

Using Passion to Create Opportunities feat George Blitch

Music: Enters

Tommy: Welcome back to another episode of “Northeastern Next.” On today's episode, we have entrepreneur George Blitch. We'll talk about how he came to Northeastern from Texas, his work with indigenous elders, and his upcoming book about Bob Lemons. Let's get into it.

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Tommy: All right. Hi, George. Welcome to the “Northeastern Next” podcast. Really excited to have you today.

George: Thank you so much. I'm very excited to be here and chatting with you.

Tommy: Yeah. Where am I talking to you from?

George: Well, I'm in Houston, Texas right now. I live just on the outskirts of the city. I was born and raised before I went and made my trip in '97 up to Boston to go to school at NU.

Tommy: That's awesome. Yeah, I actually did want to talk to you about just how did you find NU from Texas? I saw that on your website you're a fifth-generation Texan. That's awesome.

George: Yes, sir. Yeah, thank you. You know, I was looking at a few different things. Soccer was one of them. I knew that there was a really strong tie with the co-op experience. There were a lot of people I know that went into political science, and they had some internships and work that was in the White House.

At the time, I really wanted to get into politics, and so that was kind of on my short list. I sent out a bunch of videos to the different colleges that I was looking at for soccer, and I got invited to try out for NU. That was kind of the place once I went there and found the city and just fell in love with it. I decided that that was where I was going to call home for the next four or five years.

Tommy: That's awesome. Can you tell me a little bit about your Northeastern experience in general? It sounds like soccer was a big part of it and the co-op experience too. I'd love to hear about your time at Northeastern.

George: Absolutely. Well, I started in '97. I played soccer my first year there, and then the second year, I ended up playing for a little while, and then I ended up leaving. It was just a lot of work. I kind of made it as a field player. I tried out as a goalkeeper. My roommate, Alan Lewis, was the Canadian national team keeper, and it was very hard to go up against one of the best in the business. I made it as a field player, and I just wasn't playing as much as some of the other guys. Didn't have quite that skill set that they did, and so I ended up kind of going and playing in the club level at NU there and had a lot of fun.

I started out, like I said, in '97. I was thinking about getting into political science, moved into english with a minor in secondary education, and I ended up getting... I was a part of the honors

program, so at the time, you could get some extra courses for free if you were in the honors program, and that was something that I really wanted to utilize, help save some money on that side, and I ended up not doing the co-op program. I think I'm the only person of any of my group of friends that did not.

Looking back on it, I really wish I did because I had so many friends that benefited from it, but I just kind of went and churned through, so I kind of finished in about three and a half years. A lot of people will finish in the five, and I just kind of ground that through and took sometimes five, six courses at a time and just kind of... At the time, I was also working at Northeastern at the athletics complex, Parsons Field, and I was also doing some volunteer work with some children with autism. I was also putting on local events with a bunch of different friends of mine who are musicians. I was in a couple bands, and I'd kind of host these things called Local Artists Doing Their Thing.

I was also in the student government at the time. I was the president of the English club. Yes, there was an English club, and hopefully there still is one. I put on some events, and that was kind of a jumping point to my next level of work I was doing, which was traveling around the world interviewing indigenous elders, putting together their life stories and messages with a guy named Harvey Arden, who came and spoke at the Northeastern event I had in December of 2000. Then that kind of was the beginning of the next path of my next, well, two years working immediately with him, but then up until he passed away in 2018, we worked, put together books, published live events, just all sorts of stuff, but it all kind of centered around my time and energy at NU.

Tommy: That's awesome. Yeah, I actually do want to explore that topic with you a little bit, because I see from your website that you reached out to Harvey while you were throwing an event. Can you remind me what the event was again at Northeastern?

George: Yeah, it was raising awareness for Leonard Peltier. He was a Native American political prisoner. Millions of people believed that he was wrongfully incarcerated, and so I was kind of putting together some awareness of his case and a lot of the things that had happened with the American Indian movement back in the 70s, and I had a lot of encouragement from Northeastern staff for me to go ahead and work on that event. I ended up getting some grants and some requests for funding from the school. In Pursuit of Justice was the name of the event, and we had a bunch of different people come in, had an indigenous band come in and play, a lot of different speakers, friends of Leonard's, as well as some original artwork, and Harvey was a National Geographic staff writer for 23 years.

He was a best-selling author, and I had reached out to him, asked him if he wanted to be one of the speakers at the event, and he immediately wrote back and said, "Yes, absolutely. I'll be there." We had an honorarium for him, and he's like, "No, donate that to Leonard, and I just want to come." He showed up that morning of the event, and we were almost late to the event because we ended up talking the entire time. This guy was just fascinating.

He was right next to Anwar Sadat when he was assassinated. I mean, bullets flying by him, the Egyptian president. In 1981, I believe it was, the Andes earthquake that killed like 100,000 people. He was right in the middle of this. He had been at the pinnacle of all these really historical events, and I was just picking his brain, and after that, we just kind of had a kindred relationship, and he said, "Why don't you come work with me? Let's go travel around and record some people's messages and their histories and their stories, and let's see what we can do about that." And that kind of spawned the beginning of my interviewing and multimedia work that I've continued to up until today.

Tommy: Yeah, that's so cool. Yeah, I'm curious how you were able to bring the relationship with Harvey to the next level. How were you able to develop it from an undergraduate student who reached out and asked him to speak at an event to eventually doing what we can get more into, starting the publishing company with him and pursuing the stories of indigenous elders. I'd be curious to hear how you were able to develop that relationship.

George: Absolutely. Well, you know, when he first showed up, like I said, we hit it off really well, and then he said, "You know, let's keep in touch." He was asking me what I was going to be doing after graduation. I had done my student teaching in the inner city of Boston, and while I liked it, I realized that wasn't necessarily something I wanted to do right away and that, you know, having the teaching certificate in my pocket would be good, but I kind of wanted to see what maybe that next journey in life may be, and, you know, he asked me if I was interested in joining this company called Dream Keepers, where it was called Bringing the World to the Elders and the Elders to the World, and it was really the first stage of...he called it living books.

It'd be kind of like the very first stage of e-books. We'd have a website, and people would go ahead and they'd kind of, I think it was like \$50 a year for a subscription, and then all of our books, all of our videos would be available for them to check out there. So, it'd be like a website of maybe like Chief Orville Looking Horse, and then you'd go to that page, and you'd read his book "White Buffalo Teachings", and then you'd see a live event that we did at like Harvard or wherever it may be. We did a lot of stuff around New England, and then it became where we'd travel around and basically have these events where we'd raise awareness live.

We did, I think, one of the very first webcasts at Harvard back then, and then we would kind of go off to the reservation in South Dakota or New Mexico or upstate in Seneca up in New York, and we would sit down and work with these elders and put together maybe videos, documentaries, trying to preserve their words, thoughts, messages, history for future generations in that new digital form, especially in an oratory community to try to then be able to have these capsules of information that they could share and that they could hold onto but that we could also share with a greater audience. Kind of, we called it being a bridge keeper between two different cultures.

Tommy: Yeah, absolutely. I think it's incredibly important to be able to archive those kinds of events and those stories, so thank you for just the greater humanity for doing that. That's amazing.

George: Cheers, thank you.

Tommy: Of course. When you were traveling, I am curious, when you would travel to New Mexico or when going out west to these reservations and everything and you were talking to these elders, did you have a specific story in mind that you were pursuing or were you going to just arrive on the reservation and sort of build the story after listening, after hearing what you had heard from the elders?

George: That's a very good question. A lot of times it would be kind of open-ended. You know, one of the things that Harvey used to do is he would sit down at the foot of these elders, and he was doing this 40 years before I ever joined him, right? He was of Jewish descent and had a lot of family in the Holocaust and then when he came over and started doing a bunch of work in journalism, he felt very closely related to the story and the struggles of Native Americans and the American Holocaust, if you will. And so, that was something he would go and talk to these elders and he would just sometimes say, "Would you like to share some wisdom? What was it that you would like to tell us?"

And instead of having his own idea of how to spin a story, he would just kind of let them tell whatever it is that they felt was important and then that would be the story. And so, his authentic voice of being kind of a conduit to theirs was something that I think allowed him to walk into a lot of these rooms with open arms and it wouldn't be like, "Oh, here's a reporter going to go ahead and give his spin." They were like, "Hey, this guy's like a journalist and he wants to be a historian, and he wants to be a caretaker of our stories."

And so, whenever I started working with him, I think I kind of got, it was almost like a reciprocation of that where they would say, "You're with Harvey, we kind of let you in, we trust you." I would just try to be as careful of a caretaker of their stories and messages just like he would.

So, a lot of times it wouldn't be an agenda behind it, it would be like, "How can we help you? What is it that you want to share with the world and how can we help preserve this in any way? Who should we talk to next?" And so, a lot of times it was, they called it like a travel on a stone canoe. You put the stone canoe in the river, and it would just kind of take you wherever you went. It was a book of the same name that he had. So, I kind of felt like we were on that kind of journey where we never knew where we're going next, but we always were found the way at the end of talking to someone they'd say, "Hey, go over here and talk to them." And that was kind of how our blueprint for a little while of how we got around and interviewing people.

Tommy: That's really cool. I was wondering how that worked, and it sounds like a central theme to each and every one of these stories too is that you are just amplifying these voices and really

giving them a spotlight that maybe they wouldn't necessarily have maintained before that. That being said, do you have any stories that stuck out to you more than others?

George: You know, I went out and there was a gathering in New York City with Chief Arvol Looking Horse. He is the 19th generation keeper of the sacred white buffalo calf pipe. He wrote a book called "White Buffalo Teachings" which talks about the sacred rites and rituals of the Lakota, Nakota, Dakota people. And this sacred calf pipe had been passed around through 19 generations through their people and he is the caretaker of it. So, he is a chief of the Lakota people, but he was going around and talking about a lot of the things that were going on in the world at the time and how he really felt like there was a lot of healing.

He would do a thing called World Peace and Prayer Day on June 21st. The summer solstice every year we would go and pray on sacred sites regardless of your background, creed, religion. It would just be going and honoring these sacred places around the world and trying to gather people up and pray for them.

So, he did this event and then he ended up coming through I believe in August that year to the United Nations building. And they had this special event that was supposed to be outside. There had been a prophecy that there would one day be a pipe ceremony, a chanunpa ceremony, the sacred pipe inside the building of all nations. And he had this vision when he was younger. Well it ended up just happened to be that it was 100 and something degrees and so they moved the ceremony from outside the UN to inside the UN, which everyone who was there was very excited about this and I didn't understand why until someone told me about this prophecy that was basically being fulfilled that day and to be a witness and that.

And then I went and joined him in a sweat lodge in an EP ceremony and he asked me to sit right by him and you know people later on were like, "Hey, how did you know this guy? How long have you been working with him?" I said, "I just kind of met him a few days ago" and they're like, "For you to be next to him is a very sacred thing. It's a very special honor."

And I didn't really realize it at the point too but then being with him, going and staying at the house of the founders of the American Indian Movement. Dennis Banks worked with Russell Means, Clyde Bellecourt. All these people who were these very important leaders I ended up having friendships with them and so those friendships, those experiences I never thought that those would be possible but they ended up being all through you know being a vehicle of just trying to capture and share and be a conduit to all these wonderful informations and stories.

So yeah, there is, you know, going and having a sweat lodge with the founders of the American Indian Movement, walking outside and seeing the northern lights for the first time and being like, "How is it that I'm here? What did I do to get here?"

Tommy: Wow.

George: I think it's a lot of it just kind of staying on the path and honoring being there and just being in the right spirit kind of allowed me to have experiences that...you couldn't pay for those types of things. They were just amazing and very fulfilling in many different ways.

Tommy: Yeah, I can't even imagine how fulfilling and how just incredible and like almost out of body an experience like that must feel. Are these stories published and archived under HYT Publishing? Can somebody go out there and find these?

George: Yeah, good question. I've had some of them over at haveyouthought.com, at the publishing company. After Harvey and I... when he passed that was the end of our work together and I made a website to kind of honor him, harveyarden.com. So, there's a few of those stories there that I've shared. I've done some of this stuff on my socials before just kind of talking about these experiences that I just mentioned there like with the American Indian Movement founders.

I'm slowly but surely been writing them with the goal of putting out a book or an e-book. Something that I can share about these experiences because most of those times when I'd tell people about them, it's hard to like fathom all these places that I went with Harvey and the things that happened and some of these things were like witnessing little miracles. To be able to talk about those and I definitely wrote them down as I was going through them because I didn't want to forget them. So, there's a compilation. I'd say maybe in the next couple of years I want to put something out with that. I've got another book that's kind of in the forefront that I'm going to do and then I'll kind of jump into a little bit more about my history.

Tommy: Yeah, that's something that I think everybody's going to be looking forward to because I know I'm going to go and start reading them on haveyouthought.com. Yeah, I'm absolutely going to go and read some of them because they sound incredible like truly once in a lifetime experiences. Now, I do want to transition a little bit, and I want to hear a little bit about Blich Associates too, the financial advising company that you have with your father. What was the inspiration for starting that?

George: Well, so my dad was a financial advisor right out of college. Basically, he is just a wizard with math, a true genius. He didn't pass everything out genetically that he has but you know I'll take what I can get. But he is just a wizard with numbers. So, he has been a leading financial advisor in the state of Texas for a long time, working with a lot of small cities, towns, and municipalities. There was a point in time I was working with a marketing firm—I used to make television, radio commercials, graphic design, website design logo design, all that kind of stuff—and then I left that company when they kind of took a turn in direction I wasn't really agreeing with. When I went to the visit with the Lakota people back in 2004 and I had taken my two weeks. Went out there and I came back and trained my replacement in the job and then my mom was like, “Hey, you know, if you ever want to work in finance, your dad would love to have you with him.”

I never really thought about that, I mean, I was decent with numbers but that wasn't necessarily a path that I ever had. So, we talked, and he was at the point where he was about to start having to turn down some business and in that kind of industry if you turn away business, they might not call you for the next one. So, he invited me to join him and I did a six month trial because at the time I was also touring around the country with my band and so I was still pursuing that as kind of a career, or at least part time career, and then I'd come back in and kind of work four or five days a week and then travel on the weekends or take a couple weeks off to tour, whatever it may be. Yeah, that trial, I think I'm on year 20 now. So far, it's been a good little trial run, I think it's going to work out.

It's been amazing I get to work with my father every day which is just a blessing, you know, he's literally the kind of top dog in this industry and I just learned so much from him. It's something that I've really enjoyed. There are times it allows me to work on my other things whether it's my company, Map My Ranch, or my publishing company or my podcast. So, it's been something that you know I'm able to continue to further my own pursuits that I have interests in as well as having something that allows me to keep my family in a very good and comfortable space. So, it's just the blessing all around. Yeah, he's an amazing man, it's just been so much fun to be able to work with him side-by-side every day for almost 20 years now.

Tommy: Wow, that's incredible and congratulations to you for that, that sounds, like you said, that's a good trial run. But even then, it sounds like you kind of have the best of both worlds going with that. My question for you now is that it's very obvious that you have an entrepreneurial spirit to you, and I know you just mentioned Map My Ranch. I would be very interested in hearing a little bit about it. What was the inspiration behind Map My Ranch, what's the process of starting a business with a friend? It sounds like a very cool business and business model. Obviously being in Boston I'm not necessarily going to be the most familiar with it, so I'd love to hear about it.

George: Sure thing. Well, it kind of started out, I have two ranches in my family—one on my mother's side, it's been around for five generations in South Texas, and another one that my grandfather and father bought in 1975 in Central Texas—so growing up, it's what I knew. Just being around the ranch—whether it was ranch farming or if it was hunting or just kind of taking pictures and video of wildlife—and so it was something that...or looking for arrowheads. You guys can't see it as you're listening but there's a bunch of arrowheads behind me and so that has been my favorite thing to do is walk around the land and just kind of connect with it.

So, one day, one of my buddies, Colin Williams, was a GIS analyst, a GPS expert in all things mapping. He got a really high-end GPS unit, he brought it out to the ranch, and we were going around and marking different spots and basically creating a custom map of the property. So, we're going to overlay it on to some aerial imagery, we're going to show the boundaries and show different spots where you know there is an overlook or maybe a game trail or whatever it

may be. So, we put that together and made this hard copy printed map and we showed it to a few friends.

The first four or five people when they saw it, they said, “Hey you should map my ranch” and so Colin and I were like, “Hey, maybe we can do a little company called Map My Ranch.” It started out in Texas where we were making maps for people's hunting properties, and it's since expanded. We've worked with people in all 50 states, multiple different countries, and we do maps for really anything whether it's commercial farming, if there's people who go on hikes, if you want to get something for a state park or a national park. We do stuff for people who are fishing—whether it's their favorite lake or maybe it's coastal property or maybe it's a place they have on a beach and they just want to have you know an overlook of that area. So, we have contracts with a bunch of companies that have really good aerial imagery, we got some flight teams we work with.

Whatever it may be, we did vineyards in California. So, if they want to have an aerial image of what they have and then maybe we'll customize it say, “Hey, these are the grapes that are growing here.” or “Hey, this land is public land, this land is you know government BIA land” if they're hunting out in the west and stuff. So, whatever it may be we can go ahead and customize that for you. We have two different types of maps—one that just shows the boundary of the property or an area of interest and then other ones that are like more customized into icons and maybe labels that they want to have.

Tommy: Oh, that's so cool.

George: Yeah, so we work with a bunch of companies in the outdoor space and that's kind of was an introduction into the outdoor world for me, but I've always been fascinated with maps and cartography. Even when I was a little kid, I was done with my work in school, I would be making maps of my ranch, drawing stuff out. So, it's something that I really love and I'm very passionate about.

Tommy: Oh, that's awesome. Yeah, I was actually going to say this sounds like a very cool, modern, and 21st century version of cartography. That's so cool, I love that. I didn't realize it was beyond just ranches to doing the vineyards and doing hiking trails that's so cool. What's the process usually like for that? I'm sure it depends on land size and just terrain but what would you say is like the average time that it would take to truly map something out?

George: Yeah, it's a great question. A lot of times it's really the seasonal dependence. So, like right now going into hunting season, a lot of people are like, “Hey, I want a map next week” and I'm like, “Well, we got about a three-to-four-week turnaround.”

Tommy: Gotcha.

George: So we'll go out and get the best aerial imagery from there...and then we worked with a lot of different companies, like onX or people might send us something from Google Earth

where they have things already kind of mapped out on their property, they send it to us and then we'll go ahead and bring those icons, those you know points of interest on and we send it back a draft map. Then there may be some back and forth, "Hey, could you change this border to this color," whatever it may be. Or we might show them two different images, "Hey, this one's leaf on, leaf off," "Here's one that's in the middle of summer," "Here's one that's in the dead winter," you know some properties are so overgrown you kind of need to have that winter picture when you actually see some of the trails or the roads through the property, otherwise it's just you know green canopy.

It's usually about a three-to-four-week turnaround and then you know we print on multiple different types of papers, products, laminated stuff so you can use dry erase markers, whatever it is. So, yeah, the name Map My Ranch, I know it kind of sounds like it's just ranch and that's why at some point soon here we're going to be moving over to American-made maps which kind of expands it a little bit more. It's the same stuff we're doing but it just you know maybe not as pigeonholed as that because we really do stuff for people all around you know the world, really.

If anybody wants an aerial map—really high-quality imagery—then you know that's kind of what we do, and we'll acquire that for them.

Tommy: That's really cool. So where can somebody reach out to you to get a map made?

George: Thanks! Yeah, that's a good question. Mapmyranch.com is the best spot and eventually we'll have Americanmademaps.com, we own the domain, but we just haven't really pushed that too much now, but everything is available at mapmyranch.com. We also have an Instagram page but if you go to our website I have a bunch of videos that shows us, you know, a bunch of different kind of samples, different types of maps, what we can do and that way you can kind of get a feel for if there's something for you. If it's like people who have lakes, they love to go on and they want to find out where there's bait or where they can get gas or where they can eat, you know we can have all those kinds of things too. If someone is a fly fisherman, they want to go and even just camping you want to have a nice little map of where you're going to go. So, we can kind of do all that and you get a digital and then the printed, whatever kind of print quality you want.

Tommy: Very cool. Now that sounds like something that I think people should check out because it sounds like it's an incredibly useful tool. That's awesome. Now I do want to change gears again, one more time. I see that in 2022 you launched your podcast which it has the best podcast name in the world, by the way, Son of a Bitch to retell stories with people that you've met throughout your life and your career. What was the inspiration for that?

George: You know, I had a kind of a calling, and I think it related back to my work with Harvey. He passed the torch because towards the end of his life when we'd have some projects and stuff together a lot of times, he'd kind of push me to lead where, you know, he'd say, "Okay, you do this. You have this interview. You write this article." Whatever it may be, and I had written a

bunch of articles that had gained some traction in the outdoor space, and I just realized that the idea of interviewing people was something that I really wanted to get back into doing.

I decided that I'd start a podcast and it's something that you know I didn't have any experience doing that in itself except for the fact that I had had these interviews that I'd done before. So, it felt familiar, but you know I'd learned up on what kind of software I needed to get, what's the best type of equipment, and then I just kind of launched it and went from there. I have a lot of friends that are in the music industry, so I reached out to a couple musicians. The first one was a guy named KJ Sawka, who's the drummer for the band Pendulum and Destroyed. The band is absolutely one of the biggest in the world, they play all the European festivals as headliners, and I reached out to him and then I reached out to Leonard Peltier's lawyer and then it kind of just snowballed from there.

I've worked with a lot of the people from MeatEater, who's really big in the outdoor space, huge company. Then, I started working with a lot of authors and being an English major and reading books all the time and kind of dissecting those, that's something that I've always been a voracious reader, and writer as well, but you know those days of reading three or four books, sometimes. In a week at Northeastern I got used to reading them quick and doing a turnaround report, right? Being an English major it's kind of what you did.

So, that was something that I realized I could take that, and I could extend that into the interviews with them. So, I started reaching out to a lot of publishing companies, Simon and Schuster being one that really trusted me and so they started sending me a bunch of their authors to work with. One of the first one there being Jim Shockey who is a world famous hunter, probably one of the most well-known in the last 30 years and then Jack Carr and then another gentleman who I interviewed, named Brad Thor, and actually he mentioned Northeastern in the story and I was like “Hey, that's so cool. One of your characters went there.” So, we got to have a really good chat about that and stuff.

Then I started doing live events so when Jack Carr came to town—he's the one who wrote The Terminal List, that's been produced into a show on Amazon Prime with Chris Pratt, really amazing. He's a former Navy SEAL and I did like a live event there. I've done some other ones with Don Bentley. So, when some of these authors come and do their book tours, I'll go in there and kind of MC the event for the most part and that's where I cut my teeth emceeing events back at Northeastern doing that. So, it kind of felt full circle and it was really neat to chat with Brad Thor and I'm like talking about Northeastern I'm like, “Wow, it's 360. Here I am.”

So, that's something that I really enjoyed and doing a lot of work with veterans and doing whatever I can to give back to them and kind of shine a spotlight on them, especially in regards to mental health and transitioning out so I've worked a lot of veterans—Navy Seals, Green Berets, Navy Seals—just different people who are leaders and folks who have been very open and honest about their difficulties and laying it out on the line to help other veterans who may be going through that or anyone else who has mental health challenges. So that's something that

there's a lot of different avenues of interest in my life and I've kind of drawn from each one of those and this feels like a way that I can go ahead and honor these people, really share interesting people doing interesting things, that's kind of the byline of that.

I like that it doesn't have any boundaries. I can kind of do whatever I want because I'm in control of it and I'm the one who's setting these up. I'm reaching out to these agencies to work with them or PR analysts or National Act bands and reaching out to them. As I've been doing more and more, I think it opens up more and more doors and now people who may have been a long shot as far as three years ago, now I feel like I could call them up and I just sent a message to Bill Gates today talking about his new book that's coming up.

So, I don't feel like anybody is off limits. I feel like now I'm almost 85 in as far as episodes. I feel like I've got the learning curve out of the way and I feel more confident about my ability to sit down with anybody and have those conversations and it's a lot of work leading up to this and as you know too, anytime you're hosting a podcast, you're doing a lot of research and stuff, kind of getting ready to make sure that you're honoring them and their time. Just like you have and thank you for that.

I try to deal with my guests and try to be as diligent as possible to make sure that I maybe pull out something that they have not talked about before, something that is new, not like a boilerplate thing they have done a hundred times over. I want to make sure that they come away from that going, "Man, that was different. That was awesome, That was fresh." That's something that I really strive to do with my interviews.

Tommy: That's awesome. Yeah, I mean, as an interview guest, you're doing a great job. It's been so fun chatting with you. I really hope you get Bill Gates on, that would be so cool.

George: Oh, I think it would be a fun one. He's got a new one, I think it's called Source Code, it's his book coming out in February. Anybody who is just interested in people, man, I just want to talk to them and figure out how their brains work. It's kind of like the Tim Ferriss' of the world who have gone out and worked with a bunch of world leaders and put out their snippets of things they have learned. I have gotten so many gems of wisdom and nuggets of just fascinating stories that, at the very end of it all, I just feel very honored and blessed that these people have spent their time with me, and I can be, then, a conduit and share that out with the world.

That's something I feel called to do. It's not something that is making millions of dollars, I'm not the Joe Rogan, right? But I'm sitting out here trying to honor that craft and really try to do the best I can to share people's stories that I think are fascinating.

Tommy: Yeah, absolutely. So, where can somebody listen to the podcast?

George: Thanks for asking! It's Son of a Blitch, so anywhere that you listen to podcasts. Also, have a YouTube page, it's [YouTube.com/@sonofablitch](https://www.youtube.com/@sonofablitch). Son of a Blitch podcast. If you don't have Spotify or Apple Podcasts and you don't want to subscribe to one of those, you can also go

to podcasts.sonofablitch.com and you can listen to it for free there. Also, you can go on my website, sonofablitch.com, I have a podcast page there, too, and I list all those as well. So, I usually do the video, not as many people listen to those, the audio has 100,000 times more listeners per episode. But the video, in case people want to see that, is always there and I usually take those video snippets and upload them as reels on Instagram or whatever it may be. I just did a couple today with my most recent guest, Scott Mann, and those are things I'll try to take two- or three-minute sections that I find interesting and put those out as a promotional tool. They are all available anywhere that podcasts are available. Son of a Blitch podcast is there.

Tommy: That's awesome. So, if you are listening to this right now, go check out George's podcast because it sounds like he talks to all walks of life and that's the coolest thing in the world. Now, George, I really liked to end the podcast with this question and since this is the "Northeastern Next" podcast, I have to ask you, what is next for you?

George: I got a book that I am working on. There's a guy named Bob Lemmons, he was born a slave in Texas and in the mid 1800s, when he was 17, he was given his freedom. He ended up working with a bunch of local ranchers and ended up becoming the most famous mustanger of all time.

Tommy: Wow.

George: And Bob would go with his mustang—his stallion—and there is a place in Texas, they call it the Wild Horse Desert, it doesn't exist as such other than that little strip of land between the Nueces River and the Rio Grande. Basically, there was tens of thousands of wild horses and Bob Lemmons would go out there with his stallion and live amongst the horses for sometimes weeks at a time and then battle the main lead stallion of that wild horse group and then overtake the herd. And he would bring them back in to maybe there was a ranch, and he would put a signal for them and they would open up two gates and as soon he was through the second gate, he would shut it and all the horses would come through. So, he was this wild—they called him the horse whisperer, right—the very first one. The guy was fascinating and then when barbed wire started going across the whole state and that open range kind of got closed down and people started going into ranching more and more, he and my great-great-grandfather started to ranch together. Bob Lemmons basically, during the Great Depression, loaned out money for all of the farmers who needed money, and he was basically the one who funded it all. He was very wealthy from all of his work of mustanging and then they decided, "Hey, we are not going to pay him back." So, that's when my great-great-grandfather would go around there and make sure he would collect and Bob got his money.

Our families worked together, we were super close and continued to worked together generationally over the years when they were ranching. Then, Bob left us some of his property and so we still have an old chimney on our property of where he lived. When his eyesight went bad, there is 100 yards of guide steel rope that he would walk from there to my great-grandparents house to have breakfast or dinner. So, he was family.

He just has a fascinating story. A lot of his artifacts of his life we still have in our family. Some of his family members have some. The goal is to put together this book. My mother wrote her graduate dissertation on Bob Lemmons, and we wrote down a bunch of stories, there are a bunch that our told throughout his family. So, I'm going to put out that book and hopefully have a big event over at the Bob Bullock Museum, which is basically a historical Texas museum over here. And maybe donate his rightful and some of his belongings as a way for people to continue to learn about him.

There is an idea I had about maybe doing a screenplay with that too. That's kind of what's coming up next. I kind of want to get to 100 podcast episodes and I plan to write a little e-book or something about the experience—taking three years, doing 100 podcasts. Episode 101 would be the one as far as talking about how to go out there and meet with anybody you want and how to go ahead and reach out to people. How do you work with PR teams, how do you develop your skillset, what you can do to be a better speaker or interviewer or whatever it may be. I think there is a lot that I learned that I would like to share with others that may have interest in going down that same path too. So, those are the two bigger projects here in the next 2025 calendar moving forward.

Tommy: That's awesome. Wow, that's incredible stuff. It sounds like you have really great things and really big things coming up and I am definitely going to keep an eye out for the book because that sounds truly incredible...and I am also just a sucker for any sort of niche history like that. That's sounds like a story that isn't going to be as necessarily as mainstream as others so that's really cool. Especially just more in a regional way. That's so cool. Well, I am looking forward to keeping my eye out for that.

But, George, I just want to say thank you so much for joining us today. This was by far one of the coolest and most interesting episodes I've had. So, thank you.

George: Aw. Well, thank you so much. I just want to give a shoutout to Northeastern. The foundations are the things I've found interest in—all of the teachers, all of the professors there, the community, my friends that I met there, the people I worked with—I learned so much and I feel like a lot of the skillsets that I had can be directly traced back to my time at Northeastern. There are so many wonderful things that I learned there, some great jobs I got through the university, got to do tutoring. There are a lot of things that I look back on and I know that the beginning took a lot of those journeys started at Northeastern and it was the best place you could go to college. So, for anybody that is interested, look deep into Northeastern, it's a wonderful group. I'm proud to be an alumni and I am proud to join you on "Northeastern Next" and be able to talk about my journey. Thank you so much, Thomas.

Music: Enters

Tommy: Yeah, thank you.

Tommy: Thanks for listening to this week's episode of "Northeastern Next." Are you or do you know a Northeastern alum with a great story to tell? If so, email us at alumni@northeastern.edu to be featured on a future episode of the pod. I hope you enjoyed the episode, and I'll see you the week after next.

Music: Fades