

Jasper Jeep Jam and Overlanding Rally 2025 LIVE on TOP 2.11.25

Tony - Anybody there? Can you hear me now?

Joey - Hey, everybody. We are live on the Overland Podcast. Stand by just a second. What up, y'all? Come on in. What are you doing, buddy?

Tony - How you doing, buddy? How you doing? Some rice? Bought of water. Bought of water. Bought of water.

Kye - There you go. I love it. I love it. Oh, yeah.

Joey - Well, I can't hear a thing because I don't have my earbuds in. So, take it, Tony, before I put my other hat on.

Tony - All right. How is everybody? Thank you for coming on here this week. Joey and I are back together, and we have Kai and Lisa from the Jasper Jeep Jam and Overland Rally with us. Man, I am so happy to be here. I've been MIA the past two weeks, and it's been a rough stretch for the Cress household. And we miss you guys.

Kye and Lisa - Yeah, we miss you. We haven't seen y'all since RITO.

Tony - Man, we miss camping with you guys. I know. It's been that long, hasn't it? We hadn't even camped since RITO.

Joey - I've camped.

Kye and Lisa - Just going to soak your little cheeks.

Tony - Yeah. Give them a big bear hug. Oh, my goodness. That was in October. Huh?

Joey - That was in October of last year. October. That's a long time.

Tony - That's a shame. It's too long. It is. I know. I know. I've been sick the last couple of weeks, so I'm behind on everything, like usual. I mean, I'm going to be down to the wire getting ready for Jasper Jeep Jam.

Kye and Lisa - Yes, indeed. There's our partner. Michael Rhodes. Good evening, buddy. How y'all is? Michael Rhodes is our official partner, him and Jesse McBride, our official partners of the event. So, we glad to glad to see them.

Joey - I've been doing this by myself for the past almost month. Sorry for me. He's been at home. No, he's like, I'm the one who's been in the trenches here.

Tony - Hey, they're getting tired of, they're getting, they're missing. They know you keep me around for my good looks and they're missing that...

Joey - hey everybody knows you got a face for radio ... Jesse. I can smell Jesse from here. I've seen Jesse. We actually met up in South Texas over Christmas.

Kye and Lisa - Yeah, that's right. Jesse, I hope you're feeling all right. Who's Joey? Joey who?

Joey - As soon as I figure out how to kick her off here, I'm mixing it up.

Tony - You've got to be gone to be missed, Joey.

Joey - Thank you, Michael Pruitt. I noticed that you even have to put on your Instagram. I haven't been on the gram lately. Yeah. Nobody noticed. Nobody knows. I'm surprised Galen has enough time to stop walking to get on here. He must be walking.

Tony - And that fella put some miles in, I'll tell you. No, he just averages like forty-six miles a day. It's not that far, people.

Kye and Lisa - It ain't that far. Jeep and Explorer. Brent Morrison. Brent Morrison. Looking forward. Looking forward to it, too. I tell you what, man, I know we're going to have an opening and all this other stuff, but My goodness. Us getting ready for Jeep Jam is stressful. And we've been racking our brains out here. I mean, my daughter, as a matter of fact, today, she said, Mom and Dad, you guys are going to need marriage counseling after this. It's tough. I mean, we're not promoters by trade. I work in the oil and gas industry. Lisa works for the city of Jasper. Man, it's hard making all these phone calls and websites.

Yeah. And I have so many people to update and how many checks and balances. The phones are always ringing. Yeah. And he said today, well, you didn't tell me that. I didn't know. And I was like, gosh, there's a lot you don't know. Just because I forget to tell him. And that's when my daughter was like, y'all are going to need marriage counseling. Well, it's easy when you run sleep deprived. I mean, Lisa was up at two thirty in the morning doing some sort of packets or something last week. And it's like. We are excited for Jeep Jam to get started too. We are going to Florida. The flights are booked. They're going on a vacation after. He said he's going on a vacation too. That might be great for marriage counseling.

Tony - Brent's already calling it. He's winning this Jeep. You guys got to go get tickets. This Jeep right here. Holy cow. What other event have you been to that gives away a brand new fully built Jeep?

Kye and Lisa - Yeah, and y'all lucky I can't get tickets because I would totally want to win that Jeep, and I get to drive it for the next, what? A couple weeks. Well, longer than that, until Jeep Jam, I get to ride that sucker around. He's taking that Jeep on a tour. I am. Around the area. Yeah, different businesses, different locations, and set it out there and sell some tickets. Do some photo ops with it. This weekend, drone footage.

Tony - You're going to camp in it? You going to take it out camping

Kye and Lisa - oh no I would like no I'm not going to get dirty. We don't do that but yeah...So, uh Chad bay with chasing waterfalls and stuff... he is coming out this weekend to J3 and we're going to grab some drone footage of the jeep and of different places around here.

So, J three at the gap is the one who has sponsored the Jeep and Jasper Arkansas foundations is our five Oh one scene three nonprofit organization for Jasper advertising and promotions. That's a mouthful. So, both of them are working together to be able to collect donations and for the Jeep. And yeah, it's going to be given that night at Jeep Jam on Saturday night at nine thirty-ish. So, yeah, everybody needs to go get your tickets.

And I tell you what, man, we got to get Rough Country on board with sponsoring all the overlanding gear. And I went to look at the Jeep the other day. Last week, I went to look at the Jeep and I was actually very impressed with what Rough Country is doing now. Yeah. Yeah. It looks pretty good. It's not the old style. Like, look at this cheap stuff. They got some quality stuff to it. And they're getting into the rest of the equipment, the rooftop tents, the racks. Everything they put on here is rough country brand.

Yeah. And I got to say, their tent looked great. I was impressed. And I love their ladder even more than the ladder that we have on ours. So, there's a little switcheroo. So, there's a lot of touches that they put into it.

Joey - And what about the, what about the fenders? It's got four fenders. Y'all like the fenders on that instead of three.

Kye and Lisa - My Jeep right now has no fenders. So, Chris at national auto trim the guy who is doing all of the install for the for the jeep and stuff. He was talking about it he was like look I started to order new fenders and I started to order this and I started he said but where does it stop? He said the jeep is already going to be between sixty- and seventy-thousand-dollar jeep that these people are getting for a twenty-dollar ticket. He was like, at some point, we just have to call it. So, I would have had the Jeep this week to be able to do video.

One final touch. One final touch. On the Jeep. And they are doing custom leather interior. And I'm talking dashes, gear shifts, seats, everything. And it's the... oh I can't like a quilted type and it matches the whole jeep like it's phenomenal. So, yeah, I'm super excited about that it's going to be nice.

Tony - Twenty bucks man you can't go wrong with that? I mean Joey might win this first jeep!

Joey - you never know it would definitely be my first...

Kye and Lisa - would you sell it to me if you want it though

Joey - I would because I would drive it

Tony - He'd rather drive some dadgum Subaru or something.

Joey - I'm not a mechanic. I'm not a mechanic. I can't own one.

Kye and Lisa - Oh, here we go. I know a good mechanic.

Joey - No, I'm not a mechanic. I know how to swap parts.

Tony - He can tear it up and fix it. There's my favorite one.

Joey - One of the major things that I actually had to fix on my FJ was fixed in your driveway. Me and Tony tore my FJ apart in your driveway a few years ago.

Tony - As I recall, we've torn into your FJ a couple of times. In multiple places.

Kye and Lisa - In case you guys don't know, our driveway used to be Misty's driveway. That's why we look like we have amnesia because it wasn't our driveway at that time. It's currently here. It was Misty. Hey, Brad. Overland-H-Seventy. Hey, Brad.

Joey - So let me let me start this off. We dove to the bottom of the pool right off the bat. So, I got a reel us back in. What in the world inspired you to start this thing to begin with?

Kye and Lisa - Well, it was me asking a question, which normally starts with a whole domino effect. It's the wife's fault. The wife. Yeah. Yeah. So, in my job with Jasper Advertising and Promotions, I was looking for a way to So we have concerts and everything that we do every year called the Westbrook Music Series. And we were having to charge people, tourists and locals, fifteen dollars a head to pay for the bands. And I said, look, we need fundraisers because the little tours I do aren't going to cut it. So how can we do this? And we had already got into overlanding. I'd already got my Jeep. I was looking at all of you guys on YouTube, watching all the videos. And man, I had already come up with this idea about having some kind of Jeep rally. And I never know what's in there. And I was like, man, wouldn't it be cool to have a Jeep rally somewhere? We had already lived. We were already living here in Jasper. I said, wouldn't it be cool to have a Jeep rally?

And so, me and hers driving on the highway one day and she said, man, I really need to make some a fundraiser. Like I'm looking for a fundraiser. And I said, well, I've been tooling around this idea. I got this thing going on. How about you use this? And so, I brought it to the board and they were like, yes, I think we should give it a try. So, it was a concept to be proven. And it went really well. And now look at us year two and we are pushing way surpassed all.

Tony - Killing it. Killing it. You guys.

Kye and Lisa - I mean, it's all of our friends, all of our partners. We had a lot of partners show up. There's some partners check out some of these partners yeah so PKV and wild man know how and look at my girls misty and Arla.

Tony - Hey is there going to be a like a ladies' overlander lounge again this year?

Kye and Lisa - you know it you better believe it you want to hear what's going on in the lounge this year? Okay so this year in the lounge we are doing ladies overlander classes of course but we're also doing a meet and greet with the lor bunch and the massive charcuterie board. Then Saturday afternoon we're doing the hat bar the trucker hat bar. So, you're having lots of stuff going on in the ladies lounge.

Joey - What in the world is a trucker hat bar?

Kye and Lisa - It's a good question because I had to ask the same thing. It's these foam hats that look like trucker hats. The one that says, my name's Bob. Those are cool now. You just get patches and all these little decorations and you just put them all over your hat. I was like, Missy's hat's not quite a... No, it's not really a trucker hat. I should have got you a... But it's going to be fun.

Joey – So, you guys make your own.

Kye and Lisa - We're going to make our own hats. And then I went crazy and bought all kinds of giveaways for the women. So, of course, there's going to be like sixty giveaways that night. You know, this is the second time somebody asked. Last year they asked about a man's lounge. No. No, the whole event is the man's lounge, boo. We got to let the ladies have their spot. That's a no. And let them do their thing. Men are welcome because some of the classes, they pertain to men as well. Just like the women are welcome to go into the. you know, overlanding classes that we're having. And Switchback Safety just called me like maybe thirty minutes ago and said, Mr. Bill is coming back. We got the green

light. So just to just to show you guys, I mean, we're what, five weeks out or so. This is still evolving. I mean, we're still making phone calls every day. We got vendors calling us. We're negotiating with sponsors. So, I mean, it's working. It's an ongoing process. So, we just got the green light today from Switchback Safety. They're back in with us. Yeah. And Mr. Bill's coming. Super excited. Mr. Bill's our man. Yeah, he was supposed to be overseas. Remember, we had asked him and he said, I'll be overseas with my daughter. Well, things kind of changed in that.

So those pictures of him at the Oark Cafe the other day, I was watching him and I was like, he's in town. So, yeah, he's back and he's going to be there. So, all our vehicle recovery classes, that's going to be Friday and Saturday from them. So super excited. Mr. Bill's a great guy. If you guys haven't met him.

Joey – So, how do you feel that it has evolved from last year to this year? How do you how do you feel that it's going compared to last year?

Kye and Lisa - I think it's going really well because we had after Jeep Jam one. We really had a good showing and good feedback from everybody. So, we knew the concept was going to work, and we knew that people wanted to come back. So, of course, I guess you go to do a Jeep Jam 2, and you're like, okay, we need to add a few things, right? We need to up the game. You're always wanting to kind of do better for your visitors and your guests. You want to do better for them. So, we came up this year with like four or five different things for 2025.

But I do believe that from us being able to promote all year long. Yeah. Go into other going to the other events. Seeing what works, what didn't work. I think we're going to grow organically. You know, I think we're going to double in size what we did last year. um and that's really all we want we just you know we're not looking for a specific number oh I need six hundred people at my event that's not what we're looking for we're just looking for a good time we want people to come out and have fun at our event we want to combine all of those things that people love to do in the Overlander community. Everybody loves to listen to love music. Everybody loves to win prizes, right? Everybody loves to see your vendors, right? That sell all these things. And everybody loves to look at each other's rigs and figure out new ideas. How do I mount this? Where do I put this in my bed rack? You know, so we combine we're trying to combine all those things together. And I really think it's a good workout.

Yeah, I was I was really shocked whenever we went to represent at Overland of America. You know, I had to go by myself because he was working. Well, Tammy went with me, of course. But as far as setting up the Jeep and stuff and talking to people, I was surprised with the amount of people there. who were intrigued and wanted to and wanted me to answer questions about the rig. Well, lucky for us, we just did Colorado. So, I had set that thing up and took it down a million times. So, I was able to just bust through it and show them all kinds of stuff. And people are just really, truly, honestly curious about overlanding. They want to know why you like certain things and why you don't. You know, I had women asking me, what do you think about sleeping in that type of tent versus another one? How is the ladder? Oh, it hurts my feet. You know, those things were really cool to see. And so having people like you guys, storytellers and all to come out, explain what you do, how you do it, what works for you and what doesn't. People love to hear that. And it's important.

Tony - Yeah, that's got to be one of my favorite things about going to these events is talking about my rig and talking about other people's rigs to them. Because, you know, I'm all the time getting ideas. And, you know, Joey tells me about all this cool stuff he gets, and then I have to add it to my cart.

Joey - I have cost Tony a lot of money over the years. So that's just meeting people and catching up with friends that I haven't seen in a while is probably one of my favorite things about it.

Kye and Lisa - Like you said it best last year, Tony. And I mentioned this in our last podcast where, you know, people have asked us, you know, there wasn't a whole lot of stuff. Why didn't nobody make a YouTube video? Why didn't this happen? Well, first off, it was two months from idea to producing an event. There just really wasn't time to do those things. But what you said made the whole event for me worthwhile of having it. And you said, I actually was enjoying the event so much and that I was captivated by the moments that I forgot I had the camera in my hand. That to me, if I never get another picture of Jeep Jam, but people feel that way, we've done our job.

Tony - Yeah, mission accomplished. And this is a fundraiser event. I'm looking at the pictures that I took. Hi, Bill and Deb. I still took five hundred and forty-two pictures.

Kye and Lisa - He did, but he felt like he didn't take enough. So, a lot of artists on ourselves, aren't we?

Joey - I didn't get to make it last year because we had a conflict, but we'll be there this year. And I want you to talk about some of the vendors that are going to be there and it's going to, it is actually a perfect time because Jared cook is on here and we actually have a show it. We actually have a world premiere. So...

Tony - Here we go. This is a Jared cook design. This is going to be our meow berry. Yeah. I need this shirt in Meowberry.

Kye and Lisa - Yes. I love this design. We're super excited about our shirt this year. Jared went above and beyond to make that happen. Poor thing. We were just driving him nuts about change this. Put this here. Can you squeeze this in? What about that? He was like, dude, it's perfect. And it really is perfect. Hey, Rachel.

So, yeah some of our vendors we have a list and we'll just kind of shoot a few off that we have I think we have as of now and there's like ten others in my inbox at home kind of making up their mind um so g Branson will be out this year Michael and Sabrina Juan are going to be um vending for four-by-four Colorado so we're super excited about that. Rough country and wood power sports Yep. We got a natural state overland. So, rendezvous in Ozarks. Randy's coming out. He's tickled to death. Spending time with us. We have Mamoo's Camp Kitchen. We got them on board, so I know everybody loves Mamoo's.

And maybe me and Mamoo are going to have us a little cook-off. A little cook-off. You're going to be too busy. I'm going to show that guy how to make some jambalaya. He's going to have to find you and shove the jambalaya in your mouth. You're going to be so busy. You know, in Louisiana, it's a big thing. Everybody thinks they can cook better than the other guys. But man, we got water coming out. We have Smoking Crow and Logic Overland, Till Valhalla Overland. Those guys are coming out. And Lee Odom's coming with Big Sky Traders, which is now called Trill and Timber Company. So, he'll be there. He's a massive setup. In fact, he's coming Wednesday to set it up because it's so much. Jonesboro MPI. I think his name is Jordan. He's going to be with us. UltraliteSacks. We got him. We got him, Joey. Got them. National Auto Trim, Overland of America, Logic Overland, Smoke and Crow, Gabe with Steel Creek Trailers, Jeeps for Heroes, Stick It Badges, PKV, All Roads Taken, Paisley's Sister, and Hambone Rubs and More.

And that doesn't include our food trucks. Want to hear those?

Tony - Yes. Okay.

Kye and Lisa - Can you guess? Give me one. You got to guess one.

Tony - I got to guess one. One. A food style. A food style.

Joey - I bet it's Cajun. No, I wish.

Kye and Lisa - Pappy's Smash Burgers. Yes. Joey. And Shelly Beth's Fried Pies. Oh, yeah. Shelly Beth. Joey knows about Shelly Beth's, but Pappy's. Listen. Pappy's is so good. Everything is so good. And then follow it up with a Shelly Beth's fried pies.

Joey - Now I'll eat some of them.

Kye and Lisa - Yeah. And it's not just fried pies. It's ice cream. It's funnel cake sticks. It's all. Oh, Lord. It's good stuff. I'm hungry. And we also got Southern Chick's barbecue. Yeah. So that's going to be good. And Trailside Coffee has been begging us since last year to come. And she's coming back for all our bougie coffees and breakfast needs. And then Logic Overland is going to be inside, but they're going to be by the kitchen. And they're going to have all their coffees out there as well. So, we are going to be jazzed up with coffees. Because there's a lot of them.

Tony - All right. So... That gets us our vendors and our food trucks. What about entertainment? Who y'all got lined up for entertainment?

Kye and Lisa - Man, we talked about this before, and we're really trying to, the whole thing with Jeep Jam, we're trying to get local and then kind of branch out a little bit, right? We really try to support the Ozarks. We're really trying to support Jasper and Newton County. And Arkansas. So, we're trying to stay close as we can, and we got some really good entertainment around here. So, we found somebody new. We just added the other day. I sent this to Tony. He's so excited. This guy plays blues, like Mississippi Delta kind of blues. I love it. He's going to be playing for us. Yeah, so I know Jason with Experiencing Arkansas, he loves blues, so I know he'll probably like this guy too. Big Papa Ben. Big Papa Ben. He's like a one-man band. Big Papa Ben. The Arkansas Heritage Foundation reached out to me and said, hey, we are going to sponsor him to come to your event. We would love him to come. We got the video and we were blown away. He plays the slide guitar and he does the drums and he can do a harmonica. I'm like, what are you doing? You're just... Oh, it's amazing. So, yeah, he's going to be Saturday from three to five.

And then Thursday we have our Jasper VIP party. And those tickets sold in like. Oh, like a couple of days. So fast. But we have. Seven South. That's our buddies. They're going to be playing for that. And then Friday after Big Papa Ben's, we have Maggie B. Magnolia Brown. Yeah, and so then we're going to have Whistle and Dixie on Saturday from eight to ten p.m. So, we're super excited. Yeah, Jodi, the food there last year was so amazing. You never... had any um you know the weight was not an issue you know it was so nice because you really didn't have to stop what you're doing which again what I like is visiting with everybody and stuff and whenever it's time to eat. I don't have to stop and break out all my stuff and cook Right.

And we also encourage people to go to our local restaurants like the Ozark Cafe, the Jasper Pizza Company, Low Gap Cafe, Red Oak Station has your chicken strips and all. And the burgers, if you want a quick burger, Yeager's Junction, the Junction has an amazing burger. That patty is like that thick. So, and they've got pizza down there. So, all of our local area, too, has food. So, if you guys do want something different or have diet restrictions, then for sure you can go into Jasper. It's two miles away from where you're going to be at. Yeah, I was getting ready to say it's just right down the hill. And I'll be honest with you, all of these local food places in Jasper, they've been really good to us throughout the year. Not just with Jasper Jeep Jam, but with Lisa and her stuff. You know, these guys donate to us all year long. And they're good. So, we support them. One hundred percent. They support us.

Joey - That's cool. How do you feel that this helps the community? Because you started this out to help Jasper, and how do you feel that this helps your community and your city that you live in?

Kye and Lisa - Yeah. So, for instance, last year, um, thank you, Jody. Last year I was able to do something that we haven't been able to do to this capacity. And that was, our fourth of July celebration. So, we did a Sparks in the park, fourth of July celebration. We hired two bands. So, we hired Whistle and Dixie and Bad Mojo and them suckers together were amazing. So, bad mojo up like two years in advance. So, we couldn't get them this year, but, so we did that. We brought out naked and afraid, co-stars, swamp people were there signing autographs. We had thousand dollars' worth of fireworks. We had giveaways, contests, dunking booths, and all of that was free to the public. So, we also had our little Christmas thing that we do here, Holly Jolly Christmas, where we give things away to the kids and we do a whole scavenger hunt with prizes. It helped out for me to be able to cut down on my price on the tours.

So, our spring waterfall chasing tours, our fall tours, there was fifty dollars for a car full of people instead of fifty dollars a person. So also, we did eight concerts in the park last year. That's pretty fantastic. Epic and phenomenal for us to be able to do that. Cause that's, you know, a thousand dollars or more per entertainer that we do. So, between what we brought in from Jasper Jeep Jam and the contributions, our locals and from Carl.

Oh, my goodness. Carl is our right-hand man. You'll see him at Jeep Jam. He does all of our sound and our lighting and stuff, human and wild man. So, they've contributed a lot to that. So, it's helping those aspects and just to be able to pay it forward and people not have to pay to play here. And it brings just a little bit of tourism here too. Because we have a lot of people that come to the Ozarks. And there's people that are just learning about the Ozarks and overlanding in the Ozarks. So, we're bringing people from all over and we're introducing them to Newton County. And like you said, we use local talent. And so that's great advertisement for Jasper itself. It promotes the businesses down here and it promotes the environment of the Ozarks. And we would really like to start investing a little bit in the city. We would love to have some backdrops for people to take pictures to come in and, you know, informational kiosks around town. that tell the history and the heritage like our old jail it's phenomenal back there it has a jail cell in the top that was off of a slave ship from the eighteen nineteen hundred, eighteen hundred. So that's amazing our courthouse has burned down and been rebuilt how many times and there's epic stories about it so those kinds of things that we want to do to improve the things in the city as well as giving free things to people so that's great.

Tony - I love it. When I when I was a kid, I grew up going to like Dogpatch, for example, and spent time in in Jasper as a kid. I really like what I'm seeing, the revitalization, you know...

Joey - Well if you don't know Newton County is probably the most beautiful county in Arkansas. I've lived in Arkansas my whole life and I would put it up against any other county that we have.

Kye and Lisa - there's just so much to offer I mean waterfalls and the hiking trails and the buffalo river and the little buffalo river and I mean it just goes on and on with the things you can do here and that's free It's free to explore the beauty.

Tony - I don't believe what I'm seeing. This guy's been around the country back and forth a hundred times.

Joey - Ozarks would never have had any rain if Coddwomple had been there.

Kye and Lisa - Right. Well, they're coming. So, hey, listen, since they're coming, we know what's going to happen.

Tony - Yeah. Thanks a lot. This was the scene last year, you guys. Right before it came just a crazy storm. We were all scrambling to get undercover whenever that was moving in.

Kye and Lisa - yeah so okay two things with that one is I was so nervous I was calling the sheriff's department and the school to get them to open up so we could all transport people via buses and vans to the tornado shelter. Well, when we felt like it wasn't going to be that bad we got the all clear we decided we're just going to hunker down into buildings so we did that and we were fine. But Arla was so nervous poor thing her and a couple other people were in the bathroom and I'm in the bathroom too and I'm laughing because to keep my mind off the bad weather and them being nervous... I'm cleaning the toilet. So, I'm cleaning toilets and they're in there hunkered down and we were so scared but it blew over and then the skies opened and it was gorgeous the rest of the week.

If you need to get a hold of Lisa while you're there, you really need to you know, seize the opportunity because she does not sit still. She's constantly on the move doing something always, always, you know, looking to make it better. So yeah, Rachel had asked me yesterday, what can I do to help? And I said, to be honest with you, if you could just shove a plate of food every six hours under my face and say, eat or drink something because I never do. And then I'm like wondering why I'm dizzy. So yeah, both of us run the whole time.

Tony - Hey, so did we ever address Jared's question?

Kye and Lisa - Right, so Newton County is a dry county. Yes, but you can go to Counter Line up north and get you some. So, JJ's Bar and Grill is right at the county line, and they have the, what's it called, store? A liquor stores? Well, it is a liquor store, but what is the name of it? I don't know. Okay. But anyway, just Google JJ's Bar and Grill, and it's in between that and the Dollar General.

Tony - Jared, we might have to get together and have us bring us some homemade mead or some homemade wine this time.

Joey – Oh, my Lord, help us.

Kye and Lisa - Hey, speaking of, you know, y'all were talking earlier about you could smell Jessie and Holloway. She's going to be smelling her because guess what she's cooking? She is going to do Dutch oven. Yeah. A Dutch oven breakfast. She said she's doing the French toast. I'm super excited about that.

We're going to have a couple people doing a little bit of Dutch oven cooking while we're there. So that's going to be interesting.

And y'all talked about the weather and I just wanted to say our buddy, Michael Rhodes. Oh yeah. He's our Jasper Jeep Jam official, unofficial weatherman. Local meteorologist. He's our weatherman. He's going to keep us in the loop. See, not yet, but I believe it should be nice. See? He's already there. He's already forecasting for us. It should be nice. It should be nice. We're going with that. As long as we don't have that, we're all good. Paisley's sister said it's called the Wow Liquor. Wow. Wow. How could I forget? Girl, you said you was cooking in a Dutch oven. Anyway, she is making breakfast. We're going to need some clarification because I'm like, French toast in a Dutch oven? Is that what you said? See, cheesecake, French toast. How are you going to do that without a Dutch oven? I don't know, but I'm interested now. I got to be there for that class.

So, Michael is not only our meteorologist, he is our guest and co-host of honor. So, we're super excited to have him. He's going to be, what else is he going to be doing?

Tony - Is he going to be doing any, any Bigfoot stories with us?

Kye and Lisa - Oh yeah. He probably will.

Tony - I'm telling you from experience, you got to be careful when he starts telling them Bigfoot stories.

Kye and Lisa - Man, it'll put the scare in you, I'm telling you. It's right here. It makes it right here. Yeah, it kills him pretty good. He knows his stuff. Fear of the fur. Yeah, Michael's our weatherman. And he also leads a group of guys and gals out on a trail ride. So, we appreciate him for doing that. And he has a really nice off-road channel and does some really cool stuff.

Who's Bigfoot? Boy, don't be playing. Who's Bigfoot?

Joey - have you uh have you noticed any traditions that might be starting between last year this year and maybe in the future?

Kye and Lisa -so one of our traditions is the first and foremost is the salute to the colors. So, we are going to have Mr. Robertson back, Lord willing, and he will be in his truck again with the colors the national anthem and God Bless America. So that was epic. It's amazing. We do that on Saturday night before the bands kick off. And man, it was a hit last year and we're going to keep doing it because, you know, I'm a veteran and, you know, we support our troops in our country. We love our country.

Tony - Absolutely.

Kye and Lisa - Man, it was great. We saw a lot of people, a lot of people with some tears running down their eyes when he did it. And I said, man, that's a good thing.

Tony - Yeah. We like to see that. So, there's a picture of him right there. Yes, that was epic. So, he has that nineteen sixty something F-one hundred pickup truck. Looking good, he has it flags all over it. He's got all of the all of the stuff, all of the things, all of the things. So, another thing that we're going to repeat is the unofficial awards. So, no one's going to know what awards are given or for what and we have secret people that walk around all weekend and judge people on different things. So, you never know what they're going to be. This year is going to be twelve different things. So, you never know

what you get an award for and that would be in our awards presentation on Saturday night as well after the colors. Then Kye has a new one to announce I do yeah what's that the Jasper Jeep Jam.

So, what we're going to try to do this year is we're going to recognize somebody in the overlanding community or in the Ozarks. So, we're going to do that this year. We're not going to really say a whole lot about it, but we're going to present somebody with an award. Nice. That would be very appreciative amongst the community here in the Ozarks. So, somebody might be inducted into the Jasper Jeep Jam Hall of Fame.

Tony - Interesting. Hey, so talk about fires. What's the deal with fires, campfires?

Kye and Lisa - So, campfires, kind of like most of these events, we ask that you don't have a normal, traditional wood campfire on the ground. Two reasons for that, obviously, fires, wildfires. We don't want to start fires. But the Newton County Fairgrounds itself that we host the event at, they use that grass for hay for the livestock show. So, they don't want a whole bunch of burn spots all over the place. Yeah. So, we do ask that people use above ground with a screen with the screen. Our propane fire pits are perfect as well. And then leading right up to the event, we always check with our fire chief in Jasper to double check to make sure we're not in some kind of burn ban or something crazy going on. And we'll make sure and pass that on to everybody when the registration takes place. Yeah. Above ground fires. No problem.

And we're going to have one big bonfire campfire closer to the main stage as well.

Tony - Right on. Yeah, so for those of you, if you don't have an above-ground fire pit, get a hold of Midwest Adventure Outfitters.

Kye and Lisa - They'll be there. They can bring one to you if you need. And guess what? Rough Country is giving away like three or four of them Jokers. Yes, and they're also giving away a winch. Oh, my goodness. An ice chest. Okay. Three or four different chairs. Wood Motorsports is giving away chairs. Ice chest again. So many bigger ticket items and that doesn't even touch what's given away at the VIP party. Nice.

Joey - We'll talk about how people can go about getting tickets because there may be some people out there who haven't got their tickets that might be listening, how they do that and where they go, what they do.

Kye and Lisa - So, scrolling at the bottom right there, jasperjeepjam.com. You looked at it a couple of times on the show here. We have a lot of information on the website. I tried to put as much information as possible for anybody who's just finding out about it now. But yeah, our tickets are on sale there. We actually sell our tickets through Ticket Leap. And so, there's your options. You have a one day, which is a Friday and a Saturday option. And then we have our three-day weekend camping pass. Just get the three-day pass, y'all. What's that? I said just get the three-day pass, y'all. You come; you hang out. You can still leave and go wheeling if you want to, and you can come back. Yeah.

Joey - Does that include parking?

Tony - Yes. That includes camping.

Joey - Camping and never assumed these days. So, you don't want any unexpected things.

Kye and Lisa - Kids 10 and under are free. And then the price for the weekend pass is for her vehicle. One vehicle, one driver. And then additional passengers have a small charge.

Joey - Do you have any electric sites for camping still available?

Kye and Lisa - Yes, we've only got a few left. So, if they want an electrical spot, they need to like get tickets with electric ASAP. So, I want to say we have like four spots maybe left. And you can always contact us as well. So, at the very bottom, I think of pretty much every one of my pages on our website. The very bottom, there's a contact page. Contact us. Lisa's phone numbers on there, our email address. Yeah, and it rings any time, day or night.

Tony - So, you guys have got some pretty cool storytellers lined up.

Kye and Lisa - Yeah. So last year, last year, we didn't do an official storyteller row. But of course, some of our partners were there that we met and they were our storytellers. So, this year, we're going to we're going to do it right. So, we reached out to some fine folks and we're sure glad they came aboard. So, we have some storytellers. We have some podcasters such as you guys yourselves. And we have some YouTube guys and gals that are showing up for our event. We're super excited for those folks because, you know, first and foremost, we were fans. before we put on Jeep Jam. We were fans and then friends. We've watched all these guys and gals in the last several, several years. Yeah, I'm super pumped about them. You guys are kind of our heroes. We watched you guys all these years and you're the reason why we do this. So yeah, we're super pumped to have our storytellers on board this year. And I think we have a really, really good group of folks joining with us.

And like Jared said, all the storyteller's merch is going to be in his booth. So that's a big plus too, because last year I had a scheduling conflict with them, but they are able to be there this year. So, look, you can not only get your Jasper Jeep jam merch, but you can go ahead and grab all our storyteller merch as well.

Joey - I want to shirt with Jared's baby on it. I think that would be awesome.

Kye and Lisa - Yes. Isn't it sweet? Yeah. It'd be like the cutest shirt ever. And he could write baby daddy under it for you. Oh, baby daddy.

Joey - Not me. Baby daddy. No.

Kye and Lisa - I wish the baby and Kayla could come, but we'll settle for Jared.

Tony - I know. Maybe we can FaceTime him though. Yeah. Jared, if you get hungry, just holler at one of us. Yeah, we'll fix you up. We'll come help you out if you get overwhelmed. Trust me.

Joey - And if something happens where your stuff is about to blow away, Tony is a pro at keeping it on the ground.

Tony - Well, I'm not as good as I used to be. I'm about fifty pounds lighter now. But it won't be the first time me and Jared have hung on for dear life.

Joey - That's true. Me too. I was right beside you. Except I was smart. I was in my car.

Tony - Y'all were not. You were in your tent and it collapsed on you.

Joey - That's true. That's when I got out. Yeah. That was horrible.

Tony - Oh, that's right. And then you got in your car. Yeah, I got in my car. That's right. Yeah, me and Jared and Chad Clifton were all hanging on to my awning. And I mean, it was just... storming like crazy at RITO the last year at the Byrd's, I guess.

Kye and Lisa - Yeah, I saw the pictures of that. We're excited to have him too. So, something else that you asked us about earlier, Joey, was something that we're going to keep doing. So last year we were able to get a pretty good relationship with the Forest Service. So, you know, we always have these questions about the MVUM maps and what trails are open, what trails are closed, how does Gaia relate to all these questions, right? Uh, and then generally for certain questions, what do we do in the national forest?

Tony - Like who's worse Jeepers or side-by-siders?

Kye and Lisa - Yeah, exactly. So, we got those guys and gals coming back to Jasper Jeep jam again this year. And that was a big hit to be able to ask them in person. I mean, yeah. They're right there. If they don't like what you say, they'll either shoot you, throw you in handcuffs. We have all of them. No, no, no. They were very sweet.

Tony - Don't tease me, bro.

Kye and Lisa - Right. Don't tease me. You're very lucky, though, here in Jasper itself and in a proximity. close proximity that we have a lot of people who work for the National Forest Service and who also work for Game and Fish. Those people love that our mission is to tread lightly on all of the things. It's important that they come, but they love that they can come. Tammy reached out to them for us. She's my point person. Lauren was my point person with Game and Fish. They just took off and as well as them, we also have the Arkansas Tourism Department coming out. So, they're going to be there answering questions and handing out all kinds of cool, cool stuff for people. So that was really cool that we have those organizations that are supportive of J-PAC and Jasper Jeep Jam and doing this.

Joey - So, I love that. That's good. How do you feel that your event is different from all the other ones that are going on? Are you trying to make it different? What's the idea there?

Kye and Lisa - We talked about this on a podcast before. We don't really feel like it's a competition. I'm not trying to outdo RITO. I'm not trying to be bigger than MOORE. We're just wanting to have a local... you know, reunion, a reunion of sorts. Yeah. We want to hang out. So, like I mentioned earlier, I don't, you know, it doesn't bother us. We're not shooting for a number of people. I'm not, oh, we have to have six hundred this year to meet our quota. You know, we're not looking for a fundraiser, you know, so appreciative, you know, anybody that comes out, we, our mission is just that our three-day campers, people, our guests that come out for three days, we just want those folks to have a good time.

We want to entertain you guys. We want you to have the live bands. We want you to have some classes if you want to learn a little bit more about overlanding. We want you to be able to go see the vendors. We want you to see our storytellers. A lot of these folks like me before, we watched all these storytellers on YouTube or we watched a podcast. And it's just the coolest thing to be able to go to an event and be like, Hey, there's my buddy. I've been watching you forever. I'm your biggest fan. Please let me take a picture with you. Yeah, but what's even cooler than that is the guys who have more, the guys who do

Rideau, the guys who do Overland of America, they come to our events. We go to their events. We're all best friends. Like, you know, if they need anything, they got my number. They call all the time like, hey, I need this. I need that. What do you think about this? And do you have a good food truck or do you have a good this or, you know, whatever? And I love that we're all friends. So, it shows exactly what the

Overlanding community should be. And that's a community. Everybody helps everybody. That's just the way it is. And it's the way it should be. And so, yeah, we're just trying to bring a little bit of everything into our event and then hope that people walk away and say, man, that was a good weekend. But I'm non-negotiable on the music. So, we are always going to have music.

Joey - Yeah. Well, I like it because there's something for everybody. If somebody's out there and they're kind of interested in what is overlanding, I'm kind of new to this or kind of checking it out, there'll be information there. There'll be people you can talk to that you can learn from, but also for the ones who have been doing it a long time, it's where we get and get together and see each other because there's only five or six events that we see each other. We had talked about earlier, we haven't seen y'all since Rendezvous, and that was four or five months ago. I miss you guys.

Kye and Lisa - I know. I miss me too. Talking about something for everything, last year, Natasha, who was my right hand in registration last year, she actually painted rocks and hit them for the kids, her and Ruth, and all these things with the kids. And we really realized, and Tammy ran to her store and got prizes, we really realized that that was a missing link. So, this year, Ann Staff has donated proceeds for what we call the Kids Corral. And remember where we hid from the hill and we had drove our vehicles under that little awning thing? Oh, we stacked rigs in there like firewood. Yeah, they were stacked like firewood. So, the kids are going to be stacked like firewood. Yeah, so we have a kids' corral this year. Yeah, so we're going to have kids' classes. So, classes that are geared towards children. Smokey the Bear is going to be there. Game and Fish is going to be there. Newton County Sheriff Glenn Wheeler is going to be there with his crew handing out badges and pins and stickers. We rented big, huge, life-size games like Jenga, Connect Four, Twister, Cornhole, Tug of War. There is going to be so much going on out there. I got a feeling some of the adults are going to be hanging out in the kids' corral. Smokey the Bear is there. I'm there. Pretty cool little place. What's that, Joey? Smokey the Bear is there.

Joey - Smokey the Bear. Yes. We're going to get our selfies with Smokey the Bear. Only you. Only you, man. Smokey the Bear is fine. I love it.

Kye and Lisa - And then next year we may try to get like Yogi Bear.

Joey - We'll have no pick a nick basket. Can adults play too?

Kye and Lisa - Yeah, absolutely. You know she would ask that. And there was something else I was going to tell them and I just forgot and it was important that they knew about. Something new? Yeah. Man, we got lots of things. I got a section on the website that says new for 2025. No, we're also going to be doing the vehicle photo backdrop. Yes. And a photographer has been hired to take pictures of your rig. So, J three, the gap is our VIP sponsor, right? OK, so their theme is kind of like Western and old, you know, so we made sure that all the backdrops we use for like stage and whatnot is going to be kind of old and rustic. And we had some locals that were like, hey, can we build that for you? We're like, oh, yeah. So, they are building that backdrop for that.

So basically, what's going to happen is, is once you pull in like on Thursday, when you check in, you check in at the registration area and we're going to have a drive through spot where you just pull your vehicle right in front of this photo backdrop. And we'll take your picture with your nice clean rig with this photo backdrop. You can go set up wherever you want to set up at. And you can use that as like a big group photo.

Also at journey event right and so also our other big sponsor this year is Burriss construction and Jasper getaways so they have been so sweet not only for Jeep Cam y'all but they've been sweet for every single thing I've needed um they reached out to me and came and sat with me and said what can we do for Jasper and for advertising and promotions what can we do And they have supported me all year long with tours and charcuterie stuff and just you name it. They have blessed us. They actually gave money for Newton County kids to be able to go have a lunch at the pizza place for camp and treated them all to movies in Harrison at the movie theater. They've done so much for us and they have some amazing rentals in our area that you guys need to check out. Jasper getaways.com. But they also are building our backdrop to our stage this year. And our stage was donated by Natural State Towing. So, I mean, so nice. It's like everybody working with everybody to make sure that things are done. And then this year we have twenty-five volunteers who will be there on site with us for three days. And so, we are going to have people there to help this year. And so, I'm very thankful for all of them as well.

Tony - That's something that you guys didn't really have last year. You guys were running around twenty-four seven for Donald and you last year.

Kye and Lisa - Donald and you guys really helped us out so much. So maybe we all can enjoy it a little bit more this year, having a little bit of help.

Tony - So, yeah. So, tell us a little bit about J three at the gap. I've seen some social media. It looks like a really cool place. I'm guessing they have cabins you can rent.

Kye and Lisa - Sure. You can camp, too. Oh, yeah. So, what they have right now is they have three smaller cabins. They have a Squatters cabin, which is like kind of off grid. So, there's no restroom in it. They have bath houses. They have the hen, the hen house, which has like, oh, gosh, how many hot tubs, two or three hot tubs in there. And these are hillbilly hot tubs. OK, so they are. propane fired cedar hot tubs um they have a table that seats probably fifty or more people um every cap cabin has a Traeger gas grill and a fire pit area and they're all made to look like you just stepped out of the eighteen hundred's like literally a town um out of gun smoke All of the cabins have real antiques, real old guns, like the whole nine yards, right? They have a waterfall on site, hiking trails. UTVs come with every rental.

So, there's three small ones. They have a big one. Mother of Pearl sleeps, eighteen to twenty-two. It's really cool place, you guys. So, it's like a little community. Mother of Pearl could sleep. Eighteen overlanders. Twenty-two people in one cabin. Others sleep anywhere. Water sleeps two to four. The outpost sleeps like four to five. And then they got a pretty, pretty neat little, little spot down here. I mean, this is really nice. And so, they just added a sauna at the base of the waterfall. You've got to check it out. They just put it out. I didn't even know. I didn't even know about it until I saw it on the Facebook. And I was like, what? Well, that sounds like a really cool place. It's nice to have them on board being supporters of the Jasper Jeep Jam. How cool they got a Jeep for us.

Joey - Yeah. So, a couple things I want to go over before we get off here. This event is not just for Jeeps. Side-by-sides are not allowed.

Kye and Lisa - Joe, you have to leave your side-by-side at home. We love the Toyotas. We love the Jeeps, the Broncos. We love vans, motorcycles. You want to camp out of your Corolla? Let's go for it.

Joey - Keep your dogs on the leash. Campfires must be propane or above the ground. Yep. You do take, you will be able to get tickets at the gate, correct?

Kye and Lisa - Yes.

Joey - Okay. Water is available. Lots of food there. Quiet time is at eleven. Quiet time at eleven. we have had some problems with in the past at other events so I really hope that everybody will be respectful of

Tony - no I was I was giving Tate a hard time for wrecking a side-by-side at overland of America he woke Joey up in the middle of the night he sure did When he fell out of it. So, the only side-by-sides at our event were donated by Wood Motorsports, and that's to shuttle our guests from the parking area back, and Mr. Donald will be in there, or me and Kai will be in one. Those are the only two. Right on. So, Tater can't get in it.

Joey - Where will people be able to purchase tickets for the Jeep drawing? So, they can go to our website, right?

Kye and Lisa - JasperJeepJam.com. And then if you scroll down past the first part that says get tickets to the event, you'll see a second one that says get your tickets. Click on it. Click on it and go buy as many as you want. So just let me clarify this. When you select tickets and you do quantity and say you want to buy ten, it's not going to generate your tickets until you check out. So, it looks like you're only getting one entry for ten tickets. But on my side, it shows ten tickets with ten different numbers. So. At checkout. At checkout is when it generates on my side. Several people were like, oh, and they backed out. And I'm like, no, you've got to complete it and go through checkout. And then it gives me the ticket numbers. Okay. And that's going to be given away on Saturday night. Is that correct?

Joey - When is the final time that people can purchase those? Six o'clock on Saturday. The fifteen. Six o'clock on Saturday. It's not very long. Make sure that you follow Jasper Jeep Jam and Overlanding Rally on Facebook and Instagram, March thirteenth through the sixteenth. People can start getting there on Thursday, correct?

Kye and Lisa - Yep, Thursday.

Joey - Okay. Well, I know that's going to be asked. So, get your tickets now. Buy your tickets for the Jeep and plan to come because this is the first event of the year. I mean, y'all are starting it off with a bang. Here we go. Let's do this.

We hope y'all come. We want y'all to come camping with us. Hope you have a good time.

Kye and Lisa - Yes. Shout out to all my partners out there. Everything is on Jasper Jeep jam.com.

Joey - Make sure you get on there because it's on the interwebs and everything is on the interwebs. That's right. You even have internet up in Jasper. So, if Jasper can get on the internet, I know you can too. So, get on there.

Kye and Lisa - And they can search me out at Jasper advertising and promotions, experience Jasper, Arkansas. So, they can check me out on my Jasper page and follow me there as well. Right on. Right on. Well, We're excited to go. Me and Tony will be there camping. I don't know where y'all are going to put the, put the people like where we camp at, but you're going to camp right next to me. So, so I can do this to your tent. Oh goodness gracious. Okay. Sounds good. I think maybe.

Tony - Yeah. I'm going to probably be there like Tuesday morning. come on maybe even Monday night I don't know I don't know.

Kye and Lisa - I got an idea why don't you pick him up from the airport on Tuesday and bring him on down to Jasper.

Joey - which airport you flying into?

Kye and Lisa - I can fly either Springfield or Fayetteville... so oh well might be an option save me a trip

Joey - yeah save her a trip she's got things to do she ain't got time to do...

Kye and Lisa - but I won't leave you stranded because I love you

Joey - well I'm excited I'm just proud that y'all can do this and probably married and like each other that's amazing in itself.

Kye and Lisa - he's a good dude I got it getting. He's all right, partner. He can borrow some water. You keep him around because he cooks good, I'm sure.

Joey - I'll be bringing some boudin up there. It'll be fun.

Tony - On purpose?

Joey - Yeah.

Kye and Lisa - We got some people from Louisiana already booked and said they're coming. I'll bring them all. Bring the boudin.

Joey - Well, thank you all for being on here. We really appreciate y'all coming on. We're excited to go and be a part of the Jasper Jeep Jam and Overlanding Rally second edition. What are y'all calling it? Like second edition or second part two? Part deux.

Kye and Lisa - Part deux. Yeah, we'll go a little Cajun on that.

Joey - Okay. All right. Well, 2025, March thirteenth through the sixteenth. We will be there. Hope you are there. Thank you for everybody on behalf of my co-host, the Tony. And thank you guys. Thank you for being on here, Tony. Thank you for getting well. And I only heard you cough like twice. So that's good. Yeah.

Tony - Yeah, that's because I'm mute. I got it.

Joey - Oh, that's so good. I love it. I've had to hit that mute several times. Oh, well, well. I'm just so glad to be able to spend an hour with you guys. We really did miss you all. Same. Same. Looking forward to seeing you all in real time. Well, until we see you in a few weeks, I hope everybody has a wonderful

week. And whatever you do, do something nice, do something true. But look out for number one and don't step in number two.

We're out. See you.