

Jerry Colonna: Hey, Michelle. How are you? It's great to, uh, connect with you like this.

[00:01:00]

Rev. Haunold: Yeah, thank you. Thank you so much.

Jerry Colonna: Tell us again, uh, who you are and tell us a little bit about Gearhead.

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Rev. Haunold: My name is Reverend Michelle Haunold and now I've added Lorenz to my last name.

Jerry Colonna: Mm-hmm (affirmative).

Rev. Haunold: Um, I, uh, started Gearhead, well, I joined Gearhead. Gearhead started in 1993 as a magazine. My former business partner, um, who was a very good friend of mine, started the company and, uh, I came on as full partner in 2000 to expand it from a hot rod, rock and roll, punk rock magazine into a record label and a clothing line.

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Jerry Colonna: Mm-hmm (affirmative).

Rev. Haunold: It's uh, it's in a world of custom culture, uh, so it's very, uh, niche, um, uh. It's, uh, low-brow art and punk rock music and vintage cars and, you know, that whole, uh, scene and Gearhead, um, just really has blown up. We were the very first, um, company of our kind to do not only a magazine, but this garage punk record label and clothing line and kind of tied in together to promote the lifestyle of, of this little niche world that we live in and, um-

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Jerry Colonna: And, and I'm going to, uh, interject: tell me about Reverend.

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Rev. Haunold: Um, I became a minister. Well, it's all kind of connected to Gearhead, actually. Um, my former partner and I split up in 2006. We had very different ideas of what the business was going to look like or, and how it was growing and changing and, um, I was pushing us to grow and we were getting bigger and more well-known and the brand was really just erupting. Um, and he decided that he didn't want to work that hard and, um, really wanted to just go back to it being a small, little, tiny, underground company.

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Jerry Colonna: Mm-hmm (affirmative).

Rev. Haunold: Uh, and, um, and so we split up. I s-, I actually, literally split the business up. I gave him half and I took half. And we ran the companies parallel. He ran the magazine and I ran the record label and we kind of ran them parallel for a couple of years until the great recession hit. Um, and in 2008, because I kept all of the, the debt from when we were a partnership and I had been paying it off, um, the whole recession sort of hit the music industry right before the

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whole rest of the, the market place and things were tanking and I was getting sued left and right by credit card companies, creditors, and I just, it, it was in a major spiral and I just realized I couldn't keep things going anymore and ended up filing bankruptcy.

[00:06:00] Um, I had a store at that point, a full, little retail store and, uh, six or seven employees and everything just crumbled literally. Um, I just went from realizing I couldn't hold it all together and I just said, "Okay, I let go," and one morning just found myself on the floor, just sobbing and, and just full-on, just panic, and that's when I realized, "My God, I can't, I've got to file bankruptcy, I can't do anything else." And at that point I just, I didn't know what to do. I just didn't know where to go, where to turn. I was just absolutely just devastated.

[00:07:00] And, um, I had taken some classes at the local, it's a non-denominational, um, seminary called Church of Divine Man and the Berkeley Psychic Institute. Uh, they offered meditation classes and spiritual healing and I was led there. I just, I knew people there. I had been there once or twice and I just ended up knowing I needed something, something different because I just, I was just devastated and, um, and I started taking meditation classes there as a way of trying to figure out how to move forward and what to do with my business and how to heal my life and-

Jerry Colonna: Mm-hmm (affirmative).

Rev. Haunold: Um, and one thing lead to another. I never intended to become a minister. I never intended to join their seminary, but each class I took led me to a new phase of healing and, um, eventually in 2000, uh, 13 I think it was, I had completed all of the course requirements and was, I became a minister and, and that's really helped me shift my life. I did spiritual healing work for a while and counseling. I became a master gardener. I just put, I just walked away from Gearhead. I closed my store down. I just walked away and put everything on hold to try and kind of get a little bit of perspective on my life. No, I guess I graduated in 2011.

Jerry Colonna: Hmm.

Rev. Haunold: Um, and then 2013, um, my, uh, uh, I had to basically take legal action with my former partner who had been committing fraud and really damaged the brand and there was still kind of functioning. I wasn't putting any attention on it. I was really working on my spiritual path, um, and thinking that that was going to be my next business, um, but after going through the legal, um, uh, situation with my former partner it was declared his all, all his rights were terminated.

Jerry Colonna: I see.

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Rev. Haunold: Everything, one hundred percent of the brand and ownership reverted to me and at that point I had sold my house to finish clearing off-

Jerry Colonna: The debt.

Rev. Haunold: The debt. All of a sudden I had the business one hundred percent in my control and I was at ground zero and I kind of went, "Huh, I feel like I've got some balance, some understanding now of what happened and why it needed to happen."

Jerry Colonna: Mm-hmm (affirmative).

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Rev. Haunold: And, uh, I decided to start Gearhead back up with uh, this new-found sense of spiritual understanding and, hmm, ownership I guess. And so, um-

Jerry Colonna: So, so let's fast-forward to where you are today. It's super helpful and, and that background is really helpful. So here we are now. It's 2000 and 18-

Rev. Haunold: Yeah.

Jerry Colonna: You've successfully relaunched the business.

Rev. Haunold: Yes.

Jerry Colonna: You went through that wild ride.

Rev. Haunold: (Laughs)

Jerry Colonna: Right?

Rev. Haunold: Yeah (laughs).

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Jerry Colonna: And, and we're both laughing because, uh, you know, I, I will, I will confess to having looked at your website and seeing this gorgeous picture of you I think on a motorcycle.....

Rev. Haunold: It's in a, it's in a hot rod, actually.

Jerry Colonna: In a hot rod.

Rev. Haunold: It's in my, my now husband's hot rod.

Jerry Colonna: Right. Right. There you are, top down, you know, big smile on your face, and yet there's this, so what's going on now? What-

Rev. Haunold: Well.

Jerry Colonna: What caused you to reach out?

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Rev. Haunold: Honestly, so here I am, you know, it's just me. I went from having community people I was working with, a business partner, I had a store, I had employees, um, I had a very clear direction and idea of what I was doing to grow the business and, and expand the brand and, um, you know, so since re-launching the business I'm now working by myself out of my house. Everything is online.

[00:11:00] I, you know, I go out to car shows and rock and roll shows and I set up and sell the product direct to consumers.

[00:11:30] But other than that I'm pretty isolated and, trying to figure out what to do, how to, I feel like the business since I relaunched it in 2013, I feel like I'm just sort of sputtering along. I don't, I'm not paying myself, you know. I'm barely making ends meet. I feel like there's this massive potential with this company to grow and expand and be this incredible lifestyle brand, but have no idea how to get from where I am and my ideas and my visions to where I think the company should be or could be. Um, and, and I just realize it's like I need, I need help. I need guidance.

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Jerry Colonna: Yeah.

Rev. Haunold: Um, so you know the, the work I first heard, um, the work that you did with the StartUp people and I was, I've been listening to podcasts, any things that's connected to business and independent business I've been listening to and reading and, you know, trying to glean-

Jerry Colonna: Mm-hmm (affirmative).

Rev. Haunold: Bits of information or guidance and when I heard you with the StartUp people
[00:13:00] I was just, like, "Holy crap. That's what I need. I need somebody like Jerry (laughs) who can kind of see the bigger picture and maybe help."

Jerry Colonna: Hmm.

Rev. Haunold: Work through the emotional challenges and isolation-

Jerry Colonna: Hmm.

Rev. Haunold: To bring these creative ideas I have into fulfillment or realization so, yeah, I've been listening to StartUp. I've listened to your podcast, I've been listening to The Venture. I've been listening, you know (laughs), Open for Busine-, everything to just try and-

Jerry Colonna: Well, let's ha-, let's hang out in this space then.

Rev. Haunold: Okay. [crosstalk 00:13:30]

[00:13:30]

Jerry Colonna: So I'm going to reflect back to you some of the things that I've heard you say and I love the fact that you just took a deep breath because that says to me it was a parasympathetic nervous systems reset. Ahh. And we'll just acknowledge that Michelle got married, Michelle and Bill got married and that there's a lot going on here and that there's a lot of history in here. There's the relationship with the former partner and there's a lot of tension and, and still a lot of, um, hurt-

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Rev. Haunold: Yeah.

Jerry Colonna: It feels like it carries. And then that there's a lot of wishes and dreams, let's call them dreams deferred.

Rev. Haunold: Yeah.

Jerry Colonna: In that there's a wish and a wish and a dream around the Gearhead. Yeah, keep doing that. Keep taking those parasympathetic nervous system resets. Those are awesome for us. And so there's a lot here. And one, one path we can go down is to sort of intellectualize and sort of say, "Well, let's strategize on what to do with the business." The challenges, of course, that, um, I don't know enough about the business to be able to offer anything other than platitudes. Um, and then there's this other piece which is, uh, and I'm going to make an observation here and you tell me if this lands: yet again Michelle finds herself in that place. You know that place?

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Rev. Haunold: I know that place.

Jerry Colonna: Oh!

Rev. Haunold: I know that place very well.

Jerry Colonna: We know, we know this place. This place is staring down the existential question of, "What am I doing with my life? Is this the right thing I should be doing?"

Rev. Haunold: Yeah. That's, that's-

Jerry Colonna: That's it.

Rev. Haunold: That's the question. Am I wasting my time? Is there something else I should be doing?

Jerry Colonna: Yeah. Yeah. Yeah. And that's a scary question, isn't it?

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Rev. Haunold: Yeah. It is. It's, I mean, since 2000 I feel like I've had this idea of where I can go and, despite all of the ups and downs and insane crashes and wonderful successes, I still keep having this feeling in my gut I have to keep walking this path because there's something there. But then I start, I question myself

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constantly. Am I re-, am I listening to my gut correctly or am I just kind of trying to force this thing to happen that maybe I, back when I filed bankruptcy and I shut my store down and all, and shut everything down and walked away, maybe that was the time that I was supposed to literally stop. But I didn't. Well, I mean, I did, but, you know, then I started it up again because I still have this gut feeling.

Jerry Colonna:

Hmm.

Rev. Haunold:

That I, I had something more I needed to do with this company.

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Jerry Colonna:

Hmm. So, um, there's a phrase you just used that I made note of which was, which I often hear which is, and it's a variation on this, I don't know if I heard it a hundred percent correctly, it's, it, "I don't know if this is what I am supposed to do."

Rev. Haunold:

Yeah.

Jerry Colonna:

Right. So can we just hang out with that for a minute?

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Rev. Haunold:

Yeah, absolutely. I'd love to explore that. I explored it in my writing all the time as I journal, but I never actually talked about it with anybody.

Jerry Colonna:

Right. So, so there's a fundamental premise behind the observation and the fundamental present, premise behind the observation, well let's explore that. The fundamental premise seems to be that there is something you're supposed to do. Do you hear that?

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Rev. Haunold:

Oh, okay. Yeah, absolutely.

Jerry Colonna:

Right.

Rev. Haunold:

Because it feels like, it feels like it. I mean, in, in-

Jerry Colonna:

What does it feel, it feels like what?

Rev. Haunold:

In that third chakra space.

Jerry Colonna:

Yeah.

Rev. Haunold: Right in the center of my gut, you know, it's just I feel this overwhelming need to keep exploring and unfolding this business.

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Jerry Colonna: Right. So the question is: is that some sort of divine expression or is it your own stubbornness?

Rev. Haunold: And that's what I'm not sure about. And I, I sit and I pray and I meditate-

Jerry Colonna: Yeah.

Rev. Haunold: And, and overwhelmingly I get that it's a divine direction, but, you know, with my own, I'm very stubborn and-

Jerry Colonna: Yes, you are.

Rev. Haunold: And I have a tendency to override so, yeah, uh, I'm not sure if I'm assigning divine. It feels like it's a divine, outside-of-myself guidance is what it feels like.

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Jerry Colonna: Yeah.

Rev. Haunold: And I've done enough-

Jerry Colonna: Yeah.

Rev. Haunold: Meditation and praying and contemplating to generally know the difference, but I still don't quite trust it, at least in this instance I don't quite trust it.

Jerry Colonna: So, um-

Rev. Haunold: And that could be because I just, I'm struggling financially. It's like I'm, it's hand-to-mouth. I'm barely making it month-to-month, you know, and I keep thinking if this isn't divine guidance, shouldn't that part of it be easier?

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Jerry Colonna: Yeah. Um, so, so, again, I don't know. I don't have a direct connection, um-

Rev. Haunold: (Laughs)

Jerry Colonna: (Laughs.) So I'm going to fool myself in thinking that I do.

Rev. Haunold: Well, that's exactly it. It's like, am I fooling myself? I don't know (laughs).

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Jerry Colonna: But, but I'll say this: um ... um, one time I went to Greenland and, um, I was supposed to, um, spend a couple of weeks crossing, skiing this 200 kilometers and I, I ended up falling in a crevasse and having a completely different

[00:20:00] experience and, um, I remember my son, Michael, saying to me something to the effect of, "Well, dad, it was an adventure, just not the adventure you expected."

Rev. Haunold: (Laughs.)

Jerry Colonna: Right. And so there's a part of me that wants to say, "Michelle, it, it's been an adventure for 18 years."

Rev. Haunold: Oh, completely.

Jerry Colonna: But not the adventure you thought it was going to be.

Rev. Haunold: Yeah.

Jerry Colonna: [00:20:30] And, and, and, um, the thing about, um, I don't know if, if there's, um, uh, a, you know, some sort of energetics that says this is what you're supposed to do. Sometimes it feels like, as I once said to a friend recently, you know, vocation doesn't feel like the clouds part and the hand of God comes down and says, "Oh! This is what you're supposed to do." Often times vocation feels like, "Are you fucking kidding me?"

Rev. Haunold: Yeah.

Jerry Colonna: This.

Rev. Haunold: (Laughs.)

Jerry Colonna: [00:21:00] With this roller coaster ride? Really? That's what I'm supposed to experience? Oh, come on. Please take it back, right? Um-

Rev. Haunold: I have often prayed for the door to be closed. I'm like, "You know, I think I'm kind of, I don't know that this is what I wanted." (Laughs.)

Jerry Colonna: Well, it's not the, again, it's not the adventure that you wanted, but it's the adventure you're having.

Rev. Haunold: Yeah. And I learned an insane amount of cool stuff that I never would have learned had I gone down a different path.

Jerry Colonna: [00:21:30] Well, I'm going to go out on a limb, limb here. Okay, I'm going to go out on a limb here. Um, there's a little gift that's occurred. There's are many gifts that have occurred, but I'm imagining this one in particular. You said before you were sitting in Bill. Bill is your new husband.

Rev. Haunold: Mm-hmm (affirmative).

Jerry Colonna: Bill's hot rod-

Rev. Haunold: Mm-hmm (affirmative).

Jerry Colonna: When you took that picture. Now I'm imagining, since Bill owns a hot rod, that there is this content connection that exists between the two of you that has something to do with Gearhead.

Rev. Haunold: That's how we met, actually, was because of Gearhead.

Jerry Colonna: Say that again.

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Rev. Haunold: That's how we met is because of Gearhead.

Jerry Colonna: Say that one more time.

Rev. Haunold: Okay. That's how we met. It's because of Gearhead.

Jerry Colonna: Okay.

Jerry Colonna: So Gearhead may not have been intended by some divine third party to create riches and wealth and forever and forever safety for you. It may have been intended to deliver up this crazy guy named Bill.

Rev. Haunold: Mm-hmm (affirmative) (laughs).

Jerry Colonna: Right?

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Rev. Haunold: He is unlike any man I have ever been with and, you know, we've been together 11 years now.

Jerry Colonna: Okay. So he came about, in effect, because of your stubbornness around Gearhead?

Rev. Haunold: Yes, absolutely.

Jerry Colonna: Okay, so I don't know, I don't know what divine intervention is. I don't know, uh, any, I have no capacity to be able to discern that.

Jerry Colonna: (Laughs.) But what I do know is that, more often than not, our discomfort doesn't, it stems from, in effect, us saying to the world as it presents itself, that's not the world I want. I want it to be different (laughs). It's like, this is great, just change all these other aspects about it. I love Gearhead, but I'd like it to not be Gearhead.

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Rev. Haunold: (Laughs.)

Jerry Colonna: And Gearhead, seems to me, has been on the brink of disaster since Gearhead was launched in 1993.

Rev. Haunold: Yes, oh, absolutely. That is a very accurate statement (laughs).

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Jerry Colonna: So, so one of the, one of the great Buddhist saints, Milarepa, is very famous for his songs and his teachings and, uh, there's a, there's a doha song in which a student comes to Milarepa and says, in effect, um, "Milarepa, how do I find it easy to meditate on the sky, implying it's so open and it's beautiful, but then the clouds come, right, and how am I supposed to meditate on the sky when the clouds come?" And Milarepa says, "The clouds are part of the sky."

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And so the student says, "Well, Milarepa, I love to meditate on the ocean. It creates such a, a simple joy to see the tranquility of the ocean, but then these really troublesome waves show up. And, Milarepa, how am I supposed to meditate on the ocean when the waves show up?" And Milarepa says, "Can you see that the waves are just the ocean's ability to play?"

And then the student says, "Milarepa, I, I want to contemplate on the mind, but then all of a sudden these thoughts show up." And Milarepa says, "Can you see that the thoughts are the mind's atten-, ability to play, the expression of the mind's ability to play?"

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The point is this: what we want is to cherry pick our experience.

Rev. Haunold: (Laughs.)

Jerry Colonna: I want the good part of Gearhead without the bad part of Gearhead. I want the Bill that comes into my life, right, because I heard your loneliness. Or, or, to put it this way, your aloneness in Gearhead. And yet, may I, since we're still in the honeymoon period, perhaps the most important person in your life is a consequence of Gearhead. So I'm alone and yet this thing that this person that has come into my life is a consequence of that. Does this have any resonance, Michelle?

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Rev. Haunold: Oh, completely. You know, when I, um, when I filed for bankruptcy, um, Bill and I had been dating for two years and he had only known me as the CEO of this cool, hip company with a record store and, you know, all these amazing people and bands, and hot, you know, stuff. And when it all went away and I closed my store I said to him, "You know, I'm not the person now that you started dating, you know, and if you want to go, I understand because you got involved with me when I was this person and now I don't have any of that and I'm trying to figure out who I am and where I'm going."

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Jerry Colonna: Yes.

Rev. Haunold: "And you can go. I won't be upset if," you know, and he was like, "I'm not going anywhere, you know."

Jerry Colonna: Right.

Rev. Haunold: "Yeah, I met you when you were that, but, you know, you'll figure it out and I'm here," and literally he has, through every single step of this process and journey. And I keep saying to him, "You know, I can go get a job and I can to, you know, help support us and I can, you know, kind of just do Gearhead on the side." And he'd keep saying, "No, keep doing it. I know, you know, I believe in you. Just keep doing this. It's okay. I can support us." And so I keep going and he, he's like my container really for me to sit in and explore this and he's intricately a part of this.

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[00:28:30] He does artwork for Gearhead, you know, he painted the new cover of the magazine. Um, he's got the hot rod that, you know, we drive around in and have some good times in and people just are, you know, attracted to him. So, yeah, he, um, he has full faith and trust that this is-

Jerry Colonna: What's it like for you to hear, what was it like for you to hear his full faith and trust in you?

Rev. Haunold: I, never in my life, had that before, ever. And I keep thinking it's going to go away. And I keep feeling responsible that now I'm not living up to his trust and his belief that I can make this into a company that, you know, I know it can be, um [crosstalk 00:29:02]

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Jerry Colonna: So, so, so you just.

Rev. Haunold: I feel like I'm letting him down.

Jerry Colonna: So you just made an interesting little leap.

Rev. Haunold: (Laughs.)

Jerry Colonna: And the first, the first statement is, "I have never felt that before."

Rev. Haunold: Yeah.

Jerry Colonna: So let's just hang out there before we go to the belief that you've let him down.

Rev. Haunold: Okay.

Jerry Colonna: Okay. So just feel, feel the experience of Bill saying to you, "I believe in you."
[00:29:30] Feel that. Go ahead...I hear you.

Rev. Haunold: I've never had anybody...be there like that.

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Jerry Colonna: And here you are with someone who is there like that for you. ... I imagine, not having had that before, that one of the belief systems that you took in was that you will never have that and, moreover, if I do have that, it's likely to go away. Is that right?

Rev. Haunold: Yes. Oh, yeah. Absolutely.

Jerry Colonna: Alright. So notice it hasn't gone away.

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Rev. Haunold: (Laughs.) Amazingly enough, no.

Jerry Colonna: Alright, and so even though I understand that the feeling is the worry, the concern is that you've, quote, Let him down, somehow that's actually not what's happened.

Rev. Haunold: (Laughs.) You're right.

Jerry Colonna: Somehow Bill, rather than leaving-

Rev. Haunold: (Laughs.)

Jerry Colonna: In fact, married you.

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Rev. Haunold: (Laughs.) Which, honestly, uh, yeah-

Jerry Colonna: Is flabbergasting.

Rev. Haunold: It, it really, it really is (laughs).

Jerry Colonna: Right. So maybe the gift of Gearhead is that Bill came into your life, in part, in part, for you to experience someone being there, even when you're convinced that they won't. You know, I'm reminded of another Buddhist story and I'm going to mangle this story as well. A man is desperate, uh, and maybe it's not even a Buddhist story. A man is desperate for relief and for salvation from God and he's adrift in a, in a rowboat in the middle of the ocean and he's, he's, he's desperate. And, uh, for God to come and save him. And as he's laying in the rowboat a small boat comes by and, uh, asks if he's okay. And he says, "Yeah, I, I, I'm okay. I'm just waiting for God."
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Rev. Haunold: (Laughs.)

Jerry Colonna: And he says, "Okay." So the boat goes on and then another boat comes and then finally a big ocean liner comes and he's like, "No, I'm waiting for God." And finally he gets really angry and the boat moves on and finally they get, you know, he gets really angry and he says to God, "God, why didn't you save me?" And God says, "I sent three boats to you."

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Rev. Haunold: (Laughs.)

Jerry Colonna: Right? Okay. And so Gearhead perhaps, I don't know if you should keep Gearhead going. I don't know if you're delusional. I don't know the numbers. I don't know if you're stubborn. You're probably all of the above.

Rev. Haunold: Yeah.

Jerry Colonna: You're also known as an entrepreneur, right?

Rev. Haunold: Yeah.

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Jerry Colonna: But what I do know is that Gearhead has been giving you this extraordinary experience to grow. ... And you're nodding because it, it sounds like it, you recognize that.

Rev. Haunold: Oh, yeah. I know one hundred percent, without a doubt, had it not, and I write about this a lot in my journals, had it not been for the vehicle of Gearhead I wouldn't, I never thought I was an entrep-, entrepreneur. Never in a million years would I, did I think I was going to start my own business. And then I started my own business and I grew it and I have done things that I didn't know how to do, but I learned how to do it and I s-, I opened a store and I ran the store and, and I've put on hundreds of festivals and traveled all over the world and met amazing people. And none of this ever would have come into my life had it not been because of Gearhead. And, and intellectually I, you know, there are times when I see that and I can be so grateful and just like, "Wow." I wouldn't change it, I wouldn't trade it for the world because-

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Jerry Colonna: You just, you just want to experience the, the sky without the clouds.

Rev. Haunold: Yeah (laughs).

Jerry Colonna: (Laughs.)

Rev. Haunold: Yeah, and, and, yeah. The biggest piece of it is actually having a, a romantic partner that gets it. I mean, I've had hundreds of relationships. I've been married previously. It was a disaster. He was an abusive, self-centered drunk. My former business partner was, never believed that I could create something

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[00:35:00] that would be bigger than who we in our little world was. But I was like, "No, no. We can do this. I know that we can." And I did it. I just figured it out. But Gearhead has been the vehicle all along for opening all of those doors, and I forget.

Jerry Colonna: Gearhead, Gearhead, Gearhead caused you to become a Reverend?

Rev. Haunold: It did. It was absolutely one hundred percent had it not been for the trauma of-

Jerry Colonna: Right.

Rev. Haunold: That, I, I never would have ever opened the door to exploring my spiritual path.

Jerry Colonna: Right. Look, I, you know, as a fellow human sufferer, sufferer of the condition of human, of being human-

Rev. Haunold: (Laughs.)

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Jerry Colonna: I, uh, I relate to the emotional roller coaster ride. I understand it and, uh, as a fellow human I would say that there, the opportunity here, just like it is for me when, when, when the loving, caring people in my life point out my wish to see only the sky without the clouds, um, my wish is I wish that the entire experience would be without pain and suffering. ... Yeah, that was a big parasympathetic nervous system reset. Um-

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Rev. Haunold: (Laughs.)

Jerry Colonna: But unfortunately, that's not the experience that you're having. And, you know, there is this belief system when we can get into that space, there's this belief system that someone out there has the answer. They're just not telling us.

Rev. Haunold: (Laughs.)

[00:36:30]

Jerry Colonna: Right. (Laughs.) I mean, there are T-, there, there, there are these like, you know, counselor TV shows where, you know, the entrepreneur goes to the, goes to the wise person who says, "You know, what you've got to do is change the menu and the k-, and the restaurant will survive." It's like, okay, would that life were that simple.

Rev. Haunold: Yeah.

Jerry Colonna: Right. Um, and sometimes there is a, just a, you know, a tweak you can do and a fix that you can do, but more often than not, it's a complex system of inter-related, uh, experiences. You, know in 2001 some crazy ass holes fly some airplanes into the World Trade Center and they change the economy. Um, in 2008, you know, the, the mortgage crisis, you know, precipitates, our, our recession in the economy. I mean, who knows what tomorrow is going to bring?

[00:37:00]

[00:37:30] This is the ride. There are no, there is no ocean without the waves. It's just, this is it. This is all that we've got. Um, and, and, you know, my, my short-term advice is lean into that which is purpose. Lean into that which is what makes Gearhead separate from and unique from anything else that is out there in the space. Lean into the unique, gorgeous, mélange that is Michelle. Church of, what's it called?

[00:38:00]

Rev. Haunold: Church of Divine Man.

Jerry Colonna: Church of the Divine Man meets tattoos, meets hot rod, meets the whole panoply that is Michelle and Gearhead and Bill and lean into all of that. Because the alternative is for you to somehow try to be somebody else and, I can speak from my own personal experience, that sucks. That sucks. So this is who you are. This is where we are. Um ... Try to remember, uh, the things that you do have. They may counterbalance the, the crushing blows of Gearhead not unfolding the way you would wish it to unfold. Does that have any resonance?

[00:39:00]

Rev. Haunold: Completely. It makes me want to cry again.

Jerry Colonna: Oh, that's not a bad thing.

Rev. Haunold: (Laughs.)

Jerry Colonna: What occurs to you as you think about crying?

[00:39:30]

Rev. Haunold: Yeah. I just keep thinking about something my dad said to me and, um, you know he, I know he wants the best for me. My father is a very, very famous, very successful scientist.

Jerry Colonna: Hmm.

Rev. Haunold: And I know he wants me to be happy and successful when at one point he said to me, "Well, you know, just go, go get a job at Costco. They pay \$40,000 a year and full benefits. Like, just go do that." And I remember thinking, you know, while he said that to me, just this pain of sickening, just, I just felt like throwing up and crying and vomiting all at the same time...

[00:40:00]

Jerry Colonna: Hmm.

[00:40:30]

Rev. Haunold: Like, I'd a thousand times rather keep leaning into the things about Gearhead that are fulfilling and, and satisfying and live in poverty than go and work in a machinery...It's like, I don't, I don't want to be that person. I want to be me. I want my dad to be proud of me. I want him to, you know, feel okay that I'm going to survive (laughs).

Jerry Colonna: Well, I, I, I, I think you said it well. Your, I think your dad wants you to be happy.

Rev. Haunold: Yeah.

Jerry Colonna: And he wants his daughter safe.

Rev. Haunold: Yeah.

Jerry Colonna: Right. That's, that's that parenting impulse. Safe, warm, and happy. Safe, warm, and happy. Um, and, um, to be fair to the folks who work at Costco, there are probably some amazing experiences for them as well.

Rev. Haunold: Yeah. [crosstalk 00:41:39] Yeah, no denigration meant.

Jerry Colonna: Yeah, the question is not Costco or not Costco or Starbucks and not Starbucks. The question is, is this the suit of clothes that I'm meant to wear or not?

Rev. Haunold: Yeah.

[00:42:00]

Jerry Colonna: And, and I hear you. The choice that you're making is the choice for the entire, whole megillah, "the full catastrophe," as Jon Kabat-Zinn says it, the full catastrophe, a particular life. That is a hard choice to make and, um, I honor the fact that you're making that choice and honor the fact that it's a difficult choice and I am not implying that I know which choice is the right choice for any individual, whether it's you or anybody listening to this conversation. Um, I just want to honor the fact that making that choice is difficult. And, um, uh, I don't know that you're choosing poverty. I think what I hear you doing is choosing authenticity.

Rev. Haunold: Yeah. That's abs-, that's, uh, that's absolutely one hundred percent in a nutshell.

[00:43:00]

Jerry Colonna: Yeah.

Rev. Haunold: I have to choose me.

Jerry Colonna: Hmm.

Rev. Haunold: Both who I am and what resonates for me and right now this resonates.

Jerry Colonna: Mm-hmm (affirmative). Mm-hmm (affirmative). And so, you know, hold onto the gifts that it is giving you. Recognize that it is not necessarily giving you the means. Yeah. ...
[00:43:30]

Rev. Haunold: Yeah. There are an incredible number of gifts that I have not recognized and validated as part of what I get from doing Gearhead and thank you for saying that.

[00:44:00]

Jerry Colonna: Mm-hmm (affirmative). Mm-hmm (affirmative). And I think the inability to see the gifts is a very a human thing.

Rev. Haunold: (Laughs.)

Jerry Colonna: Yeah. Yeah. You know, um, and, we started off by talking about, uh, kind of the aloneness in some ways and, and I've written down the word, "community." And one of the gifts of community is that community, those in, in, in our lives get to reflect back to us what they see. And what we see here is that actually, um, in addition to the struggles, there are these other experiences that you're having. And I'm not glorifying the struggles.
[00:44:30]

Rev. Haunold: (Laughs.)

Jerry Colonna: The struggles suck. Right, but we want to make sure that we stay open to see the gifts that are showing up, to see the boat that God sends us.

Rev. Haunold: Yeah.

Jerry Colonna: Right. Um, it just may not be coming in the form that we expected.

Rev. Haunold: (Laughs.)

Jerry Colonna: Or the form that we quote-unquote want.

[00:45:00]

Rev. Haunold: The crazy thing is, you know, when I was doing a lot of my spiritual counseling and healing work-

Jerry Colonna: Hmm.

Rev. Haunold: When I was taking my little hiatus from Gearhead, I said that to people that I counseled. I said exactly that to people (laughs).

Jerry Colonna: Yeah. I meant, I know, I was sitting in and I was just replaying what you said to the other people. No, I mean, well, that's part of the human condition is that that we have this phenomena where we can see things in others that we ourselves struggle to see in ourselves.

Rev. Haunold: Yeah.

[00:45:30]

Jerry Colonna: And we can either use that fact to beat ourselves up or we can use that fact to unite ourselves in this sort of shared common bond. I choose the latter.

Rev. Haunold: Yeah.

Jerry Colonna: Oh, oh, you're, you're, you're another human being just like me. Just like me, you know. I need a barber to cut my hair. I need a dentist to do my teeth and I need a therapist to keep me straight and narrow, keep me cutting through, I
[00:46:00] need a spiritual teacher to, to, to keep me from succumbing to my own delusionary style. I need other humans to set me straight.

Rev. Haunold: Yeah.

Jerry Colonna: In a loving, caring way with a little bit of laughter.

Rev. Haunold: Yeah. That's exactly it.

Jerry Colonna: So I'm going to suggest that we wind down and, uh, I'm going to also suggest that you drink a lot of water.

Rev. Haunold: Yeah (laughs).

[00:46:30]

Jerry Colonna: (Laughs.) Because there were a lot of tears and we don't want you dehydrated.

Rev. Haunold: (Laughs.)

Jerry Colonna: So, so, so in addition to breathing, drinking water is awesome and I'm going to go drink some water myself and I want to say thank you for taking the time to show up with us today, waves and all.

Rev. Haunold: Thank you for being a boat.

Rev. Haunold: It's been a pleasure.

Jerry Colonna: Thank you.