

University of San Diego

Digital USD

Philosophy 332: Business Ethics

Philosophy: Student Scholarship & Creative Works

Spring 2018

Oral History Conversation with Ryan Sisson

Jeremy Shockley
University of San Diego

Sydney Ceccato
University of San Diego

Ian Morris
University of San Diego

Follow this and additional works at: <https://digital.sandiego.edu/phil332>



Part of the [Business Law, Public Responsibility, and Ethics Commons](#), and the [Philosophy Commons](#)

Digital USD Citation

Shockley, Jeremy; Ceccato, Sydney; and Morris, Ian, "Oral History Conversation with Ryan Sisson" (2018).
Philosophy 332: Business Ethics. 8.
<https://digital.sandiego.edu/phil332/8>

This Oral History is brought to you for free and open access by the Philosophy: Student Scholarship & Creative Works at Digital USD. It has been accepted for inclusion in Philosophy 332: Business Ethics by an authorized administrator of Digital USD. For more information, please contact digital@sandiego.edu.



ORAL HISTORY CONVERSATIONS WITH CHANGEMAKERS

By Students in PHILOSOPHY 332: Business Ethics | Spring 2018

RYAN SISSON
(MONIKER GROUP)

Conducted by Sydney Ceccato, Ian Morris, and Jeremy Shockley

00:00:01.470 --> 00:00:06.190

OK so I guess this is where we actually start our all history conversation with you

00:00:06.190 --> 00:00:11.900

To begin I just want to say that you for being with us here today You're welcome

00:00:11.900 --> 00:00:17.390

So the first question or first thing.

00:00:18.860 --> 00:00:20.670

Is just wondering if you could give us

00:00:21.480 --> 00:00:25.700

a little bit of background on Moniker group. Give us like

00:00:25.710 --> 00:00:30.540

a brief overview of Moniker Group and what social impacts it's used to achieve for those are

00:00:30.580 --> 00:00:37.140

doing this. Yeah totally So Moniker

00:00:37.150 --> 00:00:43.760

group exists as eight different companies at this point mark

00:00:43.780 --> 00:00:49.640

a group being the parent company founded that about eight years ago and serve as

00:00:49.640 --> 00:00:51.830

a C.E.O. We have

00:00:52.210 --> 00:00:58.700

a layer of four core subsidiaries and then
additional single purpose entities live

00:00:58.710 --> 00:01:05.489

under that's so 8 businesses in total
we do real estate activation

00:01:05.500 --> 00:01:11.620

focus on retail, food and beverage we do
design so commercial interior design and

00:01:11.660 --> 00:01:18.140

fabrication so we design and build
office retail food and beverage

00:01:18.180 --> 00:01:24.600

restaurant style hotel style interiors and
then we have an event company so we do event

00:01:24.610 --> 00:01:30.850

design event management and
venue management and so

00:01:30.950 --> 00:01:35.090

altogether we also have additional
brands basically have

00:01:35.100 --> 00:01:39.080

a Co-working space so we manage
in Liberty Station and we have

00:01:39.090 --> 00:01:45.190

a retail store as well
down there so. Collectively we are

00:01:45.570 --> 00:01:49.600

a bunch of businesses each one of them has kind of really grown out of

00:01:49.970 --> 00:01:55.260

relationships so everything that we've done over time has been based off of the

00:01:55.270 --> 00:02:00.270

people that are part of it and so I have different business partners on that on the

00:02:00.560 --> 00:02:03.780

kind of the subsidiary level each one of them with a focus in

00:02:03.790 --> 00:02:10.080

a specific area and our goal with moniker I'm not within that context is really to

00:02:10.780 --> 00:02:14.290

create an ecosystem that can empower other people's streams and ideas and push them

00:02:14.300 --> 00:02:21.040

forward and so the group really acts as like the hub or the heart and so key

00:02:21.490 --> 00:02:26.440

vital infrastructure lives within that So it's like human resources operations

00:02:26.900 --> 00:02:28.450

finance marketing P.R.

00:02:29.380 --> 00:02:33.910

But it also holds the values of the company so our core values live in group and

00:02:33.920 --> 00:02:37.440

then they are represented through these different businesses that are attached to

00:02:37.480 --> 00:02:44.440

it. So that's kind of how the company works were about eight years

00:02:44.450 --> 00:02:50.460

old were right around fifty employees. All based here in San Diego right now.

00:02:51.590 --> 00:02:54.410

And our. From

00:02:54.420 --> 00:02:58.450

a social mission standpoint you know we don't necessarily come out front and say

00:02:58.460 --> 00:02:58.890

like we're

00:02:58.900 --> 00:03:05.500

a social impact business but we all believe in the value that business has in

00:03:05.510 --> 00:03:12.090

relation to how it benefits people and so our focus is really split in half we

00:03:12.130 --> 00:03:16.360

focus inside the walls or a company outside the walls so inside the walls or

00:03:16.370 --> 00:03:19.350

a company we asked a question of how do we create

00:03:19.360 --> 00:03:24.620

a space where individuals will be engaged in personal growth for as long as they're

00:03:24.630 --> 00:03:30.430

part of the company so it's really that
question of like how do we. Who is someone

00:03:30.440 --> 00:03:31.100

when they were who was

00:03:31.110 --> 00:03:34.200

a person when they walked in the company
and when they walked out and we have

00:03:34.210 --> 00:03:39.390

a responsibility and an opportunity to
invest in those individuals to the best of

00:03:39.400 --> 00:03:43.090

our abilities so that when they leave
because everyone will leave the company at

00:03:43.100 --> 00:03:47.880

some point whether it's retirement or
quitting or getting fired or whatever or maybe

00:03:47.890 --> 00:03:53.580

something in between really being able to
look back and go that my time there had

00:03:53.590 --> 00:03:58.770

a positive impact on my life it was
empowering it was inspiring it was equipping

00:03:58.780 --> 00:04:03.150

whatever it may be and we want that to be
the answer for all of our employees so I

00:04:03.160 --> 00:04:03.240

have

00:04:03.250 --> 00:04:07.350

a whole system that we've started and I'm developing on that side of how we develop

00:04:07.360 --> 00:04:10.480

our employees don't matter whether at whether you're a barista or you're

00:04:10.490 --> 00:04:14.470

a vice president it doesn't matter we want to make sure that you're engaged at

00:04:14.480 --> 00:04:18.829

a certain level in your development. Outside the walls of the company it's how do we

00:04:18.839 --> 00:04:24.140

have the able osting impact on our community so what we feel that looks like first

00:04:24.150 --> 00:04:29.480

off is like creating great spaces for people. You know we created our retail store

00:04:29.520 --> 00:04:30.530

which has a coffee shop and

00:04:30.540 --> 00:04:34.850

a cocktail bar in it and we were really looking at how to really use a space as

00:04:34.860 --> 00:04:39.640

a hub for the immediate and like adjacent community how do we care spot where

00:04:39.650 --> 00:04:43.820

people come and gather where they meet someone for the first time or where they

00:04:43.920 --> 00:04:49.270

develop an idea or they work on their their

dream like within our space and that

00:04:49.280 --> 00:04:54.870

impact that that space has to empower that
with and out of our, like outside the

00:04:54.880 --> 00:04:59.640

walls community if you will. So it's definitely
in those spaces our co-working space

00:04:59.650 --> 00:05:03.950

our warehouse are you know event
venues all those have a have

00:05:03.960 --> 00:05:05.570

a play and then we also do

00:05:06.290 --> 00:05:13.110

a lot of kind of community based events
that we are there run or like support. So

00:05:13.120 --> 00:05:16.930

whether that like we do you know
every other month we do like

00:05:16.940 --> 00:05:20.680

a ticketed dinner on our back
patio or general words has

00:05:20.960 --> 00:05:26.320

a forty person dinner table and you buy
like tickets for a seated many and I'm

00:05:26.730 --> 00:05:27.610

a seated dinner with

00:05:27.620 --> 00:05:31.740

a set menu and drinks and stuff and and
you're sitting next to someone that you've

00:05:32.030 --> 00:05:37.770

likely never met but because of the way
that we created that space, it's basically

00:05:37.780 --> 00:05:40.100

saying talk to this
person. Versus if you go to

00:05:40.110 --> 00:05:44.200

a restaurant you're you're very isolated
you're very much like the it's like how

00:05:44.210 --> 00:05:49.080

much space I get between the you know the
person. So like we are creating and set in

00:05:49.090 --> 00:05:53.680

that table, pun intended, but for people to
connect and for people to come together

00:05:53.690 --> 00:05:58.970

for people to meet. Because of then the day
our legacy is going to be in the people

00:05:58.980 --> 00:06:02.290

that are impacted not in the spaces that
we created because those will come and go.

00:06:02.740 --> 00:06:10.080

But the individuals lives that we
impacted will be our legacy as a business

00:06:14.180 --> 00:06:16.280

So means that moniker public with

00:06:16.280 --> 00:06:19.950

Its use in part each of those
did you start. As well or how did all 8 come about

00:06:19.960 --> 00:06:26.430

so I was involved in starting
all of them yeah so I started

00:06:26.440 --> 00:06:32.940
a group ran independently for about six
years and we had to we had this kind of

00:06:32.950 --> 00:06:39.660
event revenue like stream and we had
this design revenue stream and

00:06:40.520 --> 00:06:44.400
I was talking to another friend about some
new concepts mainly the moniker general and

00:06:44.710 --> 00:06:49.990
what real estate will look like under
moniker and so when it we were about to add

00:06:50.030 --> 00:06:53.140
that it really started make sense to
like split the company into independent

00:06:53.150 --> 00:06:58.520
buckets so that they can be vertically
integrated businesses that are completely

00:06:58.530 --> 00:07:04.950
standalone but complimentary to each other.
So we operate really as one team we

00:07:04.960 --> 00:07:08.020
actually literally operate
as one team. We started

00:07:08.480 --> 00:07:11.850
another business that sits outside the
entire group that actually all of our

00:07:11.860 --> 00:07:16.870

staff work for and we did that so that we
can have streamlined systems within our

00:07:16.910 --> 00:07:17.340

H.R.

00:07:17.350 --> 00:07:22.290

side where everyone is they work for the
same company instead of getting multiple

00:07:22.300 --> 00:07:26.260

paychecks if they touch different companies
or have to have all these different

00:07:26.270 --> 00:07:30.670

payroll systems everything. So were we literally
and legally work for the same team

00:07:30.940 --> 00:07:36.600

but also fundamentally we do in how we
really collaborate and support each other.

00:07:36.650 --> 00:07:40.240

You know we have one we're building our
new office right now it's centralized

00:07:40.250 --> 00:07:42.390

office everyone will be in there so we have

00:07:42.650 --> 00:07:46.790

a retail person in our bar manager and
our designers and our shop manager for

00:07:46.800 --> 00:07:52.290

fabricators our event people and our
operations will be under one roof and so just

00:07:52.300 --> 00:07:59.100

really, really creating this kind of just

00:07:59.110 --> 00:08:02.800

a collected kind of palette of individuals
and different skill sets that they have,

00:08:02.800 --> 00:08:08.630

all working within what they're
best at but being a part of

00:08:08.640 --> 00:08:14.140

a larger team and helping each other the
better at what they do. So that's kind of

00:08:14.180 --> 00:08:18.600

the way that we built in the way of those
business came together was through

00:08:19.170 --> 00:08:24.830

relationships and just having key individuals
so. Cody who is my partner Moniker

00:08:24.840 --> 00:08:27.870

design was our first
employee and he came on as

00:08:27.880 --> 00:08:34.510

a part time contractor six years ago and
we really built design together and then

00:08:34.520 --> 00:08:39.690

we spun it out and we became partners Aly's
my partner moniker event was our venue

00:08:39.700 --> 00:08:46.670

manager at the warehouse for like two years
and doing supporting another company

00:08:46.680 --> 00:08:52.250

and as part of her side job and we just
started talking what if we just started

00:08:52.260 --> 00:08:56.290

our own piece of Moniker events and so we
partnered together on that and Nate's

00:08:56.300 --> 00:08:58.930

partner on the real estate
side and that was just

00:08:59.160 --> 00:09:01.890

a little more traditional where it's like
we both had it we had an idea that we

00:09:01.900 --> 00:09:07.800

wanted to collaborate on and we started
that way so. That's really how we begin to

00:09:07.810 --> 00:09:12.840

structure and look at it in the perspective
we have it was really it was always my

00:09:12.850 --> 00:09:17.840

intention to get there. You know moniker
just means name it literally like is

00:09:17.890 --> 00:09:21.520

identity less if you look at all of
our logos we have this line on them.

00:09:21.860 --> 00:09:25.920

And the line kind of represents like you
feeling like your dream your vision your

00:09:25.970 --> 00:09:31.060

project your goal and and we're here to
help support that and drive that forward

00:09:31.510 --> 00:09:38.500

and so. When about four or
five years into running moniker

00:09:38.510 --> 00:09:42.260

and I was running it on the side to I had a full time job somewhere else as I called it

00:09:42.270 --> 00:09:43.460

a jobby it's like

00:09:43.470 --> 00:09:47.540

a job hobby like really an expression of like what I was passionate about but it

00:09:47.550 --> 00:09:53.670

was and we had staff we had. At our peak we had six full time staff before I was

00:09:53.680 --> 00:09:59.050

even an employee's I was like technically the seventh employee the company. Because

00:09:59.090 --> 00:10:02.750

it was really about how do I empower other people because if I was going to go and

00:10:02.760 --> 00:10:06.250

work program then I was going to take my biggest hit is going to have to carry

00:10:06.260 --> 00:10:12.300

a larger weight with just me than it would be if I had to multiple people into power

00:10:12.340 --> 00:10:15.600

and really kind of build like this kind of wider company rather than

00:10:15.610 --> 00:10:22.200

a deeper company and I was sitting in the airport like four years ago getting ready to head to

00:10:22.210 --> 00:10:27.450

Nashville and just kind of what is this
thing right this jobby it's like growing and

00:10:27.460 --> 00:10:29.840
becoming something and really
just felt like there was

00:10:29.850 --> 00:10:34.070
a there's clarity around like what the
vision of it would be and I began to write

00:10:34.080 --> 00:10:35.380
down that what that would look like and

00:10:35.390 --> 00:10:41.230
a lot of that what it is now came from
that moment which was really empowered by

00:10:41.850 --> 00:10:46.180
Virgin Group and Richard Branson and what
he has created with his brand he's got

00:10:46.580 --> 00:10:51.760
and he's created hundreds of companies
under that one brand and has used that

00:10:51.770 --> 00:10:55.570
mission that ethos that brand the
values on those pieces to be able to burst

00:10:55.610 --> 00:10:59.720
all these things out of it and kind of
looked at it and said not, I want to build the

00:10:59.730 --> 00:11:04.600
next Virgin Group but if they can do it
and we can do it and so that was really

00:11:04.610 --> 00:11:04.930
where like

00:11:04.940 --> 00:11:10.220

a lot of permission came to be able empower
that vision which led to the structure

00:11:10.230 --> 00:11:16.460

and everything that we have now. So
this goes back to something you said in your first question

00:11:16.850 --> 00:11:23.210

earlier so in an article with Viewpoint Magazine you said
"I'm not trying to create anything,

00:11:23.650 --> 00:11:29.660

just the best version of San Diego. So
I was wondering if you'd like to expand.

00:11:32.810 --> 00:11:37.950

on what's the best version of San Diego looks like to you and what inspired that aspiration. that's

00:11:37.960 --> 00:11:42.360

a good question so when I was born and
raised in San Diego I've been here my entire life,

00:11:42.460 --> 00:11:48.390

third generation. You're hard pressed to
find some that love San Diego more than me.

00:11:48.390 --> 00:11:54.270

I cried when the Chargers
lost the Super Bowl I had

00:11:54.460 --> 00:11:59.330

cried a little bit when they left for Los
Angeles. But just love this community

00:11:59.340 --> 00:12:04.720

and in my I went to college here and
after post college I started to lose

00:12:04.770 --> 00:12:10.470

a lot of friends to other cities. Mainly
creative industry friends that were going

00:12:10.480 --> 00:12:11.330

to Brooklyn or L.A.

00:12:11.340 --> 00:12:15.580

or San Francisco or Nashville or Austin
or Boulder and like feeling like they had

00:12:15.590 --> 00:12:21.480

to leave San Diego and in order to be
successful at what they're doing. And after I

00:12:21.800 --> 00:12:25.410

kind of processed through you know be
offended like they left me personally even

00:12:25.420 --> 00:12:28.270

though they didn't but that's what I feel
about my city it's like when some of

00:12:28.280 --> 00:12:33.600

these I'm like you're leaving me but. I
just begun to think about like why are

00:12:33.610 --> 00:12:39.520

those cities where they are and why aren't
we there and and so I kind of begin to

00:12:39.530 --> 00:12:40.520

see our community as

00:12:40.810 --> 00:12:47.140

a palette and it is very well known for
beaches and sunshine which isn't the worst

00:12:47.150 --> 00:12:51.710

thing to be known for but there's so much

more to our city that individuals don't

00:12:51.720 --> 00:12:57.940

know about and I and I related our inability
to keep those people here with the

00:12:57.950 --> 00:13:02.920

fact that the narrative of our community
is not being told properly. The stories of

00:13:02.930 --> 00:13:06.170

those that are innovating that are creative
that are making happen or not no one

00:13:06.180 --> 00:13:09.080

knows about them it wasn't that they weren't
here it's just that no one knew that

00:13:09.090 --> 00:13:13.930

they were. Everyone knew you know, that we
do biotech and everyone knew the military

00:13:13.940 --> 00:13:17.320

here never knew that this The sun is
out like three hundred sixty four days

00:13:17.330 --> 00:13:21.720

a year but the other parts are
aren't there and so it began

00:13:21.730 --> 00:13:25.100

a kind of inspiring me like how do we
you know elevate our community in

00:13:25.110 --> 00:13:31.390

a way that people begin to recognize it
for those pieces that aren't yet seen and

00:13:31.430 --> 00:13:36.810

if we had that I think people would stay

here or come here to be doing the things

00:13:36.820 --> 00:13:39.840

that they're leaving to go do and if
you're familiar with the book The Tipping

00:13:39.850 --> 00:13:44.280

Point or not you should read it but it's
Malcolm Gladwell and it's an incredible

00:13:44.290 --> 00:13:47.160

book and he talks about
what is required to create

00:13:47.170 --> 00:13:53.040

a movement. And there's three really key
individuals there's the connectors which

00:13:53.050 --> 00:13:56.190

are the ones and the people I know everybody
there's the mavens which are like the

00:13:56.230 --> 00:14:00.320

smart ones and the salesman and we have
plenty connected we mean we're big city

00:14:00.330 --> 00:14:00.470

like

00:14:00.650 --> 00:14:06.370

a large city in America or not irrelevant
you know we have got many mavens here with

00:14:06.380 --> 00:14:09.670

that are very talented and very knowledgeable
but the salesmen of the ones that

00:14:09.680 --> 00:14:13.340

give other people permission to do the thing
that they want to do anyways. And it's

00:14:13.500 --> 00:14:16.980

salesman as someone who's bought the hat
that you thought you wanted and you saw it

00:14:16.990 --> 00:14:21.700

on them are you're like I could talk to pull it off
because that person has it. And so the

00:14:21.710 --> 00:14:26.090

idea if for me was how do we create space
that has that the salesmen are coming to

00:14:26.100 --> 00:14:31.860

go to the surface if you will so the
others are going oh that person's doing

00:14:31.870 --> 00:14:35.870

fashion in San Diego and you go I could be for I mean
so I could do fashion any other person

00:14:35.880 --> 00:14:41.030

is doing design graphic design in San Diego
or that I can do that there and I could

00:14:41.040 --> 00:14:45.640

have all these other benefits the community
provides. And so you know when I look at

00:14:45.650 --> 00:14:49.620

our city and I think about and I talk
about that like I don't want us to be the

00:14:49.630 --> 00:14:53.620

next Austin I don't want to be the next
Portland I don't want us to be the next San Francisco or

00:14:53.630 --> 00:14:58.050

Silicon Valley it's like those places that
are them like allow them to be them you

00:14:58.060 --> 00:15:01.270

know the same way that I don't want to be
the next anybody else but I want to be

00:15:01.280 --> 00:15:05.260

the best solution of myself and who I was
created to be and what I was called to do

00:15:05.720 --> 00:15:12.310

and so I really that's really my kind of
motivation behind that statement was I how

00:15:12.320 --> 00:15:16.030

do we just position San Diego with the
unique individuals that we have and the

00:15:16.040 --> 00:15:20.640

unique location that we're in and with the
unique knowledge base we have so that it

00:15:20.650 --> 00:15:25.880

just is elevated to the best version of
itself and so for us we're just trying to

00:15:25.890 --> 00:15:32.870

create those types of spaces and
opportunities for that to come together. If

00:15:32.880 --> 00:15:39.710

you want to ask that question it relates
more than just jumping up and

00:15:40.940 --> 00:15:44.450

then. We were checking out your website and we saw that you call Moniker a "Dream Factory"

00:15:48.020 --> 00:15:53.100

we were wondering if you could elaborate on that concept
in relation to your approach to developing real estate

00:15:55.130 --> 00:16:02.010

and be able to share some stories that illustrate how that translates to the experiences of your customers.
Yeah. To that very

00:16:02.020 --> 00:16:07.450

deep question. Yeah the dream factory actually
thing was kind of a little bit of like

00:16:07.460 --> 00:16:13.230

a fun element that was thrown out about
moniker at the genesis of the company

00:16:13.730 --> 00:16:16.100

because we never really planned to start

00:16:16.110 --> 00:16:20.670

a business and so it was more of like it
was so fun if we just did something that like

00:16:20.680 --> 00:16:27.510

helped those dreams come alive or
come to fruition and when when at the

00:16:27.520 --> 00:16:32.720

very beginning we saw the company's been
around for eight years about seven years I

00:16:32.730 --> 00:16:37.600

think it timelines correct we had the
monitor warehouse. So we leased the building

00:16:37.610 --> 00:16:42.840

in 2011
with the vision to have

00:16:42.850 --> 00:16:45.860

a space in the community which we could
do our own events because we were doing

00:16:45.870 --> 00:16:50.630

like fashion shows art shows fundraisers
like just stuff that brought people

00:16:50.640 --> 00:16:52.590
together but also created

00:16:52.600 --> 00:16:58.070
a home for others in our
community to really be in

00:16:58.080 --> 00:17:02.040
a sub community you know and be connected
to other people that are pursuing their

00:17:02.050 --> 00:17:05.910
dreams really comes down to. And it's the
little fluffy You know I mean I think

00:17:05.920 --> 00:17:06.650
dreams is thrown out

00:17:06.660 --> 00:17:13.589
a lot but the reality is that's like
what we do. And so the warehouse was

00:17:13.599 --> 00:17:16.800
originally sixty five hundred square
feet and we expanded twice and eighteen

00:17:16.810 --> 00:17:21.660
thousand square feet and one point had
about twenty two different tenants that

00:17:21.670 --> 00:17:26.170
were all pretty much like three person
businesses and under. It was like the guy was

00:17:26.180 --> 00:17:29.030
Bradley Mountain who moved out of their
garage in Ocean Beach and moved into our

00:17:29.040 --> 00:17:34.420

place to do manufacturing their bags. Its David's
Heart foundation that started out as

00:17:34.430 --> 00:17:38.780

a nonprofit in this someone else's studio
move in our space and has like four

00:17:38.790 --> 00:17:43.420

offices and a full recording
studio and now. It's well over

00:17:43.430 --> 00:17:47.400

a church that you know came in was like
twenty people or now they have two services

00:17:47.410 --> 00:17:53.680

and three hundred people and you know we
didn't invest in them we didn't incubate them

00:17:53.690 --> 00:17:59.430

we literally just created a space for
them and and connected with them on

00:17:59.440 --> 00:18:04.230

a personal level. And had great conversations
and fun conversations are hard

00:18:04.240 --> 00:18:08.890

conversations we help them when things are
rough and we celebrated with them when

00:18:08.900 --> 00:18:14.900

things were great. And did kind of
whatever we could to support their dreams

00:18:15.390 --> 00:18:21.060

and that's really where the dream factory
where the that physical environment kind

00:18:21.070 --> 00:18:26.220
of met the ethos like the heart of our
company together whereas like we're we're

00:18:26.230 --> 00:18:26.630
creating

00:18:26.640 --> 00:18:30.350
a physical space for your dream to come
alive and we're going to do whatever we can

00:18:30.360 --> 00:18:34.870
as an individual to help your dream come
alive. And so that's really kind of how it

00:18:34.880 --> 00:18:40.640
came to be and then was kind of fun is,
the dream factory kind of slogan if you

00:18:40.650 --> 00:18:45.080
will has outgrown physical spaces you know
it was the warehouse but now when you

00:18:45.090 --> 00:18:47.610
look at how where monikers gone we do have

00:18:47.620 --> 00:18:52.390
a lot of physical spaces but. Really
like you look at our company as

00:18:52.400 --> 00:18:55.550
a whole and how it's been able to partner
with Cody and empower him and empower

00:18:55.560 --> 00:19:00.270
Nate power Ally and empower all these
others individuals and the pursuit of what

00:19:00.280 --> 00:19:04.510

they want to be doing and what their dreams
are and that's really that's really how

00:19:04.520 --> 00:19:08.770

it's best represented so we kind of
pull it in from like a more like

00:19:08.780 --> 00:19:11.510

a marketing communications side in
different places you know if you go to

00:19:11.660 --> 00:19:17.220

a coffee shop or password for wifi is just
dream factory you know and just. Yeah you

00:19:17.230 --> 00:19:21.820

could but it's you that's free it's just
everybody but us yeah it's just kind of

00:19:21.830 --> 00:19:27.520

like pull it in and my hope is that it's
not like out front all the time we don't

00:19:27.560 --> 00:19:31.950

preach it our hope is that when you see it
or experience it on the wall or on like

00:19:31.960 --> 00:19:33.070

a little you know under

00:19:33.080 --> 00:19:38.460

a logo somewhere on our website or you learn
what our Wifi password is like our hope

00:19:38.470 --> 00:19:45.020

is that it clicks something like Oh yeah
that's what this is about so that's really how

00:19:45.620 --> 00:19:49.900

that piece kind of came to be and how it's

kind of ingrained in who we are as a company

00:19:51.530 --> 00:19:51.790

you know.

00:19:59.100 --> 00:20:06.100

We did some research on some similar companies like We Work which is just a global network of workspaces for companies and people to come together

00:20:06.100 --> 00:20:12.300

and grow together in spaces. And on your website it says Moniker also wants to create spaces where fellow dreamers can connect

00:20:12.300 --> 00:20:15.680

and have discussions about how they impact the community

00:20:19.140 --> 00:20:23.720

What are some of those segments that make Moniker different.

00:20:23.720 --> 00:20:28.730

Yeah I

mean We Work you know

00:20:28.740 --> 00:20:34.690

their, they have been very impactful in the co-working space and their valuations now are

00:20:34.700 --> 00:20:38.610

just like obnoxious and like twenty billion dollars something you know they're

00:20:38.620 --> 00:20:39.460

positioning for

00:20:39.470 --> 00:20:46.460

a large you know going public and you know I think, very financially driven.

00:20:47.920 --> 00:20:51.790

You know we've collaborated with them on some stuff and we very familiar with their

00:20:51.800 --> 00:20:53.530

work and I think that their presence in

00:20:53.540 --> 00:20:57.070

a community is very validating for that
community I think it's really important to

00:20:57.080 --> 00:20:57.560

have

00:20:57.900 --> 00:21:04.570

a we work it to the kind of says like
you. You have the individuals the

00:21:04.580 --> 00:21:09.200

startup ecosystem or the creative ecosystem
the small businesses ecosystem that can

00:21:09.210 --> 00:21:14.300

support our presence there. But I found
that you know they have to they have to

00:21:14.310 --> 00:21:14.970

exist on such

00:21:14.980 --> 00:21:20.820

a level it's to high level at places that
we don't even think about that doesn't

00:21:20.830 --> 00:21:24.180

really allow them as much to be like in
the weeds in the fabric of the community.

00:21:25.200 --> 00:21:26.690

And they're also being such

00:21:26.700 --> 00:21:32.490

a big brand instantly we have that like
kind of separation from the community you

00:21:32.500 --> 00:21:38.000

know even if they throw an event it's still
just doesn't naturally initially feel

00:21:38.010 --> 00:21:42.350

as authentic, regardless of their approaches
just because of the magnitude of the

00:21:42.360 --> 00:21:47.590

brand. For us I mean we we
are in the community on

00:21:47.600 --> 00:21:53.260

a daily basis and in those that's who we
build and create spaces for it's who we

00:21:53.270 --> 00:21:58.380

are talking to our messaging it's who we're
making coffee for and asking how to ask

00:21:58.390 --> 00:22:05.380

people how their day is you know on and
really our hope is that. And really

00:22:05.390 --> 00:22:11.870

not just hope I mean this is honestly
like probably the most. Rewarding

00:22:11.880 --> 00:22:15.620

validation is when someone comes and goes
I love what you create here and they're

00:22:15.630 --> 00:22:18.690

not talking about the design. You know as

00:22:18.700 --> 00:22:24.530

a real estate developer that from Chicago
and he's talked with us about collaborating

00:22:24.540 --> 00:22:30.000
on some projects and he offices
out of our co-working space and gets coffee all

00:22:30.010 --> 00:22:34.610
the time across the street at our shop and
he's like I want you guys to do what you

00:22:34.620 --> 00:22:36.920
did here on my project and not just from

00:22:36.930 --> 00:22:43.030
a design standpoint is like I want to feel
feels when I walk in the space and for

00:22:43.040 --> 00:22:46.820
us I think that is like such an incredible
validation of what we stand for what

00:22:46.830 --> 00:22:52.340
we're trying to do. I mean we intentionally
hire the way that we do and staff the

00:22:52.350 --> 00:22:56.800
way that we do so that people feel like
they're included because they feel like

00:22:56.810 --> 00:23:01.090
they're welcome to feel like someone cares
you know our co-working spaces we're

00:23:01.130 --> 00:23:03.520
technically like where we're all are not

00:23:03.530 --> 00:23:07.270
a very big space but we have two full time
employees we could easily manage it with

00:23:07.280 --> 00:23:12.300
less than one base of our size but we wanted

to because we wanted everyone to feel

00:23:12.310 --> 00:23:15.850

like they're connected we wanted everyone to be greeted and we wanted everyone to

00:23:15.860 --> 00:23:19.240

feel like that there's someone that knows who they are and has their best interests

00:23:19.250 --> 00:23:24.460

in mind and so our focus isn't financially where it's how do we get the biggest

00:23:24.470 --> 00:23:28.340

margins all the margins and finances are very much part of what we do we have

00:23:28.350 --> 00:23:33.490

investors in with risk in return but we're much more focused on what we're creating

00:23:33.500 --> 00:23:35.560

with the finances being an outflow that being

00:23:35.570 --> 00:23:39.470

a result of it versus That being the driver and trying to make decisions

00:23:40.300 --> 00:23:44.940

financially that kind of benefit the community that really can benefit the bottom

00:23:44.950 --> 00:23:50.920

line so. I'm not sure that totally answers your question but that's kind of that's

00:23:50.930 --> 00:23:52.300

kind of the way that we approach it.

00:23:57.710 --> 00:24:04.490

What kind of metrics do you use to assess how well you are accomplishing your goals?

00:24:05.260 --> 00:24:11.750

internally we have an annual culture survey that we send out to our staff so it's

00:24:12.830 --> 00:24:19.660

similar to like what Gallup does with their Q twelve, like employee surveys we

00:24:19.670 --> 00:24:20.050

have

00:24:20.690 --> 00:24:25.230

a list about twenty questions that we put together that can be answered in different

00:24:25.240 --> 00:24:29.410

ways whether the multiple choice or whether they're just like kind of numeric

00:24:29.810 --> 00:24:30.680

and we're measuring

00:24:30.690 --> 00:24:34.760

a plain engagement and satisfaction and then we give them fields to be able to

00:24:34.770 --> 00:24:39.100

provide feedback and then we take that in and we and we analyze it and we make

00:24:39.110 --> 00:24:44.210

decisions on like our company workspace up of what individuals are looking for so

00:24:44.250 --> 00:24:47.990

that's kind of like what holistically that

the entire company is be able to do that

00:24:48.000 --> 00:24:52.150

so we're just listening to our employees
and seeing what it is that they need and

00:24:52.160 --> 00:24:57.490

then try and as management and owners were
trying to respond to what they what they

00:24:57.500 --> 00:25:01.730

need for them as individuals but also
successful like being successful in their

00:25:01.740 --> 00:25:07.220

role similar to what we do in our annual
review process each person is required to

00:25:08.000 --> 00:25:08.260

do

00:25:08.270 --> 00:25:13.220

a self evaluation and then they're their
direct report we'll do an evaluation and you

00:25:13.230 --> 00:25:17.810

sit down and know basis and go through
that and really and it's not just like

00:25:18.460 --> 00:25:22.580

metrics like your sales numbers here or
you know you doing this many turns just

00:25:22.590 --> 00:25:27.250

minutes from customers it's like what are
your goals and all of all the goals that

00:25:27.260 --> 00:25:30.860

are set within our company or we've come
into goals so they're measurable and time

00:25:30.870 --> 00:25:36.020
oriented. And so really establishing
those with the key and it with all the

00:25:36.030 --> 00:25:39.550
individuals in the campaign again either
whether you're a barista or whether your

00:25:39.590 --> 00:25:45.480
the vice president. So internally we use
that as like how we measure whether or not

00:25:45.490 --> 00:25:52.490
we're being successful within, the impact
within our team is you know if we if

00:25:52.500 --> 00:25:52.770
we do

00:25:52.780 --> 00:25:57.920
a year every year analysis of whether
or not someone would like recommend

00:25:57.920 --> 00:26:01.990
Working next to a friend which
is like one of our questions like

00:26:02.000 --> 00:26:05.820
a zero to ten. I don't know if we were
eight and then we start to slow down to go

00:26:05.830 --> 00:26:10.440
down towards five we can definitely go
for or missing something here so that's

00:26:10.450 --> 00:26:15.720
a way that we can do that and then being
able to track the goals of individuals on

00:26:15.730 --> 00:26:22.030

like even a more like micro level
is the way we do that. From

00:26:22.040 --> 00:26:26.220

a community impact standpoint and it's
we don't have necessarily metrics that

00:26:26.230 --> 00:26:32.050

we're looking at. As much is really
seeing kind of like more from

00:26:32.060 --> 00:26:35.280

a business standpoint of like how many
customers are doing you know many people are

00:26:35.290 --> 00:26:41.410

going to their door our numbers growing
on our in our co-working space you know

00:26:41.420 --> 00:26:42.730

and and it's

00:26:42.740 --> 00:26:48.100

a little bit more implied we're just like
you know if you come into our coffee shop

00:26:48.110 --> 00:26:48.800

and there's never

00:26:48.810 --> 00:26:53.390

a space to sit, that's probably because people
really want to be there not just because

00:26:53.400 --> 00:26:54.930

they know what the free wifi I like the wifi

00:26:54.980 --> 00:27:01.260

password is you know. And you know if we're
out of offices and private desks are

00:27:01.270 --> 00:27:05.460

co-working spaces for people to be there
and if you look at it if you look at like

00:27:05.470 --> 00:27:09.630

coercion specifically the number one reason
people join co-working space is because

00:27:09.640 --> 00:27:11.510

community and so if we have

00:27:11.520 --> 00:27:17.470

a full face the you can make the assumption
that those people are there because

00:27:17.480 --> 00:27:18.290

they want to be

00:27:18.300 --> 00:27:22.420

a part of the community that we help create
and so that allows us to really measure

00:27:22.430 --> 00:27:28.200

that and it's it since it's feedback from individuals you know whether its our

00:27:28.210 --> 00:27:29.220

landlords or whether be

00:27:29.230 --> 00:27:33.220

a business partners or whether the community
or whether it be the opportunity to

00:27:33.230 --> 00:27:37.460

sit and talk to you guys I mean quite
honestly like my word from you would be

00:27:37.470 --> 00:27:41.450

a metric that we're doing something
right to be reached out to by USD

00:27:41.460 --> 00:27:47.930

To come and share my story here you know
and. So those are kind of the ways that

00:27:47.940 --> 00:27:54.720

we do that. Like from measuring
standpoint. so when we're talking about

00:27:56.220 --> 00:28:02.800

We Work and were talking about We Work being financially driven how do you then balance in
Moniker, creating

00:28:02.810 --> 00:28:08.640

a culture that you want to see how to do
it how do you like balance creating the

00:28:08.650 --> 00:28:15.610

culture that you want and still can be a
financially capable company. You know at what point you go

00:28:15.980 --> 00:28:19.750

too much into creating to the
scene returns or is. There

00:28:19.760 --> 00:28:24.040

a point is defined point for that because
you can't get this is open and there's no

00:28:24.050 --> 00:28:28.860

culture that's going to exist it think
it's the way that you value and approach

00:28:28.870 --> 00:28:33.770

money right if you approach money as the
goal then you'll be financially driven you'll make

00:28:33.780 --> 00:28:36.820

decisions that will allow
you that will really be

00:28:36.830 --> 00:28:39.730

about maximizing their
returns. If you approach money as

00:28:39.740 --> 00:28:44.530

a tool then it becomes something that you're
using to create the thing that you're

00:28:44.570 --> 00:28:49.830

really supposed to be doing which is for
our partner community so the tool for us

00:28:49.840 --> 00:28:52.450

like so if you're an
investor we have to give you

00:28:52.460 --> 00:28:58.260

a set return in order for you to empower
us to do what we do so the the money isn't

00:28:58.270 --> 00:28:59.050

the goal the money is

00:28:59.060 --> 00:29:04.220

a tool that we're able to use in order
for the investor to continue to want to be

00:29:04.230 --> 00:29:06.660

behind us. You know it is

00:29:06.670 --> 00:29:13.490

a very real very day to day part of our
company as we are not. This isn't like

00:29:13.970 --> 00:29:17.810

super fluffy like oh are just here to like
have impact and like whatever happens

00:29:17.820 --> 00:29:21.550

happens it's like no I've got cash flows
for every single company we've got pro

00:29:21.560 --> 00:29:25.400
forma as we've got all kinds of different
modeling we've got budgets we measure

00:29:25.820 --> 00:29:29.160
tons of stuff we measure percentage points
of our cost of goods sold like we get

00:29:29.170 --> 00:29:34.720
down in the weeds and really really find
ways that we can maximize our return

00:29:34.730 --> 00:29:40.250
financially but again it's not what
drives us if as long as we're efficient

00:29:40.260 --> 00:29:45.050
effective in that area we can continue to
do offset that we want to be doing. But

00:29:45.060 --> 00:29:48.880
it is a balance because you can definitely get
too far on one side right you can get

00:29:48.890 --> 00:29:53.160
too focused on the money side even if
you're all about culture and just get like

00:29:53.320 --> 00:29:57.120
why you know they'd be you could be so
much cheaper if we just had less staff but

00:29:57.130 --> 00:30:02.060
then you're losing the opportunity to
influence and really create the uniqueness of

00:30:02.070 --> 00:30:06.590

the space that's the other thing to
you know for it's a little bit of

00:30:06.600 --> 00:30:09.620
a theory at this point because we're
so still relatively young but.

00:30:14.130 --> 00:30:18.260
A lot of companies look at employees as
commodity rights like I want to bring you

00:30:18.270 --> 00:30:19.940
in I'm going to give you

00:30:19.950 --> 00:30:24.020
a list to do if I burn you out then I'll
ship you out and I'll ship

00:30:24.030 --> 00:30:26.110
somebody else in and that's

00:30:26.120 --> 00:30:32.150
a really easy way to manage people and
it's you can get the most out of people as

00:30:32.160 --> 00:30:33.990
fast as possible but
you're not going to get

00:30:34.400 --> 00:30:39.430
a long term use out of them. My thought
is what if we created a company of

00:30:39.440 --> 00:30:44.600
individuals that were fully engaged in
what they're doing it takes way more time

00:30:44.740 --> 00:30:51.540
it's a lot more work because people are hard
because we're humans. But long term if we

00:30:51.550 --> 00:30:52.300

have this company

00:30:52.310 --> 00:30:56.880

of fully engaged fully empowered individuals

My theory is we can go farther and

00:30:56.890 --> 00:31:02.340

wider than most businesses out there not

to mention the legacy piece of just having

00:31:02.380 --> 00:31:04.480

individuals that were positive

impact by being a part of

00:31:04.490 --> 00:31:11.240

a company so it's that you know

idea of empowering investing

00:31:11.250 --> 00:31:15.920

people in that way takes a lot of

resources upfront but then you have

00:31:15.930 --> 00:31:19.980

a team of healthy individuals that take

less time because they are able to go out

00:31:20.020 --> 00:31:24.410

and be effective in what it is that

they're doing and so it allows us to be

00:31:24.420 --> 00:31:27.640

a high accountability low control

type business which means you have

00:31:27.650 --> 00:31:29.230

a lot less overhead so I don't have

00:31:29.240 --> 00:31:33.910

a lot of managers. And which means that we can take those resources and put them

00:31:33.920 --> 00:31:34.200
back into

00:31:34.210 --> 00:31:39.110
projects and expand so I think everything's connected it really depends on what the

00:31:39.150 --> 00:31:45.950
emphasis is and that's just how we choose to do it and you know finances are very

00:31:45.960 --> 00:31:48.580
real we've got to pay the bills we're going to pay rent we've got

00:31:48.590 --> 00:31:53.070
to pay our employees you can't pretend like it doesn't exist but you cannot make

00:31:53.080 --> 00:32:00.020
it everything right. Reason. You know so I guess ties into what we were talking about

00:32:02.670 --> 00:32:09.090
Like your background like looking at your LinkedIn, you went from like a junior estimator to like

00:32:10.160 --> 00:32:11.960
Moniker Groups so are there

00:32:11.970 --> 00:32:19.540
any stand out challenges you faced either personally or growing as a group

00:32:19.550 --> 00:32:26.550
and how did you go about those. More challenges that I could ever even take the time

00:32:26.560 --> 00:32:32.000

to tell you guys I mean theres daily
challenge is to be quite honest with you.

00:32:33.660 --> 00:32:36.980

The requirements that it takes
to be able to hopefully run

00:32:36.990 --> 00:32:43.670

a company well as it is really endless and
there's so many variables and factors

00:32:43.680 --> 00:32:47.610

when you have people involved you know
it's you just don't know what's going to

00:32:47.620 --> 00:32:51.670

happen with them and their life and their
role in the company that they're part of

00:32:51.680 --> 00:32:54.220

so. There's definitely

00:32:54.230 --> 00:32:59.150

a challenge as you know I when I talk about
what it took to create Moniker I kind

00:32:59.160 --> 00:33:03.040

of started out where I'm like it's like
twenty five percent hard work fifty percent

00:33:03.050 --> 00:33:06.750

faith and twenty five percent pure
ignorance you know like that to a lot of

00:33:07.040 --> 00:33:12.860

a lot of it like we just didn't know that
we couldn't or could like no one told us

00:33:12.870 --> 00:33:17.360

we didn't tell us how we can do it we just tried it. And really just believe that

00:33:17.370 --> 00:33:23.580

we are capable of figuring out. You know the faith piece for me and and my

00:33:24.510 --> 00:33:25.430

my personal faith is

00:33:25.440 --> 00:33:30.310

a huge element of that and so empowering to really face the challenges that we have

00:33:31.010 --> 00:33:34.420

and feeling like this is when it's just me doing what I need to get through those.

00:33:35.680 --> 00:33:41.580

But I mean there's. The amount of times that we've been down to like single digit

00:33:41.590 --> 00:33:45.390

dollars in bank accounts or the now times that we have gotten

00:33:45.400 --> 00:33:50.960

a check on the day we needed it. Are more than I could even tell you along the way

00:33:50.100 --> 00:33:55.010

I mean it's it's an amazing feat to be able to keep

00:33:55.050 --> 00:34:01.760

a business alive and we the eight of them and and it's not just on me is it's

00:34:01.770 --> 00:34:08.639

a team effort but you know.

I mean I think there's

00:34:08.650 --> 00:34:12.480

so many things I just now beginning financial challenges and making sure that we

00:34:12.489 --> 00:34:15.580

have all we need and figuring out like where those things are come from you know

00:34:16.040 --> 00:34:21.960

when I was an employee like checks just paychecks just showed up and I just missed

00:34:21.969 --> 00:34:23.210

out of work and I'm like it's just

00:34:23.219 --> 00:34:27.710

a paycheck and never thought about like what this paycheck really come from and the

00:34:27.719 --> 00:34:31.969

fact that there's somebody somewhere who's the end of the line that is carrying the

00:34:31.980 --> 00:34:37.489

weight of that pain we have to have what we need people you know and so that those

00:34:37.500 --> 00:34:42.880

dynamics. Staffing stuff finding the right people especially early on and

00:34:42.889 --> 00:34:47.239

navigating the fact that like someone who might have been great for you to start

00:34:47.280 --> 00:34:48.500

was not a great person

00:34:48.540 --> 00:34:55.290

a longevity person and having to
really figure that out and make

00:34:55.300 --> 00:35:00.970

changes there even if the relational
connections were super deep. That was

00:35:00.980 --> 00:35:07.300

definitely challenging. Finding You know
investors and getting all that stuff done

00:35:07.310 --> 00:35:08.130

in time to build

00:35:08.140 --> 00:35:12.490

a closer deals have needed to do taking
care of clients and make sure that they're

00:35:12.500 --> 00:35:16.890

OK. Starting from scratch which you
have no idea you know you like I got

00:35:16.900 --> 00:35:18.400

a business plan together
but I've never started

00:35:18.410 --> 00:35:22.030

a coffee shop store cocktail bar so and
there's no books on it is much as I google

00:35:22.040 --> 00:35:26.700

it just doesn't that business plan is an
existing somewhere so these numbers

00:35:26.710 --> 00:35:30.700

out and then we're going to build it and
we'll see if we came close and some things

00:35:30.710 --> 00:35:36.600
we're in it we nailed and some things we
were completely off on and then those lead

00:35:36.610 --> 00:35:40.470
into challenges of having to kind of adjust
on the fly you know just building the

00:35:40.480 --> 00:35:46.760
airplane here so. Yeah I mean I think
that's you know I got. You know

00:35:47.140 --> 00:35:54.090
looking back at my career path and where
how I got here. You know I I was in

00:35:54.100 --> 00:35:56.030
the real estate world prior to 2008

00:35:56.040 --> 00:35:59.490
a real estate development side actually what
McMillan who's the company that built

00:35:59.500 --> 00:36:04.920
Liberty Station. And I got laid off in the
recession with like ninety percent of

00:36:05.100 --> 00:36:08.060
people who work in real estate
and I've definitely had

00:36:08.070 --> 00:36:12.010
a seasonal life as like what what am I going to
do I don't know that I don't know what I

00:36:12.020 --> 00:36:17.560
like to do let alone the fact that
no one is hiring right now and.

00:36:19.040 --> 00:36:24.540

And so I spent some time doing nonprofit work overseas periodically helping my mom's

00:36:24.550 --> 00:36:27.940

business and I just went out and had a friend that had

00:36:27.950 --> 00:36:32.290

a digital small marketing agency I just, can I come work for free basically like intern for

00:36:32.300 --> 00:36:36.430

you I just need to be doing something and learning something and that led into

00:36:37.390 --> 00:36:41.940

working there full time which led to the job after that which was ended up being me

00:36:41.950 --> 00:36:48.370

upping run. Digital agency that actually focused on social impact businesses.

00:36:50.020 --> 00:36:56.050

And I did that for five years which empowered me to do Moniker on the side.

00:36:57.020 --> 00:37:02.770

And. You know all those pieces and those like you know failures or

00:37:04.870 --> 00:37:10.030

You know getting laid off in the middle of the worst recession in one hundred

00:37:10.040 --> 00:37:16.000

years was the very thing that navigated me towards the start.

00:37:18.030 --> 00:37:25.030

So one of the things that we talked about.
On your first confidence and courage and

00:37:25.040 --> 00:37:31.260
then kind of talked about a lot of challenges and stuff so

00:37:33.160 --> 00:37:38.050
Where do you think you got your confidence and courage
to deal with some of those challenges and

00:37:38.060 --> 00:37:41.330
not see the end of it. You talked a little bit

00:37:47.190 --> 00:37:50.680
on your faith like the vast majority
of that confidence encourages knowing

00:37:50.690 --> 00:37:55.080
this isn't just me doing and. You know we
all have different rings and beliefs and

00:37:55.090 --> 00:37:59.610
areas that for me like that is like the
core conviction of everything that I do and

00:37:59.830 --> 00:38:05.780
feel like the reason why I'm here. And
so that is like my like rock but.

00:38:07.200 --> 00:38:11.410
Outside of that it's the people that I
work with and there are teams like I just

00:38:11.420 --> 00:38:16.510
trust that we can figure it out like we
have none of us or I would say what you

00:38:16.620 --> 00:38:20.760
what the world we consider like business
geniuses and then we have no Harvard

00:38:20.770 --> 00:38:24.060

M.B.A.'s we don't have you know
people who started you know

00:38:24.070 --> 00:38:27.730

a billion dollar startups and sold
them and started like five which have

00:38:27.740 --> 00:38:34.200

a bunch of people that are really smart
and really hard working. And I just trust

00:38:34.210 --> 00:38:37.630

that we can do it you know I mean
if you really break it down it's

00:38:37.670 --> 00:38:42.630

most of what we do isn't rocket
science. You know if you focus on how do I

00:38:42.640 --> 00:38:47.830

create a great experience for a person
the results of that tend to be how what

00:38:47.840 --> 00:38:49.400

a cup of coffee looks like or what

00:38:49.410 --> 00:38:54.510

a design looks like or what your operating
hours look like you know all these

00:38:54.520 --> 00:38:59.130

pieces come out of that that kind of driver
of like how do I create something that

00:38:59.140 --> 00:39:04.640

people want. And I just believe in the
team that we have I believe in my business

00:39:04.650 --> 00:39:11.420

partners I believe that. You know
they're willing and capable to

00:39:11.810 --> 00:39:16.490

take the risks that are necessary and also
put the work in that's necessary to be

00:39:16.500 --> 00:39:22.870

able to figure out how to do it and
I trust them and you know we have

00:39:22.880 --> 00:39:28.030

a very we are one hundred percent
trust with our employees is

00:39:28.160 --> 00:39:34.840

a person you have to earn. Trust not be
interested versus your way around and

00:39:35.170 --> 00:39:36.560

because of that there's this

00:39:36.740 --> 00:39:41.550

a confidence and sometimes ignorance like
I mentioned that we just go do anything

00:39:41.560 --> 00:39:46.380

we want to do and just in the
fundamentals of business are very similar

00:39:46.390 --> 00:39:51.210

across the board you know it's not like
accounting and human resources and those

00:39:51.220 --> 00:39:52.840

have things changed so it's like we have

00:39:52.850 --> 00:39:58.680

a foundation and I believe in that foundation

I believe in how we built it. And so

00:39:58.690 --> 00:40:01.680

now it's cool like how do we
stack the sticks on top of it to look

00:40:01.690 --> 00:40:07.980

a certain way. So for sure the fav piece
is just like the majority of it but then I

00:40:07.990 --> 00:40:11.130

mean it would be nowhere without the team
that we have and without the knowledge

00:40:11.140 --> 00:40:17.130

trust and believe in who they are and
what their capable of doing. And then

00:40:18.220 --> 00:40:25.120

for times sake that we have the last question
I know on your website it says Moniker creates an environment for others to connect

00:40:25.130 --> 00:40:28.790

be inspired, grow, and take action towards their dreams,

00:40:28.800 --> 00:40:39.900

So i see how Moniker helps people grow their ideas but on top of that and assisting their vision along the
way

00:40:39.900 --> 00:40:44.740

how do you personally see Moniker Group growing within the next five to ten years?

00:40:44.740 --> 00:40:46.600

yes great question

00:40:46.600 --> 00:40:49.910

I definitely see us having a presence outside of San diego

00:40:49.910 --> 00:40:52.220

You know we've been to

00:40:52.230 --> 00:40:56.590
a good few different cities with the
intention of possibly expanding some element

00:40:56.600 --> 00:41:01.510
of what we do we kind of intentionally
built this kind of variety of projects so

00:41:01.520 --> 00:41:06.860
that we can be of value in different ways
you know but for us when we go to a kind

00:41:06.870 --> 00:41:08.470
a different community it's not about like

00:41:08.480 --> 00:41:11.720
hey Monikers here and we're so cool and like
we're going to do what we do because it's

00:41:11.730 --> 00:41:16.290
cool and you guys just watch. It's like go
meet with the local visionaries talk to

00:41:16.300 --> 00:41:19.690
them about what they're doing let them
know what it is that we can offer and if

00:41:19.700 --> 00:41:25.010
they say cool We'd love to have really
good coffee or we can do that and but if

00:41:25.020 --> 00:41:28.510
they're like No we're good we have this
and be like you're awesome We're going to

00:41:28.520 --> 00:41:30.810
cheer you on and we're going to move on to

00:41:31.130 --> 00:41:34.800

a community that needs us you know for us
San Diego's our home and we get to be the

00:41:34.810 --> 00:41:38.750
local visionary and so I don't feel like
we have to ask permission but outside the city

00:41:38.760 --> 00:41:44.670
it's it's not us. So I think that as
we grow outside of San Diego that is

00:41:44.680 --> 00:41:48.970
definitely part of it is going to other
communities that are trying to be the best

00:41:48.980 --> 00:41:51.890
version of themselves and saying this is
what we had to offer is there anything

00:41:51.900 --> 00:41:57.540
that we can do to help. So that's
part of it. You know there's.

00:41:58.990 --> 00:41:59.270
I've got

00:41:59.280 --> 00:42:03.220
a lot of ideas and because of the way that
moniker structured it literally can we

00:42:03.230 --> 00:42:06.130
can do anything and I kind
of joke that we could be

00:42:06.140 --> 00:42:10.510
a biotech company founder right
scientist you know it's it's like it's

00:42:10.520 --> 00:42:15.460
a little I mean I there I'm passionate about

some stuff that that we're looking at

00:42:15.470 --> 00:42:20.510

getting into that would kind of feel
unrelated to what we've done but moniker

00:42:20.550 --> 00:42:20.750

has

00:42:20.760 --> 00:42:24.570

a structure and brand that can be adaptable
to so many different things so that's

00:42:24.610 --> 00:42:30.590

that's part of it. And so and then what's
cool about that is it's every time we

00:42:30.630 --> 00:42:33.980

open another one of those doors we get
them power more individuals and their

00:42:33.990 --> 00:42:37.550

passion about what they're dreaming
about and then I would love to start

00:42:37.560 --> 00:42:43.080

a capital venture side of the company
where we can physically like invest in

00:42:43.090 --> 00:42:47.420

people's ideas that's definitely on our
radar we've been kind of working through

00:42:48.010 --> 00:42:50.510

what that could look like
just from a more of like

00:42:50.520 --> 00:42:56.430

a dreaming side if you will. But definitely
would love to get behind financially

00:42:56.440 --> 00:43:01.740

people and and really. Help them get
to where they want to go and just be

00:43:01.750 --> 00:43:04.530

a part of that story you know we don't
need to be we don't need to have

00:43:04.540 --> 00:43:08.860

a name in it I just would love to be a
part of as many stories as we can be

00:43:08.870 --> 00:43:12.640

a part of that are about other people getting
one because if they were called to do

00:43:13.530 --> 00:43:18.550

you have like you know.
Favors or the like have

00:43:18.560 --> 00:43:24.510

a story that or you know someone's dream
is part of helping them through.

00:43:26.670 --> 00:43:32.130

Thats a good question

00:43:35.360 --> 00:43:37.870

Honestly besides mine I mean that not from

00:43:37.880 --> 00:43:43.010

a selfish standpoint not from like
that you go to school but like so

00:43:43.020 --> 00:43:49.950

unique and so for grateful that I get
to not only do what it is that

00:43:49.960 --> 00:43:54.760

I'm most passionate about but that thing
the results in other people are part of

00:43:54.770 --> 00:44:00.760

people's stories. One of my favorite ones
to tell, there's two individuals

00:44:01.670 --> 00:44:06.130

different companies at the warehouse one
of them is Dave's heart foundations of

00:44:06.360 --> 00:44:12.200

this guy Brandon started it and he serves
at risk and homeless youth through sound

00:44:12.210 --> 00:44:16.910

engineering and video production and
brings them out like out of shelters and

00:44:16.920 --> 00:44:19.350

brings them into the
warehouse and gives them

00:44:19.360 --> 00:44:22.980

a place to not be homeless
and just even if it's for

00:44:22.990 --> 00:44:27.420

a few hours and or he'll you work with
like monarchs who are at risk kids within

00:44:27.430 --> 00:44:31.620

the schools and if they get can get good grades
they get extra studio time and these cute

00:44:31.730 --> 00:44:37.280

kid to come in and like record albums
and like make videos and they're just

00:44:37.290 --> 00:44:40.440

super amped and like Brandon
is team are just

00:44:40.450 --> 00:44:45.370
The most like loving people I've ever met
and you know here's Brandon who had like

00:44:45.410 --> 00:44:49.280
didn't have his own space and now he's got
all this space there and it's just like

00:44:49.290 --> 00:44:52.930
a continued like stream
of kids that he's gets to bring in

00:44:52.940 --> 00:44:58.360
and impact their lives. And that
warehouse and that space is just been

00:44:58.370 --> 00:44:58.640
such

00:44:58.650 --> 00:45:02.920
a catalyst for that you know and we've been
able to throw parties for him and help

00:45:02.930 --> 00:45:06.840
fundraise for him and help get the word
out and just celebrate with him and cry

00:45:06.850 --> 00:45:09.480
with him when you know hard
things happen but like that's

00:45:09.490 --> 00:45:14.260
a big piece and then another
good friend, since Tyler Axel

00:45:14.270 --> 00:45:18.990
He started a company called the Bradley Mountain

and he started in his garage in O.B.

00:45:18.100 --> 00:45:23.850

Making kind of like little leather belts
and things like that and he needed

00:45:23.860 --> 00:45:30.040

a place to grow out of his garage and he
came and took the corner of one of one of

00:45:30.050 --> 00:45:35.730

our like kind of Maker's areas and over the
last three years we've watched him grow

00:45:35.740 --> 00:45:36.170

into like

00:45:36.420 --> 00:45:40.880

8 full time staff he's got one hundred
fifty thousand followers on Instagram He

00:45:40.890 --> 00:45:44.050

sends his bag his Like makes
these incredible leathern and wax

00:45:44.060 --> 00:45:49.370

Canvas bags. And sends them all over the
world and they're expanding now and we move

00:45:49.380 --> 00:45:53.810

out there and take bigger space and he's
collaborated with rap brands in that and

00:45:53.820 --> 00:45:58.300

we sell his bags in our store and it's
like such a rad dream that we got to be

00:45:58.310 --> 00:45:59.410

a part of because we had

00:45:59.420 --> 00:46:03.920

a space and you know again we didn't invest in him but I had left sitting down with

00:46:03.930 --> 00:46:08.450

Tyler and just talking to him about his journey and like encouraging him and

00:46:08.460 --> 00:46:13.240

reminding him that he's doing something great and I think that you know has

00:46:13.250 --> 00:46:18.350

a lot of value to be able to watch and watch his dream literally grow in front of

00:46:18.360 --> 00:46:25.180

us like over the years.

Again we just want to thank you for coming

00:46:25.190 --> 00:46:28.640

My pleasure I hope that's what you guys look for.

— End of Transcription —