

Wichita Chamber Business Accelerator

Episode 109

Jacob Wayman

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Don: [00:00:00] Welcome to another exciting edition of the WCBA Powered, of course by Evergy. First, thank you for listening. Don't forget to like us, love us, share us. We truly appreciate you checking us out.

[00:01:00] Today, in the House E we have Orange Theory.

Ebony: That's what's up. We truly have one of my favorite homies in the house today. Who doesn't know this name around this, the greater Wichita area. Mr. Jacob Wayman. What's up, Jake



Jacob Wayman: Not a lot, I think who I need to make the check out to Don for that introduction or, or what?

Ebony: Make it up to me, obviously, and only take cash.

Jacob Wayman: Yeah, thank you both very much for having me on. I know, I know we've been trying a few times to be on this podcast, so I'm excited to be on, you guys have had a lot of great leaders and entrepreneurs before me, so I'm excited to be a part of it.

Ebony: Well, we are excited to have you here. So tell us a little bit about who you are, Jacob. What do you do?

Jacob Wayman: What do I do? That's a loaded question.

Ebony: Well,

Jacob Wayman: I, yeah. So, as they said my name is Jacob Wayman. I was actually born and raised here in, in Wichita. So, love the Wichita area, love everything that's done for me. But professionally I do a lot of different things. as you all know, I'm also the owner of Orange Theory Fitness alongside my wife.

And then I also am very active in the [00:02:00] community through the Rotary Club, through Leadership Wichita, through the Salvation Army. And then I also serve as an employee benefits consultant for Hub International as well. So, I, I use every hour of my 24 hours in a day is what I do. I've been very fortunate to be in this community.

Very blessed. All the opportunities that have been presented my way..

Ebony: For sure. Like I said earlier, everyone knows your name. Like you and I, we've known each other for a number of years through our community building efforts. Like we're both in Rotary leadership, Wichita as trustees, and you're just all over the place. And I get really excited when I hear that I'm going somewhere and you are there.

So let's talk. Just a little bit about Orange Theory. Okay. So how many years have you been in, in operation?

Jacob Wayman: Yeah, so my wife and I, we purchased the Orange Theory Fitness studios here in town in January of 2020. So they were actually previously around, before us, and then we purchased them from the previous franchisee. So, just celebrated three years of being the owners of the studios here in Wichita.

Ebony: That's awesome. [00:03:00] Congratulations. So, three years and the the studio is out east. That's where I had my membership close to my house. You wanna share where that location is?

Jacob Wayman: Yeah, that location's at 13th and Web, so everybody knows where Whole Foods is at. So we're on the other side of that office complex. And then we also have our West Side location. So I tell people we're on the other side of where Homegrowns at, so 29th and Mays and 13th and Web. So, locations you can't miss.

And great places to be.

Ebony: Yeah, I agree. So let's talk about Orange Theory and what is, tell me what the thing is for, for our listeners who've not been, had the opportunity to come in and enjoy one of the fantastic workouts that you never have the same workout twice. That I, I, and that's real, it's never the same workout, but what's the orange theory model and what makes it so different?

Jacob Wayman: I know if my staff watches this, they're gonna giving me marks if I don't hit the 32nd pitch perfectly, so I'm gonna rough it a little bit. So I mean,

Ebony: And I know Coach AJ's gonna be the one who's saying [00:04:00] something and looking at you.

Jacob Wayman: Oh yeah. And my wife too. I mean, everybody, it's so, so yeah. See, like I,

they're the ones who do the work.

I'm just the face. That's what I just tell. so Orange Theory Fitness is a full body one hour group fitness workout where we actually tie everything to your heart rate. So when people are in the workouts, everybody's wearing a heart rate monitor. So the workouts are personalized to you based on your heart rate.

So the beautiful thing about Orange Theory, I like to call it the multivitamin of workouts because you could have somebody as young as 21, 22 years old working out and right next to somebody who's 75, 80 years old working out in the same workout. All at once because it's all personalized to your heart rate.

So, it hits every single part of your body and every single workout, and like Ebony said, is every workout is different because we actually have a team of exercise physiologists through our franchise that actually designing these workouts for us. And so you're gonna come in and you're, no matter what you're gonna do, you're gonna get a great workout.

So, I you don't have to think about anything. You come check everything at the door and you know you're gonna walk out feeling [00:05:00] better about.

Ebony: Mm-hmm. . That is true. The one thing when you go, and just for me, when I would go to other places you know, you have to kind of think about it. You sit around, you stretch a little bit, you may, people watch and not actually do a lot of the workout. When you get to Orange Theory that you.

You're hitting the door and you're going, and so there's a couple stations you can go to. So do you wanna talk a little bit about what that looks like?

Jacob Wayman: Yeah, absolutely. So in every workout we incorporate treadmills, rowers, and the weight floor. And so in every single one of those, you have a a certified personal trainer that's leading the workout, so you're not just jumping on a treadmill and. You know, click in six miles an hour and just hoping that like maybe I'm gonna get a good workout.

You have a coach guiding you through the workout and making sure that you get the most of your workout. And then same with on the rowers, you're being guided through how to work the rower, how to effectively use the rower because the rowers are something that you use 85% of your muscles in this, but you're using less impact than you would if you're doing like jump squats for an example.

And then on the weight [00:06:00] floor, we incorporate dumbbells, body weight movements, TRX straps, BOSU balls, but like every workout is different. So there's a different combination of all of those workouts, but you touch every one of those locations. And the workout and our treadmills, I, I need to actually say this because our treadmills are like the Ferrari of treadmills

because they actually take 40% of the impact off of your knees that you would if you were running, say, on the sidewalk or on the road. So it helps people who've had knee or ankle issues to be able to feel that running again and be able to come in and do that. And a lot of people achieve more than what they ever thought they could on a treadmill.

So we try to, and we incorporate technology throughout all of that and science throughout all of that. I mean, it's basically almost like a science experiment every single time you work, come into the class because you're combining all of those things to produce a good workout.

Ebony: I said this for Don so he can know what different stations are there so he can join us. And but that treadmill, it's, it's true. I hate the treadmill, but I tell you what the ones at your place, Jacob, it made me feel like I could do it right and it, I hated it and [00:07:00] I would always dread it when I first came in, but it ended up being my favorite module.

Jacob Wayman: The endorphins you get from the treadmill block is an amazing, amazing feeling. I mean, it's something that I used to dread having to run all the time, but then getting on those things I. You know, I'm, running in the Olympics for, for, or whatever it feels like. So something that I really, I love those machines.

I'll just say that.

say that

Ebony: Well, speaking about running in the Olympics, you just had a time that you just posted what, last week or the week before last? That's like unbelievable. Cause wasn't it like five under five minutes that you ran that mile?

Jacob Wayman: Yeah. I ran my mile in four minutes and 57 seconds.

Ebony: That is crazy. That is, you had to be, I you were flying obviously, but nevertheless. Okay. Back to Orange Theory. So you and your wife have and she coaches as well, so I don't know if we've mentioned that. But she's one of the coaches.

Jacob Wayman: And that's actually how we met was through Orange Theory. So we have a, a really cool love story actually in Orange Theory. It's a fun story about how we ended up together at [00:08:00] Orange Through Orange Theory.

Ebony: Well I think it's the whole story about orange because you actually received your degree in what?

Jacob Wayman: So I actually went to school to be a hospital administrator.

Ebony: Exactly. So let's talk about this pathway. You know, another thing that you were

passionate about is like E 2 E and NXTUS and the entrepreneurial world. And you actually, this was not your passion or your thought. You never knew that you would be a, an owner in this way.

Jacob Wayman: No, I did not. So my path is it's not linear, a lot of people say the past success is never straight. And mine is is something like that. I'm still on that path, but, I went to school to be a hospital administrator, so I ventured up to Kansas City to get my master's in hospital administration and, Was down that path for, for quite some time.

And then I decided I wanted to get back home to Wichita. And when I got home to Wichita, I was still in the healthcare field working in the insurance world. And then I got introduced to 1 million Cups. And so, I helped launch the 1 million Cups chapter here in Wichita with a few other folks because I had actually been involved in [00:09:00] Kansas City.

And so it was one thing that I saw that wasn't in Wichita. And so that kind of set me on a different trajectory. I was still working in the health insurance industry, but running 1 million cups. During that time, E2E was coming into reality here in Wichita. And for those that Dunno, E2E is now called NXTUS.

So those are familiar with that name E2E was the original name. And so then I got the attention of the folks that were setting up E2E and they said, Hey, we're gonna be launching this business accelerator and we need somebody to run it. Would you be interested? And I was a little torn because, I went to school to be this hospital administrator work in the healthcare field, and I said, okay.

What do I need to do? And so thought on it, prayed on it a lot, and decided it was what I needed to do because I could put a pause on that career of the healthcare administration path and do something that was very impactful in Wichita. And that's something that I'm always looking for is how do I make an impact in this community?

And what are ways to do that? I do that through obviously leadership Wichita. I do it through being an honorary commander at McConnell Air Force Base through my Rotary Club. so, And then I jumped on [00:10:00] board with ede and helped launch the business accelerator there. And during that time I worked with, I believe 2020 different early stage startup companies.

And so that was a lot of fun because it introduced me to really what startup culture is, what entrepreneurship is. I did grow up in a family business so I was familiar. Entrepreneurship, but only from the outside looking in. Grandpa used to say this when I was younger, that when I would complain about having to mow lawns or whatever for their properties there's no child labor laws and family businesses, so, you know, I didn't know back then I was being instilled into me entrepreneurial values.

And so, you know, and that's when at E2E, you know, I. I fell in love with the idea of ownership

of owning a business, running a business, be innovative. But I'm not that idea guy. Like I've never been the person who can say, oh, I want the latest, greatest mobile app, or the latest, greatest, you know, this. I don't know.

I don't create that, but I can execute something. I can see something that's been created and say, okay, how do you build a business plan [00:11:00] around it? How do you really develop that idea and. And that's when, my path after E2E kind of took a weird turn. I spent some time working in the construction industry.

I jumped back into the the insurance world again too. And, but during that time I was still involved in the startup world because I started startup Grind in the community. And Startup Grind was an organization through Google. That actually brings entrepreneur, like successful entrepreneurs on the stage and we do a fireside chat with them.

So we've had Scott Redler, we've had Jeff Turner, we had Chase Koch, we had Cheryl Wohlford. We've had a number, number of individuals that have come on stage and Christina Long, who was actually our moderator through that. And that was a lot of fun doing that. But I was always staying in touch with the entrepreneurial community.

And then orange Theory came into the picture back in 2018 for me. So I actually. Joined Orange Theory as a member. So I was looking for a good workout. I was going to the Y M C A before that, and so I was looking for something different. And as you know, Ebony, when you go in there, something in your competitive nature [00:12:00] just kind of kicks off in Orange Theory.

And that's what brought outta me. I was like, wow, this is awesome. This is invigorating. You know, it's something that I get excited about. And so I was seeing for like things improve in my fitness level, those sort of things, and so fell in love with. And then I took one of my wife's class, so, I didn't know who she was before this, and so I actually took one of her classes and I actually got kicked out of the class.

So, in Orange Theory, it's reservation based, so there's a set number of spots per class, so only that many people can be in that class. Well, I was the person who wasn't supposed to be in that class. I didn't reserve a spot, I just showed up and walked in and kind of broke all the rules.

And so somebody had to be asked to leave, and that was me. And so my wife had to come tell me that I needed to leave class. And so, I came back the next class after that and, and made a joke about it. You know, we, we laughed a little became friends and then we actually started dating. And then I actually proposed to her at Orange Theory.

And yeah. Yeah. For poster in June of 19. Then we were married in August of [00:13:00] 19, and then we started the conversations to purchase Orange Theory in October of 19, and then we bought it in January, 2020. So, yeah, my path has been interesting when I, when I look back on how I've gotten to where I'm at today, and it's only, I've only been back in Wichita for close to 6,

6, 7 years now.

And it's been a lot of fun. Like I said, this community has blessed me in many, many, many ways.

Ebony: And you've blessed the community as well. And, but can I just say, wow, what a powerful love story and the fact that you guys hit it off immediately and then was able to begin building business and, and building a life together in that way is, Absolutely fantastic. And it's benefiting our entire community.

So thank you for what you do and all that you do with the entrepreneurship piece. Tell me, you know, and, and then I'm gonna turn it over to Don here in a second, but I am curious, a lot of people go to these things and didn't realize that you, help launch 1 million cups and things like that.

Why is that important? Why did you think that was important to bring the Wichita and that was a piece of our ecosystem that [00:14:00] was desired and that we needed.

Jacob Wayman: Yeah, absolutely. I mean, because when I was in Kansas City, I saw collisions happening, collisions with

Ebony: The natural collisions,

Jacob Wayman: the natural collisions. Not, not, not saying, Hey, these two people need to meet, but just creating an environment for collisions to happen and also just to tell stories. As you both know, with Don in your background and, and radio and Ebony with yours and, and economic development.

It's all about stories. I mean, stories are so powerful and that's where you create environment one s. People are telling a story about their. Their startup story, they're still getting started and they need advice. They need something, a place to feel safe to talk about their business, to be able to feel that natural place, they can say, Hey, this is me.

I need some, some advice from the community. And on the flip side, with Startup Grind, I was actually in Dallas, Texas when I was researching I was researching ede, I was trying to figure out what accelerators are. So I went to Dallas and I visited a startup accelerator down there, and I saw the Startup Grind logo.

And I said, Hey, what is this? And they kind of shared with me a little bit about what it was, and I was [00:15:00] like, this would be something phenomenal and in Wichita. And the thing is, is everything that I've been a part of creating, it wasn't me creating it. It was something that I saw in another community and I just put Wichita spin on it.

But really what it boils down to is like we just needed an environment, whether that be 1 million Cups or Startup Grinder, what have you, but an environment that. People can come together and just talk about entrepreneurship, talk about startups, whether you want to support an entrepreneur, be an entrepreneur, or you know, or be a service provider, what have you.

But that's something that I didn't see in Wichita was that culture of just rowing around entrepreneurs that we had. We've had in the past, but it's, it was bringing that back and it's really cool to see now today, as I'm still involved in those from just an attendee standpoint. I go and attend to those things, but I'm not running them.

But it's cool to see the next. People of community leaders that are seeing those things forward and continuing them forward. Because, you know, that's one thing that we have to find more in Wichita is more of [00:16:00] these community leaders that wanna help grow the community. Because a small group of people can't do the heavy lifting.

They need more people helping lift that. It's a, rising tide raises all boats. And so that's my biggest thing is I wanna look back and know that I brought meaning to people. I brought joy to people and I really had an impact. And I can look back, say yes, what we did there actually made a difference in this community.

Don: Jacob, I appreciate our, our friendship and we've had some good conversations in the past, but you mentioned something that, I just gotta figure this out. You're trying to tell me that Ebony frequency or establishment on a regular basis, is that, is that

Ebony: Wait a minute, are you jealous? You can. You can frequent it as well.

Don: We're not talking about me. We're talking about you. Right. You say, cause she said she worked hard. You, she said she

Ebony: It's a good workout.

Don: can you gimme the list of the equipment that she works hard on? Because we're trying to get her to work hard here [00:17:00] at Everygy. So if you can gimme the list of equipment, maybe I can do a purchase order and get those at energy and she can work hard.

Ebony: Oh my gosh.

Jacob Wayman: Don. Don, I'll do, I'll do one even better for you. We could do a team workout for the Everygy team, and we can have you guys all come together, including you to actually do the workout wi with.

Ebony: I love that

Don: Okay. Okay. I gotta see for tomorrow cuz I, I don't believe it. I just don't believe it. But welcome

Ebony: hearing it here.

Don: Welcome to the show, my man. It's good to see you again. I mean, we've had this talk about entrepreneurship over the years, and I'm very interested now that you've got this big thing going on with Orange Theory, what kind of culture are you trying to create within your employees at or at orange Theory?

Jacob Wayman:] That's a great question. If you come to Orange Theory, most of the people that we employ are typically college-aged students or are a little after college-aged students. So for personal trainers, I'll start there.

So, with personal trainers, I mean, we are one of the [00:18:00] best kept secrets for trainers in the industry because we provide them with an environment to be the best person trainer they can be, but also not having to think that they have to work from 5:00 AM to 10:00 PM at. We allow them the opportunity to come execute a, a really good class and coach the people that are there.

So what we try to do for people that are in the fitness industry is we don't want them to burn out. We want them to find joy every single day when they come to our studio to make an impact on our members. And that's something that I see a lot of visits. It's a community. And then for our, our front desk staff that we have a lot of them come through us from either Wichita State, Friends University, Newman University.

We try to really leverage the relationships with the universities in town. And most of them are coming to us either with a marketing degree, exercise science degree or, or something. But what I want us to become is like Chick-fil-A. So when people see Chick-Fil-A on a resume, they say, I wanna hire that person.

I want, I want other employers in Wichita to say, When they see Orange Theory on their resume, I [00:19:00] wanna hire that person. And so my goal as the owner of this business is, any individual that comes into our organization is I wanna help them achieve what they came to achieve. Whether that be, get some experience within the fitness industry and move on to something different or just need experience in general.

Wanna find the next thing in their career. I wanna help them, find that path. And so, really, When they come into Orange Theory, it's trying to leverage every strength that they bring to the table. So if I find someone has a journalism degree or a marketing degree for an example is how do you like they're to contribute more than answering you doing some customer service things, but actually giving them more skills on resume later on down the road.

Don: Excellent, excellent. Now, we're in the first quarter and of course everybody does a resolution thing and all that, but help us understand what exactly outside of the first quarter does your business solve?

Jacob Wayman: Yeah, absolutely. We create consistency and accountability is what we achieve. So everybody [00:20:00] who sets those resolutions, I'm not sure the stat behind this, but you know, most people say I want to exercise more or eat better. Most times it lasts two to three weeks, maybe a month. But then they fall off the wagon.

What we bring to the table is we create accountability. So when people come into Orange Theory, we create, we have a community one that they enter into. So like say I'll use the 5:00 AM class. So we have a religious group of people that come to our 5:00 AM classes. If you don't show up, people notice.

And so it's like you have that accountability factor cuz people are around you. And also with us being reservation based, you're reserving your spot in class for, so it's kind of giving you that, oh, I. I reserve my spot. It's not like I can just come whenever I want to. So it's really trying to create that accountability factor.

And we do a lot of things throughout the year. So right now, during first quarter, we have transformation challenge that, that, that kicks off in mid-January and last until mid-March. And so it's actually a, we had. Oh, I think over between our two studios, over 200 people that registered for it, and it's over [00:21:00] eight weeks, they're put on teams and we do different challenges each week.

So this week right now we're doing a hydration challenge and I think, next week's gonna be like an attendance challenge or something like that. And so we do a lot of things that create stickiness factors for them to want to make fitness a priority in their life. So we'll do.

Ebony: I'm sorry, you said hydration? Challenge, but you mean water, right? Like

Jacob Wayman: Water. Water, not, yes. Water.

Ebony: wanted to clarify, you know, because I might be winning in the other hydration

Jacob Wayman: Yeah, there you go.

Don: Yeah, you

Jacob Wayman: hey, hey, hey. But, but also we do, we do have no shower happy hours. So we go and have a workout on a Friday after work and then we go and either grab a drink or whatever. So we have no shower, happy hours. So we do have some fun in there. I mean, we make fitness fun is really what we do.

So, but yeah, I mean, to to, to your question is we always, we create accountability throughout the year for people to feel connected to their fitness community. Cause if you're one that goes to another big box gym, You're just a number, you're just another [00:22:00] person that's coming through there.

But at, at Orange Theory, it's the cheers of the fitness industry when they walk in. We know your name, we know who you are, and we build those connections with you. So if you're not there, we notice and we always wanna make sure that people are there. So that's what we do throughout the year.

And we do a lot of fun activities throughout the year. Like a marathon month, we do something called Hell Week. It's the last week of October and it's the. It's basically the hardest workouts you'll probably do. And we call it hell week and everybody gets a t-shirt at the end of it when you, when you get it done.

So we create some fun little internal marketing things that our members love.

Don: Excellent. One more question before I turn it back to E you're a big time entrepreneur now. How do you define success?

Jacob Wayman: Oh man, that's a big question. My definition of success has changed a lot of different ways, and sometimes it had been financial, sometime it had been, educational.

Sometimes it's through growing my business. But, you know, I think for me, when I look at success is if I can take a step back and look at all the people that are being impacted through Orange Theory and my [00:23:00] community work, and knowing that you. My legacy, my family's legacy will live on past me. That's what I define as success.

Ebony: That's. Yeah, I, I, I get chills every time I hear about your story and man, it's just, it's inspiring. Well, friends, it's time for us to hear a word from our sponsors. We're gonna hear from them and then will be back to hear more from Jacob Wayman.

Ebony: Welcome back friends. We're here with Jacob Wayman and [00:24:00] owner of co-owner, I should say. I don't want Reagan to be upset. of Orange Theory. So, fun fact, you know, we just got done having an open house kind of sales party for something big that just happened for Orange Theory.

You wanna talk about that.

Jacob Wayman: Yeah, I didn't mention it earlier, but those probably already know that are listening this, but we are opening a downtown Orange Theory Fitness. We're planning now on opening mid to late May, but yeah, we just had our presales launch party, so it was kind of this kickoff for us to really start seeing a ton of orange downtown.

I mean, that is really our goal is for everybody to just look around the corner. You see orange and look around that corner. You see orange and it's orange theory everywhere. But yeah, so, so we're really pumped for this. I mean, this is something we've had in the works for a long, long time.

Ebony: Tell us where the new location is. I'm really excited about this because it's that a place where I feel I can, I can go have a snack and then come over and.

Jacob Wayman: Yeah, it, it honestly like it. I couldn't have, we couldn't have been more fortunate for this location. We're gonna [00:25:00] be right in, in the middle of downtown Wichita and Napster Park right next door to homegrown. I mean, you have everything you want. You can have a great workout, go get a great brunch, and then you can go hang out on the turf out there and just, you know, soak up the

Ebony: watch whatever's on the Evergy screen.

Jacob Wayman: Absolutely. I mean, it is, it is the one place, like I had my eyes on that location for a long, long time, but there wasn't anything available that fit what we needed. And then through relationships in the community Paul Lavender actually gave me a call from Thrive Restaurant Group, and it was before they announced Peace Love Pie was gonna be closing and, and asked if we were still looking.

And I said, absolutely. And so, In a way it's a win-win for everybody because they wanted to get an awesome neighbor to Homegrown and we wanted awesome location.

Ebony: it's.

Jacob Wayman: Park of Wichita. I'm

Ebony: Yeah. And shout out to Paul Lavender. That's one of my favorite people as well. So, thanks Paul for the

Don: He wouldn't, he wouldn't say that

Ebony: that's awesome. Yes, he would. I, I guarantee it. So, you know,

Jacob Wayman: Wichita connection.

Ebony: That's [00:26:00] right. Jacob, you know, I'm really just proud of the success in you, in your perseverance.

You guys started in 2020 at the beginning of the year right before the pandemic. And I know you've been talking about expanding downtown for quite some time, but it was, delayed, but you

still made it happen. Do you wanna share with the listeners about that?

Jacob Wayman: Yeah. So, what's what's funny about that is I had, for my business loan, I had to develop a business plan. So submitted that to my banker and I look back on that business plan and it was all about expansion immediately. We thought by the end of 2020 we were gonna be in our, our third location or building our third location, but that was in 2020.

But everybody knows what happened in first quarter of, of 20. The pandemic and for the, like in the fitness industry, it wasn't really friendly for us because no one wanted to be around people. And that's what our business is built on, is being around people. And so, it was, it's very, looking back and reflecting on it, sometimes I wanna block it out like it never happened.

But, it taught us a [00:27:00] lot. Through that process though, I remember we celebrated our grand reopening with the chamber on. Monday of that week, and by Friday we were shut down. And it was a good place for us to hard reset on orange theory.

So, I mean, the benefits was for us to take a step back and say, okay, what do we want Orange Theory to be in Wichita with us as the new owners? Because we jumped on a ship that was already moving because there was a previous owner and we just transitioned in a day. And so, As I look back, the silver lining with the pandemic was for us to really reset and say, Hey, what do we want our organization to look like?

And when we reopened after the shutdown, we were at reduced capacity for 18 months. And we lost over half our members from the pandemic that didn't wanna return because of just, safety, those sort of things. A lot of stuff that went into that. But we would be able to regain that.

And then now we're finally actually able to, see our business plans through. Even though it's three years later. I mean, we're finally in a place now that we're able to have this expansion plans and, I couldn't be more excited. But the pandemic was a good learning lesson [00:28:00] for us.

I mean, we got down to a place where we were I think we had enough enough cash in the bank to make one more payroll until the the P P P came into play. And so, yeah. So it's

Ebony: Yeah, that's a scary, scary thing to go through and for you to look at the bank account after you've just decided to open and say, man, literally this is it. If something doesn't happen or change right now, we are no longer. And you know, that, that is a testament within itself and, and you made it.

Jacob Wayman: And it goes back to why relationships matter because our bank is Emprise Bank and we have a really great relationship with them. But it's because you build those relationships. A lot of people think, oh, I don't need the banking relationship till I really need it. But having those consistent relationships, whether it be your accountant, your attorney, your

bank, what have you, it's always making sure that you have those.

Because in a time of need, you're able to pick up the phone and they're gonna answer.

Don: to pick up the phone and they're gonna

Ebony: Yeah, relationships are so important and critical, and people don't understand that, but [00:29:00] you're absolutely right, which kind of makes me think about you as a person and your personal brand. And so I guess my question to you is, do you think or do you see a difference between your business brand and your personal brand?

What does that look like?

Don: your

Jacob Wayman: That's a great question. I don't, I don't see a difference between my personal or my business brand. I mean, I feel like. I'm the same person no matter what I show up in, if I, whether I'm showing up at a rotary meeting, a a business meeting, a nonprofit, board meeting, anything. I mean, I am the same person regardless in that environment.

And that's the brand that I wanna bring there. And it's somebody who's positive that brings joy to the room and wants to make a difference no matter where he.

Don: to make a difference no matter

Ebony: Mm-hmm. . I, and, and I love that. And I see that, you know, so one last question before I turn it over to Don is, you know, you moved back to Wichita and

Don: and,

Ebony: But why Wichita? You decided to start your businesses here. You decided to impact community in a number of ways through entrepreneurship [00:30:00] avenues.

You know, you, you did a study in Dallas, you lived in Kansas City, but you came back here. Why?

Don: came back here. Why?

Jacob Wayman: Yeah. So all that it has to do with my family. I came back for my family and my intention was only to stay for a couple years. I was gonna move back, figure out what I wanted to do, and maybe move on to Dallas or Denver or back to Kansas City. But what, what I found in Wichita that I haven't found anywhere else is.

If you wanna get involved and you wanna make a difference, all you have to do is raise your hand and say, I want to get engaged. And that's what Wichita's shown me. I mean, I don't know of any other market that I would've been able to become a business owner, become a business owner of Orange Theory Fitness.

When I talk to others in other markets own orange theories, and they're like, you purchased these. These orange theories, and it's kind of shock to them, but it, that's because it's this Wichita community, because of the relationships that you're here. And I mean, I, I don't think I would be able to, to make this much of a difference in another community if I, if I wasn't here.

Don: Just one more question. I think you shared about the big [00:31:00] plans going on at NASCAR Park by Every Pavilion and the Every big screen, that's gonna happen in a few months, right?

Jacob Wayman: Yeah, plan is to be open in mid to late May, but come the warmer months, March, April, you're gonna be seeing some outdoor workouts right there on that turf right below, below the Every big screen.

Don: Excellent. So we know what's happening in a few months. Tell us what's going on in five years from now.

Jacob Wayman: That's a great question. I mean, if you asked me five years ago what I've been doing now, I probably wouldn't tell you this. So, that's a difficult question. I think philosophically for me in five years, I, I. Impacting other entrepreneurs. I wanna be in a place where I'm investing in other entrepreneurs, whether that be financially or whether that be through, my knowledge everything that I've been through and kinda sharing lessons to them.

But, in five years from now, I'm hopeful that I'm still making an impact in Wichita, whether be through Orange Theory or through other avenues that I'm involved with. It could be expansions of Orange Theory in other markets here and around the Wichita area. Hopefully at that point in time, I'm still making that impact.

And like I said, I mean [00:32:00] my, my future goal is to help entrepreneurs get their start

Don: Excellent. And in five to 10 years you're gonna be writing a, a biography. By the way, what's the name of it?

Jacob Wayman: a biography. You are going to be great. Keep going.

Ebony: Oh, I like

Don: Oh, that was pretty, that was pretty cool. That's better than what Ebony could come up with, so that's

Ebony: Oh, wow.

Don: wow.

Jacob Wayman: Well, so, so for, so, so for those that don't know me, like I, those are me. I'm a quote person. So I, I gi I love giving quotes. I love giving coasters that have quotes on them. And just, it's some things that I, I love quotes and so I like sharing those people. And that one's sitting right here, and that's one of my favorite quotes because, it, it is, Just gotta, gotta keep going and know that, you know, it's, the path isn't always straight.

It's gonna be rough. But there's greatness on the other side.

Ebony: is that one of the, is that the one you sent out the Christmas before last? He sends great Christmas gifts, by the way, with wonderful quotes,

Jacob Wayman: Yeah, I think, I think that was, I think that was in 21, I think is when that one, it's [00:33:00] funny, I have, I actually have three of them right here that I've sent out in the past that, that are sitting there. So, you know, one thing I'd like to, I tell college students when I have the opportunity to speak to 'em is, is stand out.

You know, find a way that, you know you're gonna be impactful and stand out because those that go the extra mile are noticed and, you know, and it's, and it's something that I, I look for a lot in, in in folks that I.

Don: in Excellent. E. You got anything else?

Ebony: Yeah. Before we turn it back over to Don, I just, would let you know, you said you're a quotes person. Talk to us a little bit about where you get your inspiration from. Cuz it's, I, I know you're avid reader. I know you study and do so many things. Where do you get some of that inspir?

Jacob Wayman: It's something that I've done religiously for the past. I'd say going on six or seven years, I started when I was in Kansas City was I journal every morning. So I have a, a routine that I go through every morning where, you know, I focus on. What I'm grateful for, what is my daily affirmation, and then I do a devotion from there.

And so, that's something that I've [00:34:00] found for me to gain inspiration is just to be able to just write and, be able to reflect on what's happening in my life. But then also, I, I love to listen to podcast and like having said, I'm, I'm an avid reader, but the podcast I really like are Craig, Groeschel Leadership podcast is one that I, that I religiously listen.

The, the Wichita Chamber Podcast as well.

Ebony: That's the best one. Obviously,

Jacob Wayman: Well, and then and Andy Stanley's another one, I, I i, I tap into a lot. I mean, there's a lot of them that I, that I look at and, and gain information from. And I try to read about a couple books every quarter that are just either focus on business development, leadership development, personal development.

But one thing that I say really has, has helped me a lot is that daily journaling that I.

Ebony: That's pretty awesome. And you've been a part of the Chamber for how long?

Jacob Wayman: I've been active with the Chamber since I moved back to Wichita, but a member of the Chamber through orange Theory since, I mean, that was the first thing we did when we, when we bought the organizations is got a membership with the chamber.

Ebony: And I think it's, but I've always seen you [00:35:00] even before you, had the business, you were always actively engaged and. The Chamber is one of those things that is, it's a necessity to have, and the connections that you gain from it is just invaluable. Can you share some of the benefits and resources and reasons why you're involved with the chamber?

Jacob Wayman: Well, I've seen the Chamber impact me personally and also impact my business in tremendous ways. I mean, currently right now I'm active on the small business committee. So, it's with Angie Elliot, I'm, I think we have 15 other business, small business owners that are involved in this group.

And then I'm also involved in the leadership Wichita trustees. I mean, I went through Leadership Wichita in 2017, and by far.

Ebony: year, I guess.

Jacob Wayman: That was the best year ever.

Ebony: Okay.

Jacob Wayman: But I mean, there was leadership, Wichita was one of the most impactful. Impactful programs that I went through in Wichita because it opened my eyes to so many different things that this community has to its advantages and also what things that are, that are going you [00:36:00] know, wrong in the community.

During that time is when a lot of, my, focus came towards the nonprofit side of, of my involvement in this community. Cause I saw there was a need there. So that's, those are ways I've been involved mean through, when I was at ed, I was the representative for the organization, for the Chamber.

So, I mean, since I've moved back, I've always frequented the networking events to start out with, but then I've actually gotten more involved in, decisions through the chamber and how to move the community.

Ebony: That's perfect. Well, thank you Jacob. It's all I have. Now it's time for for Don to harass you.

Don: Oh, wow. Wow. Well, Jacob, a man you've dealt with Ebony long enough. Welcome to my world. Just think if it was just every day, like a drip on the rock, this, but you only have to do it once.

Jacob Wayman: Hey, Don was my mentor in the mentoring program that the Chamber has. So I, I, I've been there with him.

Don: been there with it. Yeah. See? See? So we're gonna have some fun. You know what, , it's my time. . [00:37:00] We're gonna have some fun. Jacob, we're gonna do a word association. I'll give you one word. You gimme one word back. It's not wrong because it's your word. Are you ready, sir?

Jacob Wayman: Let's go.

Don: Leader,

Jacob Wayman: i, man, this is hard. I'm like thinking of like a word that,

Don: that, oh,

Jacob Wayman: okay. I would say

everyone

Don: Success

Jacob Wayman: impact

Don: College.

Jacob Wayman: investment.

Don: I'm just gonna throw this one in here. High school. What high school did you go to? I forgot to ask that question. Derby.

Jacob Wayman: I went to Derby High School,

Don: High school. Least it wasn't Southeast. So

Ebony: Hey.

Don: It is. It is good.

Jacob Wayman: Hey

Don: failure

Jacob Wayman: needed

Don: entrepreneur.

Jacob Wayman: focus.

Don: Wichita.

Jacob Wayman: It's a lot of things I would define Wichita as with one word. Oh,
hit me with that again. With Wichita. I'm trying to think of the word that

Don: of

Jacob Wayman: that I'm, that I'm thinking of.

Don: I'm thinking of. We can circle back vacation.

Jacob Wayman: What is that I.

Don: Nice. We'll take the three words on that. Hero,

Jacob Wayman: My dad

Don: Wichita chamber,

Jacob Wayman: [00:38:00] resource,

Don: family

Jacob Wayman: love

Don: fun.

Jacob Wayman: the lake.

Don: Back to Wichita.

Jacob Wayman: How do I say this? It's a lot of words, but it's on the brink of greatness.

Don: Okay. That's pretty darn cool. Last but not least, and you gotta tell the truth about this one beverage.

Jacob Wayman: I like beer. I mean, I'm sorry, but it's like a fitness guy.

Don: Sky likes beer.

Ebony: I love

Don: you to be, I love it. We want you to be real on this, on this podcast,

Ebony: well, friends, we appreciate you tuning in and listening to this week's segment. Make certain that you check us out again. Leave a comment on who you wanna hear from next time. Jacob, we appreciate you. Thank you for being here, sir.

Jacob Wayman: Thank you so much both of you. I, I, it's a, a privilege to be on here and thanks so much for the opportunity.

Ebony: till next time, friends.

Don: Peace. [00:39:00]