groups and you've been interviewed a couple of times, what's been the coolest experience that's come out of you and Sporty Citrus?

Austin: Well, probably the first thing that comes to mind is, the BCA, which is Business Council of Alabama, being the chairman of the young entrepreneurs part, that was pretty cool to me.

David: Wow, that is so cool. And so you have to speak in front of that group.

Andy: He is going to.

David: Oh that's still coming up, ok.

Andy: They just gave him this, I mean, just appointed him.

David: Unbelievable. That is so cool.

Andy: I mean, I'm a lot more excited. I mean, Polly and I were very cool and then when he got it, we went back in the room and went, are you kidding me, can you believe this?

David: That's so great. Austin do you feel like, it's another one of those weird questions because your dad's sitting here but do you feel, is it weird for you at all, is there any pressure on you at all because your dad is an author and people are

seeking out his advice and asking him about what to do with their kids, like does that ever cross your mind, is that a weird thing for you to deal with?

Austin: I wouldn't say it's weird, it's definitely something I keep in mind though, just being cautious and stuff.

David: And you're aware of it.

Austin: Yes sir, definitely.

David: Ok. Andy you've got someone that is, in a way following your footsteps, just in a sense.

Andy: Let me just say something. Buddy, that's a very good answer there. Because for you to say that no, you're not aware, no, there's no pressure, you would either be an idiot or lying. Because there is, you know, I'm aware that there is more pressure on Austin and Adam just because I guess what I do. And also, you know, Austin is very aware, we talk about change and how things change and what has to be in place, those two things, what's in it for you and proof beyond a reasonable doubt. And so, you know, Austin is very aware that he and Adam are, that the way they act and the way they are, is a part of our family commitment to help other people. Because honestly, you know, I want to help people raising their kids, I want to help people do, connecting with their children and their teenagers and what opportunity would I have to do that if everybody thought Austin was rude right? And so, anyway, I just, and Polly and I so much appreciate these boys. And Austin being older, he is really a leader in that area.

David: Absolutely. Well Austin thanks again for taking the time to join us. This has been really fun Andy, for me to sit here and watch the dynamic between you

and your son, and Austin it's been great to learn a little bit more about your business, so thank you for taking the time to join us.

Austin: Thank you for having me.

David: Absolutely. And I just want to say, as a bystander here, that it is great to see behind the scenes, that this is real. That's always been one of the things that I've enjoyed working with you Andy, is that, from the outside, you've been my favorite author for a long time, well over a decade. Well long before we ever start working together. But then once I did get the opportunity to come work with you, seeing things from the inside, seeing that, the way that you lead your family, and the principles that you teach your boys, and how you run your marriage, and the business and everything, this is full of integrity and this is one of the few times where I feel like we get to, for lack of a better word, show that off. I know you would never be touting this, this is something that I've pushed for. And Austin, I'm so thankful that you joined us. But thank you guys for being open to share this part of your life with everybody. It's great to see that there is character, there's integrity behind the scenes and Austin's business is proof of that.

Andy: Well I appreciate you buddy, David, and Austin, you are awesome. Man, I have no problem saying that, your mom and I are so proud of you. And just proud of what you are becoming. We're proud of the big brother that you are. And we're also, you know, we're learning and we're appreciative very much of your patience with us. And also David, let me just say this, that I am also an advocate for Austin's business, and I'm excited that, I mean, he decided, he said, dad, for the In the Loop people, we could, you know, for our guys, we could make this half price for this pot plan. And I'll personalize it, whatever kind of citrus they want to go after, I'll make it personal of that. I'll have it for their area, have picture and everything. And it'll be only \$24.50 and it'll be a great gift. So I have no problem not only

putting that on here and saying to people, hey this is a great opportunity, but I also have no problem putting the mojo on you. And with your wife Stephanie, I can't think of a better gift for you to give Stephanie, than her own personalized pot plan. That's something that you guys can do together. And so David, make sure that In the Loop is in the subject line, austin@sportycitrus.com. And whatever kind of citrus David you would like to grow in a pot or Stephanie would like to grow, what an awesome opportunity for you to participate in this.

David: Thank you so much for putting me on a spot. The answer will be, the lemon tree, she would love to have lemon tree. So I will follow up, I'll lead the charge.

Andy: Austin, make sure you tell me when David sends.

Austin: I will, I will.

David: And once again, the details on this amazing offer, through May 31, 2015, email austin@sportycitrus.com and in the subject line put In the Loop and then in your email, tell Austin, where you are and what type of citrus trees you want. And he will send a customized pot plan to you. This is an amazing pdf, it's not a book that's gonna take you three weeks to read, but it is a customized plan that's going to get you results where ever you are. And it's half off through May 31.

Andy: He puts in there, where to get the tree even if it's on line, I mean, everything.

David: Absolutely. And we're excited to hear more results from people around the country, around the world potentially, that are gonna benefit from this. And

Austin, we're excited to see where this business goes and what's next in your life. Hopefully we'll have you back on here sometimes soon on In the Loop.

Austin: Yes sir. Thank you.

David: Thanks Andy, we'll talk to you next week.

Andy: 1, 2, 3, 4, I declare a thumb war.

David: The war has been declared.

Austin: Alright.

Would you like to run something by Andy? Contact us and your question might be featured on the show!

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