



[00:00:00] Intro

Darin: You are listening to the Darin Olien Show. I'm Darin. I spent the last 15 years exploring the planet looking for healthy foods, superfoods, environmental solutions, and I've had my mind blown along the way by the people, the far off places I have been, and the life-altering events that have changed my life forever. My goal is to help you dive deep into some of the issues of our modern-day life, society's fatal conveniences. The things that we do that we're indoctrinated into thinking we have to, even though those things are negatively affecting us, and in some cases, slowly destroying us and even killing us. Every week, I have honest conversations with people that inspire me. My hope is through their knowledge and unique perspectives, they'll inspire you too. Together, we'll explore how you can make small tweaks in your life that amount to big changes for you, the people around you and the planet, so let's do this. This is my show, the Darin Olien Show.

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[00:01:22] Guest Intro

Darin: What's up everybody? Hey, thanks for tuning in to another episode of the Darin Olien Show. How's it going? The restrictions and everything are starting to loosen up. We're getting a little bit of normalcy back. I hope you're transitioning into that. I hope you're starting to get kind of some wind underneath your sail again. We've been devastated obviously from the economy, friends and family have been affected, and my heart goes out to all those who have received a huge amount of collateral damage from the overblown pandemic. Not to mention, of course, the people that have actually lost their lives to the pandemic, but the overreaction is a big concern. And I hope we correct this in a way, but that's for another time, another topic. I'm super stoked for my next guest. He is one of my greatest friends. And that is this gentle giant, the silverback gorilla, Steve Wright. He played in the NFL for years. He serendipitously fell into being on the Survivor show. He ended up supplying the Olympics with cooling spring technology they developed in the NFL. It goes on. This guy is just this open, vulnerable, saying yes to life, and he still does it to this day. He's strong, he's powerful, he's clear, he's clean in his soul, and you'll get that and I just love this guy. He's another Minnesota dude that I didn't know then that we ran into each other through working out together up at Laird and Gabby's, Laird Hamilton, Gabby Reese, and then we just became fast friends. I know you will enjoy him. And I know you're



gonna get this kind of Forrest Gump sensibility about him and take that in. Listen to how he kind of looks at life and the journey that it takes him on. I really am stoked for you to listen to this episode. Enjoy my next guest, Mr. Steve Wright.

[00:03:42]

Darin: So walk me back a little bit and walk the listeners back into just a little brief history. I mean, you came from Minnesota, we don't have to go all the way back. You got inducted into the Wayzata High School Hall of Fame. No, no, it's the University of Northern Iowa Hall of Fame, which is awesome.

Steve: Just legendary status at Wayzata High School.

Darin: That's right. Talk to me about college into high school. What was that like when you realize number one, I'm good at football, I'd like to play and I might have a shot at the NFL.

Steve: I think for sure it all started with really supportive parents. Whatever I was doing, they were there taking me to and from practice and feeding me and making sure I had everything I needed, always encouraging, always open, never putting confinement around me. So I think that kind of started on my path to be an open to everything. High school football, I wasn't even all conference, just played basketball and football and hockey and then I started getting offers in my senior year for college, and went on quite a few trips and ended up down at University of Northern Iowa where my dad grew up about two hours from the school and Cedar Falls, Waterloo, Iowa. And then my dad's brother lives in Cedar Rapids and my grandparents lived in Des Moines and so it was a big family reunion and once I decided to go down there. It was also the second dome stadium. It was a good business school. Got my degree in marketing. Played four years in a dome, which was wonderful in the wintertime and Iowa.

Darin: That's a rare thing, the dome, and what were the years?

Steve: It was the second and it's just been built the year before. It was '77 to '81, I was there. And then about my junior year in college, I got a big envelope from the Dallas Cowboys, and it had the Dallas Cowboy cheerleader calendar in it. They know how to bait the guys. Honestly, yeah. So that was marketing junk. The first thing that comes out is the calendar and then I started getting quite a few things from different teams and--

Darin: From the NFL?

Steve: From the NFL. Yes, probably half a dozen different teams.

Darin: And were you at that time actively pursuing putting yourself out there?

Steve: No, I was just having fun and I just was blown away by just the being noticed by these teams. I come from Northern Iowa, and I wasn't an all conference or anything in college. I was



playing tight end and also offensive tackle. And so then, after all the conversation with the different teams, I kinda thought I might be getting drafted. And so that weekend, then I was overlooked and I went with a bunch of my buddies and came back to-- We went out for dinner that night and had a few beers and came home and there were three different guys sitting on my step.

Darin: Really?

Steve: Yeah. I think he was from the Browns, I think one was from the Vikings, and then the Dallas Cowboys. And they just were standing there and who do you want to come sign with as a free agent? And I didn't have an agent there or anything. So America's team was the dream.

Darin: The Cowboys.

Steve: So I said, "Let's go," to his hotel and he sat down in the bed and he talked about no respect. He sat there and he was rubbing his face. I could just see it like it was yesterday, rubbing his face and tired and he finally looks up to me and goes, "Listen, I've been on the road for whatever, two months or something like that. You're my last stop. Do you want to be a free agent with the Dallas Cowboys?" And I said, "Yes, sir." He said, "Well, here's your offer," boom, boom, boom, boom, boom, "Do you want it?" And I looked at it and I said, "Hell yes. So where do I sign?" And I said, how about a signing bonus, you know, something. I needed some money to get me through and everything else. He goes, "How much do you want?" And now get a load of this everybody. The signing bonuses were a lot less back then but I was the power negotiator and pulled out \$1,500 signing bonus.

Darin: \$1,500?

Steve: Yes. So my salary was 30,000, 40,000, 50,000 I think for a three-year contract but what I always like, they compare it to is Howie Long who [00:08:39] second-round draft pick with the Raiders, who ended up playing seven years with his salary as a second-round draft pick was 40,000, 50,000, 60,000 with a \$75,000 signing bonus. I mean, the salaries were just peanuts back then. But back then, it wasn't terrible. The \$1,500 signing bonus was. So then I went down to Dallas and there was 110 free agents. I think there must have been about 15-20 linemen. Yeah, just a monster amount of free agents. They had a lot of money and so they were putting out there for a lot of people. And by the end of training camp, it was myself and two other guys were the only free agents that made the team out of 110, three of us, Everson Walls, Michael Downs, who ended up both playing there for a long time. And I stuck in there for two years and they traded me then to the Baltimore Colts when Frank Cush got there, but just had a great time there in Dallas. I can go on with a lot of stories about Dallas and some of the great opportunities I had there. I was thrown in for one play for blocking rate guard for the longest run in NFL history all by accident. I have been one blast lucky man throughout my whole life. I mean, injuries,



health-wise, you know, just a lot of luck. There are some good powers out there looking over me and been very fortunate my life.

Darin: So unpack that a little bit because that's kind of cool. I know the story, but you weren't starting your first year but you're in Minnesota playing for the Cowboys all the way back in your end zone. So, you guys were on the half yard line and you got thrown in because-- Go ahead and finish the story.

Steve: I was on all the special teams and I had 60 tickets for the game neighbors and buddies, highschool buddies, and my folks, and grandparents and everybody, and they had the worst seats in the house. So we're down between the goalposts at the far end of the field. And turns out they were the best seats in the House after we started to try to return the kickoff to start the third quarter. And our guy fumbled the ball and it bounced around. We ended up jumping on it and it was on the half-yard line. And another guy that's on the special teams was our starting right guard, Kurt Peterson and a shoe came off and he couldn't get a shoe on. So as I'm trading off the field, my offensive line coach met me halfway in the field and say, "Hey, take that right guard spot for this play what Peterson puts his shoe on." I ran out there, I was scared to death. And turns out, we lined up, we huddled up right in the very back of the end zone 15-20 feet from my family. I could hear my dad, everybody. I'm just giving them the thumbs up and they ended up calling the play over the center and myself and Tony Dorsett ran 99 and a half yards for the longest run in NFL history. I was just like, this is unbelievable. I came off the field and I was on all the specialties but that was the one play I was in in Minnesota and it was the first Monday night game at the Metrodome. And that stadium is gone now and then in Indianapolis has stadium, you really kind of realize, man, how fast the years have gone by. They built these stadiums. I played the first game in Indianapolis Dome and that thing's been torn down now and a new one's in.

Darin: Amazing, so then cut to Indianapolis and then you got Baltimore.

Steve: I went to Baltimore. The last year in Baltimore and I was in that shady move that moved in the middle of the night to Indianapolis and I was back at my house in Dallas. And watching I guess it was ESPN and see these trucks had backed into Baltimore, hold everything in Indianapolis and I still had all my things in Baltimore. So I had to fly out to Baltimore and rent U-haul truck and not all the glory, you know, just watching the pennies and drive it myself with my U-haul truck across Indianapolis.

Darin: Different world back then. So then cut to-- you ended up going to the Raiders, having a longer stint then, your buddy and training partner, Howie Long who we just met at the Fox, which was amazing. He's a big dude. You guys are standing there, I'm like, oh yeah, that's why I'm not in the NFL. These guys are huge. I mean, that's a crazy thing. You blocked for Tony Dorsett and then you ended up playing and starting and blocking for Bo Jackson, one of the greatest.



Steve: And I blocked for Curtis Dickey. There's just a whole line above them. I was fortunate to play with the whole-- Eric Dickerson, Roger Craig.

Darin: Oh, yeah, the best.

Steve: Yes, Marcus Allen was by far the best out of all of them. I mean, he was a lineman's dream and helping us out. But yeah, it was just a great time with the Raiders.

Darin: What do you think-- You know, listen, you're a lineman, you're smashing heads every week.

Steve: Since I was 10.

Darin: Since you were 10. And you're the type of person, you're clearly still in shape, you work out, we work out every day and you've had that habit. You stayed in shape throughout the offseason and whatnot. What was your mentality like when you're training. I mean, obviously you were heavier and bigger and it's different than I see a lot of the guys who were there. Some people don't train much in the offseason, especially guys in the lineman.

Steve: Coming into the NFL as a free agent, you just found yourself working a little more even though guys like you and I, we just love to work out and I can't get enough of it and like you were saying I'm open. I'm just always open to learning new training and I had trainers out here at Gold's Gym over you know, with the Raiders and never took it for granted what I've got and that was playing and starting in with the Los Angeles Raiders and that's something I did not want to give up. It crushed me when I was traded from Dallas. Absolutely crushed me. I just got caught up in numbers and the cowboys needed somebody and the Colts needed a lineman and so that's how I ended up out there. I went from the best to the worst team but I just really love working out, I love keeping my mind as sharp as I can doing different things. I just worked on protecting myself then my career. And then afterwards, I really tried to push an agenda of bringing in better equipment. Equipment hasn't changed in the NFL in 40 years. I've got a great PowerPoint kind of describing how it would help everybody, help the players to the owners of the city, the fans and everything else. I could never really seem to get traction with it but I just took advantage of the equipment there of protecting myself. I was not going to get beat from having a knee blown out. So I wore knee braces. Actually, every day in college all the way up to the pros, proactively.

Darin: It didn't make sense to you to--

Steve: Yeah, I couldn't imagine because I've had a lot of bodies flying into my legs in college and even in high school and then in the pros are bigger and faster and 300 pounds and caving in your knees. So I ended up going through probably a dozen pair of knee braces just with the Raiders where somebody had fallen into my knee and it would bend the knee brace. I'd run off for one play and put a new knee brace on and come back where I had teammates that would just get their knee caved in. And I never understood it. I tried to tell these guys and then I was



the first one to put one of those protective plexiglass shields over your eyes. I got poked in the eye. I don't know when it was, early in my career with the Raiders. And I saw somebody on another team and I asked the equipment guys if they could find a piece and they put something on there and everybody was just laughing at me but it was kind of cool. It was like Darth Vader. They couldn't see where I was looking. A lot of times defensive lineman's gonna be looking to see where you're looking and you kind of give it up with your eyes and so it shielded them. And one of my teammates was just kind of give me a hard time about it and shoot three years later, guys I poked on, Don Mosebar, blind in one eye. Take this little plastic over your eyes. The equipment's there. I struggle these days to have compassion for a lot of these guys who get their knees blown out when the knee braces-- they didn't slow me down. I kept my career going for 13 years. And I could always outrun most all of them.

Darin: So again, that displays your openness back then and common sense, and you've always had that. And so unpack that a little bit. Give an example because I looked at your PowerPoint presentation. So there are a couple of things that I want to talk about that. Number one is, give us some examples of some of the equipment that you would change. That's the first thing because I think it's really smart. And I don't know why it's not adopted either, just to save people, still keep the game alive and healthier. So why don't you start there and unpack a couple of those.

Steve: In my PowerPoint, as you're saying that I've got an example of just the Special Forces used to have big bulky heavy equipment on and it was tough for them to move, but yet they could withstand getting hit by machine guns and stepping on IDs and everything else. Now they're quicker and lighter and more technology. And that technology is out there for anything. It's in motocross, which you love. It's just lighter, better equipment covering more of the body and not just your hands or your shins, but these guys have got their spines protected and everything else. And a lot of the things were kind of thinking way out there and I wasn't thinking or knowing that a lot of this would be adopted anytime soon, but just something, something changed. Mandatory knee braces for all interior lineman, what a simple idea. There's just two big bodies flying around. And so I'm getting paid whatever, 3 million, 5 million as an offensive lineman, somebody lands on my knee. So now I go down because I'm not wearing my knee braces, so I started looking at as, okay, this guy is thinking he's real macho, he's not going to wear his knee braces. So now that hurts the rest of the line because the five guys worked together and choreographed, it's beautiful, the watchmen, all five of the guys have been working together. So now it kills the offense and now it kind of starts to hamper the team's ability to win. Now, the owner's sitting up in his box and he's paying this guy \$5 million and now he's sitting on the bench. And then all the people in the stadium maybe they had Steve Wright jerseys or something like that. They came to watch Steve and now Steve's out for the rest of the year with a blown out knee. And so it just affects so many people just for having a macho attitude of it's gonna slow me down. They don't slow me. They don't slow you down. They're meant to just protect laterally.



Darin: And that the danger. So that's the big guy coming down on your knee.

Steve: Yeah. And equipments are there in the locker room. I could never get these guys to follow along.

Darin: So let's say someone's listening right now like--

Steve: Neck rolls, simple frickin neck rolls. It's basically a seatbelt like in a car. It's a cushion. Every time I'd go to hit somebody, just at the last split second, I just cocked my neck a little bit and now my helmet is sitting on top of this neck roll that's sitting on top of my shoulder pads. And so one of my other kind of, probably silly from a lot of people looking at it was having a helmet that would snap on. It would snap onto your shoulder pads. It can still swivel, but it's not going to get the whiplash when you get hit and it's secured. So just with my helmet alone, one thing I always used to-- I could actually get down on my stance and run into a wall. And I always said that I could have an egg sitting up in the top of my head in between that and it's not going to break because all the concussion, all the pressure is being hit on my shoulders and being distributed to my front and the back. It's not on my neck. It's not on my head. And they could build a helmet like that. Pop it on, just quick disconnects, just hooking on to your helmet or your shoulder pads.

Darin: So keeping with that equipment stuff, because I mean, it's so sensitive. You don't understand why. I mean, that they won't adopt these very basic common sense things. Where has that gone? I mean, you've tried to reach out to people.

Steve: Nowhere and what's crazy is the public and the advertisers and the players and there isn't anybody out there that doesn't want to see a mind blowing explosion. They want to see guys get blown up. They don't want everyone to see anybody get hurt but you want to see him disconnected from the ball that he's carrying. We all knock guys down and hit him pretty hard and it's not quite a cheap shot but you're looking back and hoping the guy will get up. And when they get up, you just, okay, you're pretty cool. But it's not being adopted, just the machoism of it.

Darin: Yeah, somehow it takes away even in my career of playing college. We used to significant thigh pads. Now, guys, you don't even have hip or thigh.

Steve: I don't know how you could jeopardize your career like that. All it takes is one good hit and you're done unless you've got some padding on them.

Darin: And you're talking about 1,500 signing bonus back in your day, and these guys are getting paid exponentially more you would think that they would adopt those principles even more so.

Steve: You think they would but also you would think that the owners would. I couldn't imagine allowing my line to go out there without knee braces on. And [00:23:57] up between them, five apiece, you got \$25 million at least of offensive lineman out there, and these guys aren't



wearing knee braces. Sending your driver out into the Daytona 500 without his helmet or seat belt or something. I just don't understand it.

Darin: This is coming from a player--

Steve: Who was able to play because I stayed healthy.

Darin: Right. Discarding folded, bent up knee braces, saving your career, and throwing away the stuff that saved you and putting on another one seems to make sense.

Steve: It's too easy.

Darin: So there are a couple of things I want to talk about the further equipment that you helped develop actually in the NFL, and then I want to talk about your views on closed head injuries, CTE, all of that stuff. So, the cloudburst I think is really cool. This is again, speaks to your openness and innovation and entrepreneurship. So cut to, it's hot as hell, there's not a lot of domes, you're outside, everyone's hot and then boom, tell us the story of cloudburst.

Steve: I was probably going in about my 10th season with the Raiders and it was 1990. And I was over in Palm Springs about a month before training camp started having Margaritas at this Mexican restaurant. And there was mist blowing around the restaurant and it was keeping us cool. And I thought, wow, would that be cool on the sidelines, no pun intended, but that'd be great. And talked to the manager and it was just a real simple pump system and stainless steel and water. And so I brought the idea back and put together a little system and had Art Shell come out into the parking lot, who was our coach. He just said, "Man, you're nuts. Get out of here and go home." So it took about three sales pitches to him, and he's finally said all right before the first preseason game, you can do this. It was going to be at the Coliseum. And those are one o'clock games, and there's not a breath stirring in there. And it's August and it's bloody hot. And so I went up there with a couple of guys and we set this system up.

Darin: So basically, you constructed this thing.

Steve: Yeah, before the game.

Darin: Hooked it up to water.

Steve: We did it out in the parking lot. And we're at my buddy's house and they brought the whole system over and we set it up on our sidelines.

Darin: So that it would mist the sidelines.

Steve: Yeah, and the fans are blown and everything else. And I'll never forget he said, "If it pisses anybody off, I'm going to tear that thing down." I said, "I'll be right there with you tearing it down. You're gonna love this." And about five minutes into the game, he came in and grabbed



me and he goes, "Oh my God, this thing is unbelievable." And so our sideline had this and I don't remember if [00:26:51] last year, it was a preseason game. But then afterwards, ball boy came over and said these guys in the stands wanted to talk to me about the misting system. And it was Hollywood Park, a couple of guys that own huge stables up there. So on a weekend off during the preseason, I ran up there with a couple of guys and got a little tour of what they were looking at, huge stables. And so long story short, we ended up running stainless steel down the middle of the stables when they're facing each other where they pull the horses out of the stalls and they walk them around this big interior and they'll go out there with big garden hoses and just mudded the place up trying to keep the dust down. And so we put the stainless steel and ran it under, I don't know, 125 pounds of pressure or something like that and put it on a timer to go off for something like 10 minutes every hour and tested this thing and it started spraying this heavy fog mist out. All the horses stuck their head out of the stalls and we're biting the air. And so now it's not just cleaning the dust on the ground, it's taken all the dust from the air. It's also repelling all the flying insects and just making the air and their spring fresh. And then every hour for 10 minutes this thing would go off and these guys were just loving it.

Darin: So that was your full beta.

Steve: Yeah, just just go for it. And what was fun during the whole time I had this company is we never did any marketing. We had a website and everything. This has been a website back in '95, something like that. The company's still going.

Darin: It is? It's still going right now?

Steve: It's still going.

Darin: So you went from preseason NFL test, you're successful. You then got--

Steve: We just kept doing our sidelines and that was it. We weren't doing anybody else's. But then all of a sudden, these guys, we started getting some connections to different restaurants and I hadn't done anything new. I just brought idea that was already there and just a new application for it. So long story short, we ended up doing quite a few teams in the NFL. I did the Angels and the Dodgers, and quite a few other just industries around the LA area. So then the team was getting ready to move in '94, I would have been like my 14th season and I was pretty beat up and mentally tired and everything else and I knew I had an opportunity here if I jumped on it and do something with it. So the team moved, I retired, I incorporated my company called cloudburst misting systems, which is still around. My partner has it up in Simi Valley. I think it's in Simi Valley, and then in '96, we landed the Summer Olympics. I don't know if you've ever heard this. This is a great one. I love this and it's just doing the right thing.

[00:29:48] Barukas Ad

Darin: Many of you who follow me know I've spent most of my life searching for the healthiest foods on the planet. If you look hard enough, there are a few unknown extraordinary foods



around the world that people still don't know about. And a few years ago, I came across my favorite superfood discovery of all time, Barukas nuts. When I first tasted them, my eyes lit up. The taste alone just absolutely blew me away. But after sending them to the lab, which I do and getting all the tests, I realized they're the health theists nuts on the planet. No other nut even compares. They have an unusually high amount of fiber and they're off the charts in super high antioxidants and have few calories than any other nut. It's jam-packed with micronutrients. But they're not just good for you, they're really good for the planet. Most other nuts require millions of gallons of irrigated water, but Baruka trees require no artificial irrigation. Barukas are truly good for you, good for the planet, and good for the world community. It's a win all the way around. I really think you'll love them, so I'm giving all of my listeners 15% off by going to barukas.com/darin. That's B-A-R-U-K-A-S dot com backslash Darin, D-A-R-I-N. I know you will enjoy.

[00:31:46] 121 Tribe

Darin: So for years, maybe most of my life, people have been asking me, "What kind of foods do you eat? What kind of exercises do you do? What kind of water should I drink?" All of these things and so much more we put into a 21-day program so that can take you through a theme every day of knowledge, action, and then eating these delicious meals, working out, getting support, anchoring in these new habits so you can do what? So that you can kick ass. So you have the energy, the vitality to live the kind of life that you really want. That's what it's all about. So all in this app, we have grocery lists, we have education about real hydration and what greater oxygenation and the balance of alkalization. All of these things we are diving into as you're heading down this hero's journey of implementation into a new life to give you the kind of life that you actually want. So join my Tribe. All you have to do is go 121tribe.com. Sign up, and you get three free days. Join me on this hero's journey. Join the Tribe.

[00:33:11] Second Half of Interview

Steve: I went with my partner to Atlanta and did our little song and dance for the Olympic Committee. Along with like, I think Raytheon and GE and all these big companies were there and just my buddy and I, we had some product. Did a little song and dance, left Atlanta and came home and about two weeks later, I get a call from the head of the field operations, Mike Oriano. I can't believe I still remember his name. He called and he says, "Congratulations. You've been selected to cool the 1996 Summer Olympic Games." And I just started laughing, "No way. Who's this? What's going on?" And he said, "Steve," he goes, "You don't remember me, do you?" "No." And he goes, "I used to schlep these shoes, these football shoes around to the west coast NFL teams and I came into the Raider locker room," and he goes, "You were the only one that was cool to me." He goes, "You're the only one that took my shoe and said you try it in a game which helped me enormously within my company, got a Raider to wear shoes." And he said, "This is payback time." He goes, "I believe with your pitch. I believe you can do this." It was just pretty moving, it was pretty cool. So it's just like you know, doing the right thing and give this guy a chance. So you know, shoes for an offensive lineman, especially, give me some



cleats on it. So we ended up having a hugely successful Olympics. It's the hardest I've ever worked in my life. 20 hour a days. I had my brother, my dad, my partner's father, and a bunch of U-haul trucks and yeah, I'm actually probably almost a little more proud of that than I am in my NFL career because it was all me and my partner doing this. I handled the marketing and sales and he was the better guy to handle all the finances. Then we ended up getting out of sports after the Olympics and opened up a lot of distributors but the sports wanted you to pay to be on the sidelines. At that point, I started having some competition. So we started putting them in plastic extruder plants where they're making kayaks and the basket and get a turnover and get that kayak dumped out of there and new liquid poured in and cooled and helps our bottom line. We had him on aircraft carriers, every place that an air conditioner wouldn't work. We had Burlington Northern was buying them up, you know, set her out in the middle of the desert working and it's dropping 30 degrees where they're working and coal mines. Just all kinds of crazy places.

Darin: So when did you exit?

Steve: So then I got married and I moved down to Orange County and I was spending most of my time in our factory up in Simi Valley and then just living in. So then another part of the business, we had the high pressure there. We had a low pressure as well. We had 40 skews and about 1,500 stores, all the Home Depot's and Lowe's and targets and a lot of garden centers, the home, Do It Yourself, you screw it into your faucet outside and tack it up along your patio and put a little soft mist out there. So I was living at home depot. If I wasn't at Home Depot's, I was in Simi Valley. And I was a single guy living in Marina Del Rey so it's really easy and nothing was getting in my way. I wasn't dating anybody. I wasn't doing anything but just I was bombed at night and I had to go to sleep because I was just on fire when you got ahold of something. Our motto, my partner and I was-- so we'd call and say-- just turn to my partner and say, "Hey, think we can do this? Some big monster job." And we always just said yes. And that's like what you were saying earlier, just be open. If you screwed up, you screwed up but you're definitely going to screw up if you say no. So our motto is good news is you got the job. Bad news is we got the job. Now figure it out.

Darin: You did the frickin Olympics.

Steve: That was unbelievable.

Darin: So that had to give a nice boost of confidence going, if we pulled the Olympics off.

Steve: That was unbelievable. And I got all kinds of accolades from it too, just some letters of how successful we helped make the-- And it turns out it was the hottest Olympics ever. It was hotlanta. Good morning, America. We were on there doing all our stuff. It was a it was a real honor. It was a real test and failure was not an option. We'd get back, we'd all get around the table at night in our pickup, U-haul pickup trucks with our equipment and fans and we'd find out that some fans were broken over in Birmingham Alabama where they were playing soccer. And



so we just do roshambo and okay, it's me. Every else goes to sleep, I close my eyes for an hour, I jump in my truck and drive five hours over to Birmingham and fix two fans, be out in the field there for an hour in Toronto, drive five hours back, just hustling.

Darin: Right. Well, it's like all people who want to start a business who don't have the passion, the desire, the work ethic--

Steve: Don't chase the money. Chase what you love to do and the money will follow. I would have almost done it for free. It was so much fun and just on fire and making everything better wherever we went and people were happy to see us. They may have to think it was broken or selling them something.

Darin: Cooling people down. They're suffering. Amazing.

Steve: It was cool.

Darin: So then from there, what did you do? Because you have this whole other chapter, which is cool. This is the survivor chapter. That was a little further along.

Steve: Yeah, that was a whole other episode of just saying yes and being open because I had never seen the show.

Darin: So everyone on who's listening, Steve was in the 20--

Steve: Season 22, and I had never seen-- actually, I don't think I've seen the show.

Darin: Season 22 of Survivor and he went pretty far.

Steve: I was the last one in my tribe. It was a crazy fun experience.

Darin: So I want people to understand this theme here because it's pretty obvious. So openness, willing to receive, willing to be innovative where it makes sense and common sense driven by passion. A lot of these things, I'm just putting it together, a lot of these things are a bit of a Forrest Gump situation. You know what I mean? Like things open up and you just say, okay.

Steve: Let's do it. I cannot recommend it more. If there's an opportunity, somebody, I don't care what it is, going someplace, doing something, starting something, and it even sounds half right, do it. Do not say no because then you're still scrambling around. At least you can always leave it or Steve Jobs did, he just figure it out on the way. Just start, just get started. I went to the Tony Robin's things and did walk down the burning coals and the philosophy there is just get started. You're gonna keep moving once you get on those coals.

Darin: Yeah, exactly.



Steve: Yeah, just take that first.

Darin: So let's describe the Forrest Gump moment of the Survivor show. How did that happen?

Steve: I was down at Fox Studio, down there with Howie Long.

Darin: Howie Long, his old training partner and teammate.

Steve: So we're down there and I'm in the green room and there's half a dozen people in there. There's a woman in there, she got two kids and I'm just chatting with her kid and her 10-year-old boy and she goes, "Have you ever thought about being on a reality TV show?" "No," you know, I just wasn't into watching or anything else. And so I said why and long story short, she was Lynn Spillman who is the lead casting director for Amazing Race and Survivor and she goes, "I think you'd be great on one of those. You want to try out for one of those?" I asked her, "Which one should I go for?" because I wasn't sure about either one of them. She goes, "Go with survivor. Somebody will call you in a couple of weeks." "Okay, sure," I'm driving home from Fox like, they're never going to call but sure enough, I got a call a couple of weeks later and ended up going down to Santa Monica and it was just again, my luck. They've been having these qualifying rounds all over the country. And so all the winners were coming into Santa Monica for the finals that I stepped right into. There was about 70 of us there and the process started and then next thing I know I got a call saying that I've been selected and ended up in Nicaragua for 31 days and the most miserable time of my life that I enjoyed. I lost 33 pounds in 31 days and ended up coming home and having to have a tooth pulled because I had so much bad bacteria in it.

Darin: Because you couldn't brush your teeth.

Steve: Couldn't brush your teeth and so some kind of bacteria got in there.

Darin: So some people will be surprised. Legitimately, you didn't have much food.

Steve: Nothing. Zero. We had a canister of dried white rice that we had. Each tribe had white rice and then every three days, there was a contest and it's usually involving food or something but usually that was later on. At first, it's tarps or fishing nets or something and we won one of those and did some fishing and caught a few fish and cooked some of that but other than that, man, I mean, your heart goes out to people that just don't have anything to eat at night. It is just legit. You just don't have anything. The whole cast, the whole crew was up behind with cameras and they get fired on the spot if they're chewing gum or have coffee. They don't want to torture us any more than we're already being tortured. There's just no food. It just hit between the eyes when we landed there. We landed at about noon in a helicopter on the island and your natural instinct is you can have a little snack later, maybe a little dinner. Nothing, except for some bad well water and you had to boil that. You kind of get used to being starved, but losing 33 pounds. I went at 250 and left it something like 219.



Darin: Wow. For you, I mean, no one can really tell people who are looking at the video of this, Steve's like 6'6", 250-260?

Steve: No, 240 something like that right now.

Darin: So he's not a small guy.

Steve: Little spelter now that I've been working out with you and in eating right the vegan way.

Darin: Yeah, there you go. That's a hell of a fasting protocol.

Steve: Forced on me but I won't trade it for anything. It was an amazing experience. They called and asked if I wanted to come back and I couldn't hang up that phone faster though. No, thank you.

Darin: Yeah, I'm good. Check, off the box. So I want to back up a little bit because I think we as a population, we're all concerned. Football's the number one kind of your sport aside from NASCAR and I love football, playing it as well, and have had my bell rung a few times. And again, we're walking into what we just talked about, the common sense of stuff and you again, Steve's openness and willing to stay healthy and always read and apply and cleanse, but you're also very active with the NFL getting brain tests, body tests, all that stuff. You're doing that very soon again too.

Steve: Yeah, this weekend. Two days down in Orange County at Hoag hospital.

Darin: So give me your sense of what guys can do. Maybe more than just the NFL, maybe just give your sense because your prime NFL lineman, statistically are infinitely more susceptible because they're slamming heads constantly.

Steve: Especially a father died of past Alzheimer's too. So I've got a few things against me.

Darin: Yeah. So you have some genes that can be expressed. So talk to me about that. What are you feeling about that? And I know you still love the NFL.

Steve: I'm not nervous about it or thinking much about it. I just love to keep my brain working. When my father was dying, I was reading all these books on Alzheimer's just to help my mother. Man, she just refused. Didn't know any of it. She goes on living it and that's a whole nother kind of rough story. But a theme I kept seeing in the books was playing an instrument or doing something else and so I picked up ukuleles and been playing that for five or six years and just loving that. It's the first instrument I've ever played but it's so interesting to get your two hands doing completely different things, and then adding your voice to it. It's challenging. It's a lot of fun. It kind of takes me away from anything, it's relaxing, but I just love reading and play a lot of games, and some apps, Elevate, and just to challenge your mind. And so this weekend, the NFL has put out an offer, I don't know how many guys are going to be down at this thing but I've



done this in the past. It's just another challenge I enjoy trying to see where whatever everything from my body fat, my memorization. They're challenging, they're humbling, you just feel like a knucklehead sometimes you can't answer some of these questions but once it's always out, I'm doing really well and another reason I just feel super blessed.

Darin: What do you account for because you're healthy. You don't have signs of Alzheimer's, dementia, CTE. What do you, if you were to put down your top things--

Steve: I'm blessed, I'm lucky but also to, sounds a little silly but a lot to my neck roll, taking care of myself, jumping on any injury, a lot of luck.

Darin: But how are some of the things you're even doing now to keep yourself healthy?

Steve: You've helped me a ton just in the right way to eat. Back when I was playing, mac and cheese out of the box, just a bunch of bad stuff. Just eating better foods now. The organic wild blueberries that you turned me on to and they just have so many great attributes to them. We're in bed every night, my wife and I, we're in bed every night like eight o'clock. I don't drink. We've actually decluttered our life. That's a whole nother thing. We've decluttered our life so much, we don't even have a television.

Darin: Full minimalism.

Steve: Yeah. And just digging it. Well, a huge one is there's actually not even 1% stress in my life. Just been really fortunate. I gave my money to a wealth management company down in Orange County. They've managed all that. I was blowing through it just like everybody else, and just living over the top. So we just trimmed back, but we also too just love having not a lot of clutter around our place and being agile and mobile. We really got into that when we traveled around the world last year, which is backpacks. And thank goodness my wife still on that. She's on the same pattern as I am. We just love to live life of ease and keep the stress to a minimum but the only thing we watch is we're watching on the laptop, you know, Ted Talk or some discovery deal on the Discovery Channel or something we're gonna learn something from. I'm just mowing through the books. I was just thinking about just recently since we have gotten rid of our TV, we actually got rid of everything. We have Habitat for Humanity come in and take everything, our glasses, dishes, paintings, jerseys in frames and everything else. They have gotten rid of everything.

Darin: You got to understand people, they literally have scoured everything out. If it isn't functional, it's out.

Steve: Close. I mean, the simplicity of just going through your closets and cleaning stuff. Why do you need 30 t-shirts?

Darin: Do you believe then and feel that that minimalism has contributed to distressing?



Steve: Definitely. Yeah, we don't have any bills, bought cars with cash. There's just no bills. We just live easy and we could pack things up. We're actually moving next month. And it's gonna take us-- we'll be moved in the morning. It's just beautiful.

Darin: It's really cool.

Steve: It's not for everybody but I highly recommend everybody to just start decluttering their life a little bit. It's amazing how it frees you up. It's easier to move around the house. There's more Zen, there's more feng shui, it's just good energy in the place. It's easier to clean, you're not picking up a bunch of stuff to clean under.

Darin: Well, we shared that a little bit. I just went about it but in a different way. For everyone who doesn't know, I lost everything in a fire and we're sitting in my guest house in the future but my primary house now in this yurt. And yeah, it sucks going through in that way but the minimalism side of it, the simplicity where I can sit right now virtually look at everything I own except my dog that's out there, and my car that's, you know, but virtually, there's something really freeing about it and you can't argue that.

Steve: If you're not using it, get rid of it. We just have our surfboard sitting in the living room. We've had two chairs, a table, two surfboards.

Darin: And you're happy.

Steve: Beyond. We kind of chuckle about it probably once a day.

Darin: AND keep in mind, I'm not gonna go too far down on the list of who Liz is because I know she likes to stay kind of behind the scenes, but keep in mind that that number one, these two are meant to be together. There's a beautiful respect between Steve and his wife. And there's also a Ying and Yang side of it. Liz is--

Steve: We're completely different, but still the same.

Darin: Yeah, so there's this highly motivated type A, highly organized Stanford, Harvard--

Steve: Harvard, full ride Harvard, Masters at Georgetown, NSA. She was going to Harvard getting her degree and had three jobs. She had three jobs. One was cleaning bathrooms. She was just so driven.

Darin: And then got recruited by the NSA.

Steve: And I'm coming out of Northern Iowa football. She always swears she's never going to marry a meat chunk but we're bad on paper but perfect together. I mean, traveling around the world with backpacks, and we have never had a disagreement.



Darin: That's amazing.

Steve: Yeah, it's sweet.

Darin: Yeah. And if you're questioning whether, you know, we all do that and we get in relationships and we try to force things that you can't force. There's either a symbiosis, or there isn't. And then you spend a lot of time but also, there's a lot of responsibility that you've taken for yourself in your life and opened yourself up and I would imagine for her too through the life lessons.

Steve: I learn a lot from her every day. Still open to learning. I love learning from you, man. You taught me so much.

Darin: Well, thank you. It's good to have good friends and good support, and we have our strengths and our own lanes and it's a special thing. So I just want to thank you for taking this time and giving people a glimpse of literally take on. I want to challenge people to take on Steve Wright philosophy, which is this Forrest Gump idea of be open, be kind. That story of the kindness giving you back, the Olympics, the opportunity, just for being the one guy that could have been an asshole like everyone else because he was an NFL dude but you're this kind guy from Minnesota that-- The thing about Steve is he recognizes people. He sees people and he sees people working.

Steve: I know they're trying, give them a hand if it's not gonna hurt you, makes the world a better place. Do it when people aren't looking.

Darin: For sure. The thing about giving is it affects you right now. And you don't need anything to come of it other than it just opened your heart up to do something great.

Steve: You walk away feeling good. You can do the right thing or the wrong thing. They're both an easy choice. And life is about just an unlimited amount of choices. Just try to make the right one. It will come back to bite you or advance you.

Darin: Indeed. Thanks, brother. I appreciate.

Steve: All right, man. Thank you.

[00:56:20] Fatal Convenience Intro

Darin: Now we've reached a part of the show where we address society's fatal conveniences, and how we can avoid falling into them and being a victim of them. I defined fatal conveniences as the things we may be doing because the world we live in makes us believe we have to. Even though they may be saving us time, or tricking us into thinking they're good for us, the truth is, they're not. In fact, they could be slowly harming us and even killing us.



[00:56:59] Fatal Convenience

Darin: All right, here we are at this segment, everybody. You're going to hate me, but also be grateful. I promise, this topic today is the harmful effects of deodorants. The fatal convenience of putting on all these chemicals that keep you from sweating and getting the stains on the shirts. But here's the thing, you're doing it every day, and you're actually putting things in your body. So what goes on your body goes in your body. Let me say that again with everything. What goes on your body goes in your body, it gets absorbed through your skin and into your body. So think about it. You're doing this on a daily basis. Many of you may be multiple times a day. So deodorants, we need to think about differently. We need to think about are they essentially food grade safe? Is it things that are natural, natural oils, essential oils, food-based ingredients and polymers that the body knows. And so why is this important? Because we're doing it all the time. We're throwing this underneath our arm near and with all connected to the immune system. The lymphatic system is essentially a huge part of your immune system. And there are links to breast cancer and all of this stuff. And I'm going to get into that. So some of the things we need to think about is people make this mistake all the all the time so the fatal convenience is I just want something that works. I don't want to smell, I don't want to sweat. You're setting yourself up on a daily action that's causing you severe issues down the line, hormone disruption, heavy metal toxicification, you name it. So we need to stop making the mistake of, I just don't want to sweat. You need to do your homework. You need to actually help get other products that will essentially help you move forward. So the first thing is the major red flag, I'm gonna pick out a few of them that are the biggest ones. The major one is do not use any deodorants with aluminum. That is the main kind of thing that they use. Hopefully, the more and more pressure of people are getting these big companies to get this shit out. So it's all aluminum chloride, aluminum chlorohydrate, aluminum zirconium, trichlorohydrate, glycine, aluminum hydrobromide, all of these things are essentially aluminum salts. It may not sound all that harmful, but these compounds added up over time are really undermining your health in a lot of ways and some of that is there's been bone formation disorders, like what? Seizures, increase the ability for seizures, kidney diseases and problems. And then the kicker with aluminum, ladies and gentlemen, alzheimers goes way up with this exposure. So we need to get rid of this stuff. We have to stop with this issue of going after just stopping to sweat and then having your health kind of on the chopping block. Okay, so there's also things and scientists have been pointing to, the increase of DNA mutations with aluminum, different growth and RNA signaling gets messed up so that RNA signaling doesn't allow for the cell to have the right blueprint. So then you get weird growths and of course, this puts you right in the path of cancer. So number one, get rid of the aluminum, that's a big one. The other big issue and ingredient that they throw in this and this is in so many from shampoos to cleaning products to you name it, propylene glycol. Stay away from this stuff. This is used because it increases the absorption rate, but this will lead to skin irritations and then you think you have other issues. So you go to the doctor for all this other stuff, they give you more medications. It's crazy. So skin irritations and a neurotoxin. So propylene glycol equals a neurotoxin, as well as kidney issues and liver damage. And then if that's not enough, the central nervous system starts to get damaged. Is that enough? Do you



want more about the detriments of propylene glycol? Well, now let's head into the next one, parabens. It sounds good, parabens. How could parabens be bad for me? Well, they use this because it's a preservative, but this mimics estrogen in the body. So it hits those same receptors. I've talked about this with the BPA in plastics. So again, we're getting hit with these issues of estrogen levels going up both male and female, and that throwing the body into all kinds of issues with regulation of this synthetic estrogen. And that creates a cascade of menopausal issues. Again, supporting girls who are using deodorants at an early age, throws them into estrogen dominance early, having menstrual flows way too early, on and on and on. So with that hormonal disruption, this leads you right in line with hormonal increases of cancer. So that's parabens. Stay away from parabens. And now we have this other one. I've done a fatal convenience on hand sanitizers. Well, guess what comes up again, this antibacterial triclosan. This thing is nasty, but they use it because they want to kill bacteria in the body. And again, this is a really bad plan because this is killing all of the good bacteria. So we need to combat this naturally. You do not want to kill all of the healthy bacteria especially on that very sensitive area underneath the skin. This increases the carcinogen effect in those tissues. Huge! And the other, and I'll stop after this one. If you don't understand by now that deodorants are just a horrible idea, if they have these ingredients in them. So the phthalates is another, starts with a P-H, so if you see phthalates, that's another hormone disrupting chemical that we need to avoid like the plague. So that again is mostly hidden under the fragrance side of things. So when you see fragrance and if it's not like a beautiful lavender essential oil, do not put it on your body, do not put it on your skin, and do not buy deodorants from companies doing that shit. So, the bottom line is, the actions that you can take, avoid, avoid, avoid, avoid all of those things that I just covered. Make sure that you are scrutinizing the deodorants. Throw away all those deodorants right now today, do it. Don't put them under your skin. It is a chemical that you are feeding into your body daily. And if you aren't freaked out enough by the list that I gave you, then go luck to you. I don't know what to say. And use food grade ingredients. So deodorants that are food grade is super important because again, what goes on goes in the body. So there's a couple things, a good friend of mine, Sal Masekela, I don't know if he's actually involved in the company, but he's involved in some way, but he's just a buddy. And this deodorant rocks. It's called Hume. So check out Hume. I don't get paid by them. I did some research. I saw their ingredients. Sal's a buddy and I fully support that company. And then Schmitz is another one. They use a lot of charcoal based, absorbent ability with that and incredible rose and lavender and beautiful essential oil essences and I've loved them. I've used them a lot. They're fantastic. So, hey, you can still help with perspiration. You can still help with your smell, just use the right product. Please don't use the normal deodorants anymore. They're causing major carcinogen activities in your body as well as cell mutations and hormone disruption. Get rid of those things right now, there's better choices. Thanks, everybody.

[01:07:23] Generic Outro

Darin: That was a fantastic episode. What was the one thing that you got out of today's conversation? If today's episode struck a chord with you, and you want to dive a little deeper on



a variety of topics, check out my live deep dives on darinolien.com/deepdive. More episodes are available on darinolien.com as well. Keep diving my friends, keep diving.

[01:07:55] Amplify Plug

Darin: This episode is produced by my team at Must Amplify, an audio marketing company that specializes in giving a voice to a brand and making sure the right people hear it. If you would like or are thinking about doing a podcast or even would like a strategy session to add your voice to your brand in a powerful way, go to www.mustamplify.com/darin. That's www.mustamplify.com/darin.