



PETA KELLY, 27 & ERIK COOVER, 28
PARADISE VALLEY, ARIZONA

Photography: Jerry Chen

TAKING THE Lead

A conversation with Erik Coover and his fiancée Peta Kelly about their Isagenix journeys.

written by meaghan mcinerny rodeck

According to his cousin Jake, Erik Coover has always been goal driven. At 6, he had a poster-sized sheet of paper on his bedroom wall filled with goals. Conspicuously absent from that list—from childhood right through college—was “join the family business.”

Peta Kelly is a born leader. She captained sports teams, took the lead on group assignments in school, and stood up for other kids when there was injustice on the playground.

Q: So, Erik, how did you end up getting involved in the family business?

ERIK: Going into my junior year in college, my parents sat me down and told me that they wanted to support me in pursuing golf, but when I graduated, I was on my own financially.

A few years later, I was at an event supporting my parents and was having a conversation with our Chief Sales Officer Travis Garza about life. I didn't think much of the conversation, but later that night Travis emailed me and told me that he believed in me and that I would be a huge asset to the team at Isagenix. When I finished reading that email, I called my parents and told them that I was ALL IN. It's funny, I guess I just needed that little boost of encouragement from someone other than my parents. I am so grateful for Travis every single day for sending me that email and believing in me, when I lacked a lot of belief in myself.

Q: You two are engaged, getting married soon, do you remember the first time you crossed paths?

PETA: I know exactly when it was. We didn't really meet, but we were in the same room for the first time when I went to my first START party. I ended up there because I was just passively sharing Isagenix while working on my metabolism business and won a trip to Phoenix. I didn't even know I was in the running to win it. It was fate! So, the START party. I walked in for five seconds and walked out again. I thought it was so lame. And that is partly because I had just gotten back from five weeks of partying in Europe with my friends.

Q: Erik, you were a pretty elite golfer in college. Were you using Isagenix products to support your performance?

ERIK: At first, no. I laugh now because I was just immature and stubborn. My version of teenage rebellion was going to GNC and picking out the biggest, muscle-headiest, canister possible of protein and leaving it out on our kitchen island.

