Philosophy 332: Business Ethics   Philosophy: Student Scholarship & Creative Works

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Oral History Conversation with Ryan Sisson

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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 thats 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 whats 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 thats 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
its 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 is 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 it 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, theres 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 —