

Wow

Women of Wheels

Written by Ceaja Philp



Jodi Anderson

Oceans Apart, but Still Connected

Many people say the apple doesn't fall far from the tree. I'm about to prove that again. I would like you to meet Jodi Anderson, daughter of Earl and Sonya Anderson, owners of Ollie's Service in Alexandria, Minnesota. Jodi has been on a sled before she was born; literally. She laughed as she told me her Mom was eight months pregnant with her and still riding in West Yellowstone. It was natural for Sonya and it's no wonder it comes natural to Jodi too.

She told me how there was a little bit of a positive push growing up, being the only girl of four children in the house. She knew she either had to keep up with her brothers or had to stay home. Jodi has always been quite athletic and because of her riding dirt bikes, sleds, ATVs, personal watercraft and such she knew it took great strength and endurance to handle them the way they rode. Jodi remembers going from sleds to 3-Wheelers, to ATVs, and then to dirt bikes where her brothers taught her how to use the clutch and how more coordination was needed. She realized as she grew up that she always had the desire to want to advance to the next 'bigger' thing to learn to ride, explaining it as an 'addiction'. "There were always things changing and being developed and each year we would anxiously wait to see what would be next," she said. Jodi laughed as she told me how they would go right along with the seasons and as the ice was just going off the lake in the spring they would find out which of the siblings fit the wetsuit, and the first one who found and fit it would be the first person out on the Sea-Doo. The others would either have to wait or endure the cold water with their normal clothes.

Jodi recalls the first actual competition she did which was about 1987, and she was able to do it with her Mom. They did a Radar Run, which Mom ended up winning, but Jodi remembers what a fun battle they had back and forth. She said, "Mom had the Mach I and I had the MXZ, so just as I



Jodi waiting at the starting line.

would catch up in the corners, Mom would pull away in the straight-aways."

When Jodi went to college she still had the desire to compete, so in 1997 she took on the I-500 cross country challenge. She was studying Athletic Training and Exercise science and again new it took a lot of strength and endurance to move these machines. She remembers never having felt so exhausted by the time she was done and just being able to finish was a huge accomplishment. Jodi won two races during 1995-1997.

Jodi was married in August of 2009 and with some job opportunities for her husband Mark, they ended up moving to Dubai (United Arab Emirates) that month. As Jodi was trying to figure out what she wanted to do for work in Dubai, since her options in her field of study were not as



Jodi on a Sea Doo with the Dubai Skyline

such a natural interest in motorsports.

The dealership was actually in the process of opening a new showroom in her area, and once they were ready to open they told Jodi they wanted her there. Jodi has worked at the BRP dealership for over a year now and has had amazing success and joy with her job. It sure makes those Skype calls back home quite interesting comparing notes on what machines are being sold in Dubai compared to at Ollie's Service in Minnesota.

Jodi still finds time for her other 'natural' pastime. She plays softball and was able to play in the Middle Eastern Softball Championships, Dubai, UAE. Although she still

maintains her certifications and studies she did mention she enjoys her job so much



that she feels that even if they were to move back to the United States, she would be happy to help the family business.



Jodi and Jose Boisjoili – CEO of BRP

available there, she found her place by chance. Mark and Jodi heard about the Gulf -Bike Week and decided to go check it out. There she saw a machine she hadn't seen in the United States that excited her. It was the Sand-X, which is a Ski-Doo MXZ 800, converted with tires and a large radiator for desert riding. She asked how someone would get to try it out and ended up speaking with the Al Masaoood - BRP dealership managers. They saw her excitement and after they spoke for awhile were extremely excited to have met her, learning about the years of experience and knowledge she had gained from being raised around her Dad's store and having



Jodi with the Spyder RS-5