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THE GREEN
NOTEBOOK

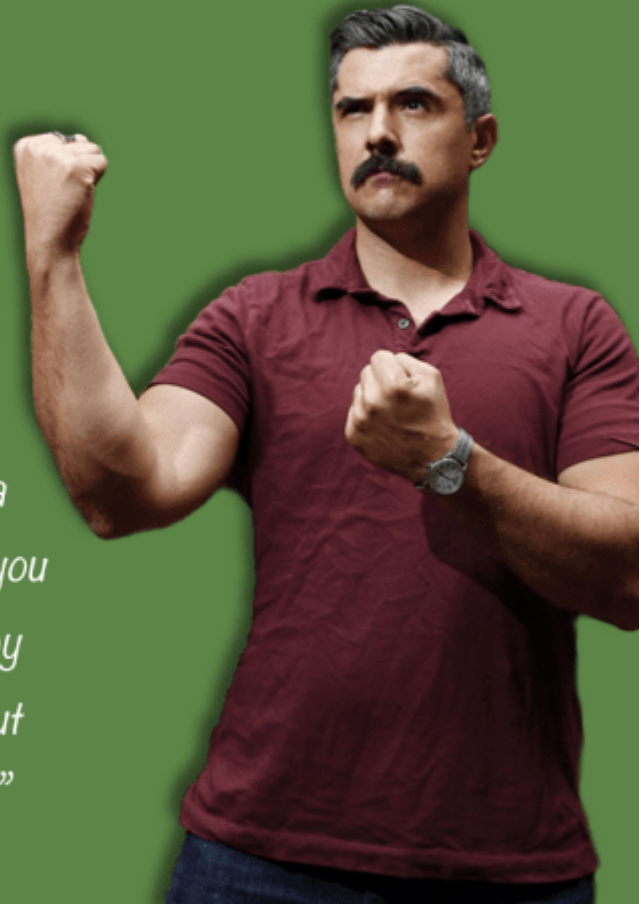


THE PODCAST


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“You are developing a family culture whether you know it or not. So, why not be intentional about the culture you want.”



BRETT MCKAY
Founder of *The Art of Manliness*

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Brett McKay sits down with Joe to share the story behind why he started [The Art of Manliness](#) website and how the site grew from a hobby to a full-time job for both him and his wife Kate. He also discusses the importance of focusing on family culture and shares weekly family events that he and Kate use to be intentional with their family life.

[Click here](#) to listen to the episode

About Brett (@artofmanliness)

Brett McKay founded the Art of Manliness in 2008 and has grown it into the largest independent men's interest magazine on the web.

Brett grew up in Edmond, OK, a suburb of Oklahoma City, and attended the University of Oklahoma. He took a break in college to live in Tijuana, Mexico for two years doing service. After graduating with a BA in Letters, he then went on to pursue his lifelong goal of going to law school. While attending the University of Tulsa College of Law, Brett started the Art of Manliness as something fun to do in his spare time.

When AoM quickly and unexpectedly took off, Brett brought on his wife, Kate McKay, to help. Kate grew up in Tulsa, OK and graduated from BYU with a BA in History in 2003. She then spent a year in San Francisco volunteering with Americorps. In 2006 she received her Masters in Religion from Oklahoma City University. She has taught American History and Humanities at Tulsa Community College.

The McKays have two adorable children: Gus, age 8, and Scout, 5.

Together they run AoM from its headquarters in Tulsa, OK. ****[Courtesy of artofmanliness.com](#)**

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