

THE STORY OF DUDE DAD

Taylor and Heidi Calmus play with their kids (Theo, Juno and Otto) on a playset Taylor built. The family will welcome another baby in March.

Howard Grows More Than Corn

Tara Miller

Central Electric Cooperative

His kids may only know him as dad, but Jimmy Kimmel, the entire internet and 7 million followers can't be wrong – Howard native Taylor Calmus has evolved into a new-age celebrity. Better known as Dude Dad, Calmus is an accomplished actor, video producer, digital content creator, author, builder, television show host and comedian. Besides making regular appearances on Jimmy Kimmel Live, Calmus has also shared the screen with home remodeling experts Chip and Joanna Gaines, acclaimed actor Anthony Anderson and several YouTube stars.

Calmus is the son of Larry and Julie Calmus. He grew up west of Howard with siblings Zach and Maggie, and graduated from Howard High School in 2005. He now lives in Fort Collins, CO, but Calmus credits much of his creativity to his rural upbringing.

"Growing up in rural South Dakota was awesome because it forced us to create our own fun. My parents were big advocates of that. They would say, 'Go outside and

find something to do.' It enabled us to be creative," Calmus said.

His mom, Julie, agrees. "We were sticklers. We didn't let them play Nintendo or watch tv all day." Instead, the kids often spent time outside constructing BMX bike ramps, among other things.

Building Strong Connections

Now a dad himself, Calmus enjoys putting his ingenuity and building skills to work for his kids. "Building things with your kids is one of the best ways to bond with them," he said. "I've made carnival rides, backyard bike parks, multiple tree houses, a boat, just so many things. Being a dad gives you permission to imagine the impossible like kids do. It allows me to connect with them."

Calmus and his wife Heidi, who is originally from Fargo, have three children and another baby due in March. Heidi is often the subject of her husband's videos. Calmus puts his acting skills to work, sporting a long brunette wig as he comedically embellishes her life. Luckily, Heidi is a good sport, and they often share reaction videos in which she critiques his performance.

The couple went on tour this year, performing comedy shows as a team in North Dakota, South Dakota and Colorado. Calmus said without his wife, they would not have experienced this level of success. "Heidi believed in me before I did. Without her, Dude Dad wouldn't exist today."

The Evolution of Dude Dad

Success didn't happen overnight, Calmus explained. Early on, he would often pick up work doing set construction for tv shows and movie projects to make ends meet.

"When I moved away, I worked hard to make it in Hollywood as an actor, and I had some success," he said. "Then, when Heidi was pregnant with our second child, it was clear to me that I needed to do something more stable to support a family. That's when we created Dude Dad."

Mastering the Dude Dad brand took a great deal of time and commitment. Calmus constantly brainstormed new ideas for videos that would align with the brand and appeal to viewers. After all, the more views his content generates, the more income he earns from paid advertising on the various platforms.

A humble individual, Calmus doesn't necessarily consider himself famous. He said, "I think my content caught on faster in



Taylor and Heidi perform stand-up comedy as a team. They recently sold out shows in Fargo, Sioux Falls, and Fort Collins.

South Dakota because I have family here.”

But the numbers don't lie. Dude Dad content has more than 1 billion views on Facebook and roughly 150 million views on YouTube. So, his reach is far greater than just the state of South Dakota.

“With TikTok and other apps, there are a billion new creators every year, so it's a challenge all the time,” Calmus said. “Anybody can make videos online now, but not everybody can stand in front of an audience and perform comedy. It's been a fun and rewarding challenge. Now we get to see the people who are connecting with our content.”

Calmus authored a book entitled “A Dude's Guide to Baby Size” to help expectant dads understand their baby's size throughout pregnancy. He shares guy-friendly size comparisons for reference, such as a lug nut, a tape measure, a pound of ground beef and a football.

Giving Back

Because of his success, Calmus has been able to give back in unique ways. In 2019, he partnered with HGTV “Fixer Upper” star Chip Gaines to raise \$1.49 million for St. Jude's Children's Hospital. This partnership led to Calmus's television show, Super Dad, where he helps other dads build custom backyard play areas for their children.

Calmus is also a champion for Horizon Health Foundation's Smiles for Miles program. He helped the non-profit raise more than \$20,000 in a single day to provide free dental care for local kids.

Most recently, Taylor and Heidi performed

a live show in Fort Collins and donated the proceeds to a neighborhood family who sadly lost their father.

“He left behind two little kids who are friends with our kids, and we just wanted to be there for them however we could,” Calmus shared.

Making the Family Proud

Reggie Gassman, Calmus's uncle, is the Manager of Customer Electrical Services at Sioux Valley Energy in eastern South Dakota. He said he's proud of his nephew's accomplishments.

“When the kids were little, Taylor and Zach were already making home movies. His success creating videos doesn't surprise me at all,” Gassman said. “He takes something from normal, everyday life and sees it from a different angle.”

Gassman joked, “I told Taylor acting genes run in the family because I was named best actor in the junior class play. That's like the Emmys of Canova!”

Calmus said both sides of his family – Calmus and Gassman – are naturally funny and talented in different ways. While Gassmans are widely known for their baseball skills, his uncle Kurt (and his mustache) have famously inspired some of Dude Dad's most iconic characters.

He's Still Just Taylor

Despite his growing list of accomplishments, he's still the same guy his family knows and loves.

Calmus's mom Julie shared, “Since he was two years old, Taylor was always entertaining people and goofing around. His older brother Zach is just as clever, so there's always laughter when the family gets together. It's pretty cool he's been able to make a living doing that.”

She said when strangers recognize her son as Dude Dad, she chuckles. “He's still just Taylor to us.”



“Husbands of Target” is a viral video with more than 80 million views that Taylor developed in collaboration with other digital content creators.