

>>LOU PARIS: Again, good morning everyone, thank you for coming. I just have a few housekeeping items before we get started. If everyone could please silence your phones, don't turn them off and we're going to make this presentation a little more attractive so your phones will be the tool we will be using to communicate, we have a few questions along the way so keep them quiet on silent please. The bathrooms to your left through the double doors and today's event is streamed live and live captioned. Go to [floridabusiness.org](http://floridabusiness.org) and get to the media center and you will find live captioning. There are question cards at each of your tables so during the Q&A after the panel you will have a chance to present your questions, staff will go over and read your questions to the panel. At this time please rise for the pledge of allegiance.

>> I pledge allegiance to the flag of the United states of America and to the republic for which it stands one nation under God indivisible with liberty and justice for all. >>LOU PARIS: You may be seated. I'd like to take a moment to recognize some of our guests in the room in alphabetical order. Charlotte Gillis, city Council member. Shawn Goepfert, city Council member. Jake Johansson, Volusia County. Jason Leslie, Ormond Beach mayor. Nancy Miller, Daytona Beach Shores mayor. Matt Reynard, Volusia County Council member. Will Roberts, Volusia County tax collector. Lisa Stafford, Orange city Council member. If I have missed any elected officials please stand up to be recognized. Okay. So let me switch to, can you hear me? Today marks my fourth quarterly breakfast which means I have been here almost a year, it will be two weeks from today I will have been with the county a full year and me and my family show appreciation, my wife and son are here with us today. We are grateful for the opportunity to have this important role in our community, economic development and I'm also thankful to Brad, to Heather and Tatiana, my fierce team. Together we put together this event and worked hard to help businesses in the area grow and prosper. [APPLAUSE] There's a lot going on today, happy Valentine's Day first of all. We also have the races and we have the Thunderbirds. So today at 8:30, they will be taking off and doing kind of a fly by so were wherever we are at in the presentation we will pause, we will see the jets fly. It gets loud, that's the reason we have to stop, it's cool. The order of today's presentation changed a little bit. I will take it off talking about the permitting activity in the county then segue into talking about the employment then we will talk about innovation which is today the topic of this Q4, innovation in Volusia County. That said, I told you to keep your phones turned on. If you want to scan this QR code you will have access to the presentation. So if the screen is too far away from you and you want to see it closer to your phone you can follow the presentation and it will give you an excuse to look at your phone so you are welcome. Let's kick it off with the commercial construction permitting. I've always said this graph is difficult to understand because quarterly activity in commercial permitting looks a little bit erratic when you look at it from a quarter to quarter perspective. Maybe a little bit of a cycle so I want to break it down and change it a little bit so you can see it in a different perspective. Let me acknowledge the fact that there is a gigantic bar at the beginning and it looks like a lot is happening and a lot less. The thing is that first year we have in 2022 corresponds to a big project that you drive by when you're going to 95 every day. It's Amazon. So if you were to remove that bar you can see a little bit more of the cycle I'm talking about and if anything you can see that from 2023 to 2024 the commercial activity has increased. If anything commercial activity is stable and growing slightly. Let's see where that money is being invested. Like any growing communities, like any growing community we have to invest accordingly in every aspect. For example in education, our higher education institutions need more classrooms, need more dorms and you will see that investment reflected in this quarter. The same way the government is investing in infrastructure for the community to make the community grow. Think about fire stations, etc. that we all need as the community increases. Then we have multi family housing and let me pare that up with storage. These two things in my mind are sort of, they belong together. Someone moves to the area, they get into an apartment that was recently built, their belongings have to go into storage and if you look at 2024 about 50% of all the permitting activity that took place in the county is accounted for by those two together. Now let's take a look at the residential permitting. For the first time we can see a ever so slight trend down but ever so slight and it's easy to understand the justification. Think about your mortgage interest rates were high or continue to be high through 2024. About the value of our homes has increased. All our properties have increased in value so the combination of those two things have led to a slight decline in commercial permitting. Let's look now at employment.

Let me break down this graph for you. If you look at 2014 you see a trend that is growing in a specific pattern call the sawtooth. You see this pattern you can almost see where it lays every year and it's been growing steadily until Covid hit. Ever since Covid hit I'm glad to say we have great recovery but that pattern has not been repeated again and for the first time we can see a slight decline in employment in the county, ever so slightly but let me tell you something. We have big projects coming to town. Think about Amazon, that big building I mentioned before, the building is there. We haven't hired yet but we're going to hire a ton of people. Think about Advent health, new buildings. Think about Boeing bringing 1000 high-paying jobs. Think about the French company that makes electric airframes bringing more than 1000 jobs to the community so at all those and we're going to see a trend going up again in employment. This is the time to recognize the great work that team Volusia, the business alliance is doing for the community because those two entities are partly responsible for bringing some of those businesses that are bringing those jobs to the community. So it is great for our community to have resources like that helping us increase the employment in the area. Now let's take a look at where the employment is going to. Leading the pack, no surprise, healthcare. They are the industry that has added the most jobs and I always say the job of economic development, my team and I our job is to make all these green bars solid across the board because that would mean we are adding jobs across every single industry, making our community or resilient to economic changes. Think about us having more eggs in different baskets. If you have worked in one industry we help others to keep us going. Every single one of these bars a portion of it is a small business or a startup. And I want to focus the conversation a little bit now on those small businesses and startups and the impact they have on employment. Let's take a look first at the businesses themselves. I want you to focus on the blue box up here. This is the average number of new businesses created in the United States every month in 2024. 430,000 new businesses were created every month in the United States. Look here in the screen box and we have Florida at 52,800 new businesses on average every month. You don't need to be a mathematician to realize 52 is a big chunk of 430 considering you are one of 50 that contribute to that number so we contribute a huge chunk. Let's look at the bottom of how other states there and we picked states with high population, biggest population California still below us at 43,000. Texas, second-biggest at 40,000 but if you want to compare apples to apples New York has today roughly the same population as Florida and even then we more than double their numbers. That's a big deal. What I want you to get out of this is there's a lot of activity in Florida developing new businesses and it's important to recognize because it dictates the future not only of the economy but also employment. So let's take a look at what's happening in terms of employment, how does it impact employment? You have to bars, the left bar is three Covid, the right bar is host Covid. On the left in the past startups and small businesses only accounted for a portion, small portion of employment when you look at the whole compared to existing businesses but since Covid that has changed. There are proportionally more jobs generated by small businesses and startups then existing businesses so is it important to pay attention to the small businesses and startups? Absolutely because the account since Covid for 26% of all new jobs created. Let's take a look at what's happening within Volusia County. The green bars on this chart represent the number of new businesses generated every year and the purple line is what we call high propensity business. Let me explain it this way, you have a business, think about a consulting company and is one person working from their home, they are unlikely to employ over people over time. Maybe hire one person compared to a restaurant, they are more likely to hire more people, that's a high propensity kind of business. What I want you to get is the trend in both is growing. We have more business being created in Volusia County and many of those businesses if not most are high propensity businesses. We have to pay attention to this bar right here because the way I see it we have a ton of baby businesses in Volusia County that need our help and they are high propensity and if we do things right we will be very successful over the years. So let me add one more thing here. To be successful you have to be ahead of the competition, you have to be innovative and I want you to think of innovation not in terms of a thing, a widget someone invents, think of innovation as a service or a new way of promoting your product. A new channel that you use to distribute your product or think of a new business model. All those things are innovation and to the extent your business has more of those components you are more likely to be successful so let's segue the conversation into this innovation topic and I will do it with the help of your phones. I have a few trivia questions, if you

will scan this code, I think you already see what the questions will be. I will give you one chance if you haven't done it yet to scan the code. And I'll move on to the first question. What is the first step you should take when you come up with a business idea? You have three choices, protect the idea, develop a prototype and validate the market. Just wait a moment, validate the market is definitely strong. There's a clear trend right here and I'm glad you're answering this way. When I've asked this question to a couple thousand people in my lifetime usually these two tend to be stronger and I guess people have gotten wiser as to the first step you need to take is understand whether you have a market in the first place because technical idea you don't have a market for is insane because a patent and many people here can attest will cost you a fortune, \$10,000 at least to get it off the ground so why spend that money if you don't even know if you have a market and the same thing for a prototype. Short of time travel and perpetual movement we can pretty much whatever we put our minds to we can make so validating the market is the way to go. Next question, how long does a standard US utility patent last? When you get a utility patent, not a design patent but the utility patent, 20 years. 10 years. Who splits the difference, 30 months, that's a specific time frame. I like how the word cloud ... 20 is getting bigger. More or less. The right answer here is 20 years. Whenever you get a utility patent it is yours and you own the idea for 20 years and then how about this question? Which famous toy was invented by an engineer who was trying to develop a spring that could stabilize naval equipment? That is a word cloud as well. Slinky. Different spelling, that's fine but you are all getting the same answer. The Slinky and here's the cool thing about innovation, sometimes you discover things by doing something else. Rubber came from penicillin, someone was trying to invent that and stumbled upon oh, here's a new material so creativity goes a long way when you make mistakes. Monopoly, I love that one too. The last question I have is how many patents have been filed in Volusia County since the year 2000? Is a sliding bar so you can adjust it to the number you think is correct. Even split here. You kind of have the answer in front of you. Let me move on, I won't give you the answer until we do this. For those of you who said 1400, you were right. It's kind of cool. This chart right here shows you how many patents have been awarded every year in Volusia County and yes, we took the time to go through, Heather specifically spent months going through, and we had this discussion earlier like three months ago, do you have time to pull this off? I will power through and she did. You see how many patents have been granted every year and I said granted because there are way more filings of course, for every patent that gets approved or filed, you have to file several for one grant. You can see this clearly, we innovate in this community and let's see where these innovations are going to. The USPTO, United States patent and trademark office as a classification system so you have trademarks, design patents, utility patents. Within utility patents you have these categories they create, the biggest one being human necessities, think about shelter, personal care, healthcare, fairly broad but it also shows you the conversation of our community. Think about Hawaiian Tropic and personal care. Look at performing operations and transporting. We make quite a few boats so Boston Whaler has quite a few patents on this. That gives you a snapshot of who we are as a community and what kind of things we innovate but I also want you to look at this data a slightly different way. If you can't tell those are lightbulbs. Each lightbulb is one of the patents awarded in Volusia County since the year of 2000 and yes, there's 1401 lightbulbs in this thing. One thing I've learned putting this together is once you add more than 1000 in a single slide on PowerPoint it crashes. Each one of these lightbulbs tells the story, a story of ingenuity, a story of challenge, facing a challenge and overcoming it, a story about great. There's a lot going on behind each single lightbulb. When I want to do now is I want to highlight three of these lightbulbs, you can barely tell there are three lightbulbs here, I call these are hidden successes so it's now time to bring up our panelists and our two panelists. There's one change, one of our panelists could not make it so we have to panelists, that's -1 lightbulb. But to highlight all the work that happens behind each lightbulb and for us as a community to reflect on supporting members like this so with that we will bring up our panelists. I'm going to go off script here and I'm not going to read their bios but Desiree Haller, this may be one of the ones you recognize from SubSafe, especially if you're into fishing you will recognize the brand. I don't know if you know this but Desiree can correct me but I believe we have two people in our county who have been on shark tank. Desiree was on the Shark Tank, successfully invested in my Mark Cuban and Charles Barkley. She's been growing her business here and I won't steal her thunder, I will stop there so come on up Desiree. [APPLAUSE] And we have Tim Meadows who imagine you

work for a company for many years and you understand the industry well and you discover an opportunity to do something for your workforce and you make a business out of it and it's a business that is a little more obscure, it's aloe concentrate and it's sold to people who make either skin products or sunblock so Tim, come on up. [APPLAUSE] Any word on the Thunderbirds, Brad? Nothing? Give me a signal. All right. I want to kick it off with a question that is always asked by Guy Ross. I don't know if you recognize the name from how I built this. The podcasts asks entrepreneurs the same question at the beginning and is your success attributed to luck or hard work? >>DESIREE HALLER: We've already spoke about Shank Tank a little bit so it's only fair that I say both. What you don't see, we were a very very young company when we went on Shank Tank and auditioned so what transpired during the year between going on the show and getting the deal and then a year later it actually airing was a lot of hard work but being on the show and having that, just that visibility was a lot of luck to. >>LOU PARIS: Thank you, Tim. >>TIM MEADOWS: I think it's obviously hard work but it's also keeping your eyes open for opportunity, a break in the line and so forth so keeping your eyes open, being aware of what's going on is just as important as luck and hard work. >>LOU PARIS: True. How did you come up with your idea and more importantly why did you act upon it because everyone in the room at some point we have all had ideas and you've probably got in your head more than one idea but pulling the trigger on an idea is a whole different level and I want to hear from you again, how did you come up with it and why did you decide to pursue it, Desiree do you want to go first? >>DESIREE HALLER: Going back to the question you have on the screen of what is the first step, the market research is something we went heavy on and you have to be careful because if you've got a good idea you don't want to talk to everyone about it so fine those ideas. My husband had an idea, we spent a lot of time fishing and on the boat and he was just notorious for always wanting sub sandwiches out there so it was initially his idea and I was convinced it already existed in Tupperware, Rubbermaid had created this product and if they didn't create it they probably owned the patent so we started with some market research and started asking friends and family if this existed when you use it? Once we were receiving some of that good feedback we started the patent process. >>LOU PARIS: Most times when someone comes to us with an idea and Brad can attest to this we usually go online and we will find something similar. Conversely if we don't find anything it's kind of scary because then you ask yourself do I even have a market because if no one has made it, if Tupperware hasn't made it there has to be something else, it did any of this go through your mind? >>DESIREE HALLER: Absolutely, I am pessimistic, my husband is the eternal optimist, everyone is going to buy this product, are you sure? When I went back to is there is a sub shop on every corner in our country and so Americans are eating some sandwiches specifically and if we can create a way to make it portable in a market that needed to be consumed on the spot, then that will create our customer and it was more of an education process of oh, you can put that in the break room or you can put that in a cooler. >>LOU PARIS: Tim, how about you? >>TIM MEADOWS: Let me see. Back in 85 or so I got a new friend from the Dominican Republic and we were talking and hanging out and he said there was an old form he had and I said what do you want to do with it, do you have any ideas though I had worked with how the four and since the freeze of 83 business had moved out of South Texas and the Rio Grande Valley so we took a chance and if you visit the plants now in the Dominican Republic and from there we started a business. Originally I started just to have a good excuse to go down to the islands. But it slowly grew and we started Concentrated Aloe Corp. because when I thought you concentrate orange juice, you concentrate aloe vera so we developed a relationship with a small orange company in Eustis and we started treating aloe like orange juice, concentrating part. Aloe is very photoreactive. It turns color in the presence of UV light. So one of my first job was at Calgon as a chemist so we apply that treatment to the aloe and we got what's called stabilized aloe vera. Since then we've done different forms like spray drying it and freeze-drying and things like that. >>LOU PARIS: We had a conversation before and you told me you were working at the moment at Hawaiian Tropic, can you tell us about that? >>TIM MEADOWS: They hired me, when I started my first aloe company it was small, like orange juice. I joined up with the guys on the orange juice company and started working out for years so they called me up and made me an offer to be in R and D because my background was in photo biology. At that time the highest sunscreen they had was 15 so they needed to get into the high SPF market so since I had experienced in that that's when I started there as technical director for sunscreens. >>LOU PARIS: The journey of

an entrepreneur is a roller coaster. Probably in the same day you can go from a high to a low to a high to a low intensely. I want to hear some of the biggest challenges you faced in this journey from launch to growth. >>DESIREE HALLER: I mean, name anything. One of the biggest challenges I am currently dealing with is knockoffs and anyone will tell you that I would be flattered but I'm not, I'm not flattered and I don't want to deal with it. But yeah, even just going back to Covid, we were blessed enough that we were an outdoor product and people were still doing outdoor activities so we were able to maintain, we didn't grow by any means but we maintained. But then it was like the dominoes fell after that time and getting product and the rates were astronomical for shipping. So we've had a lot of challenges in product development. Product development has had its challenges. Growth in itself, cash flow, name something.

>>LOU PARIS: An important part of your story involves Publix, Thomas L. Publix played a role in your ability to get on Shark Tank. >>DESIREE HALLER: Within a year after filming the show you're not allowed to talk about it. I relate it to the show the bachelor, the bachelor is not allowed to run around telling who he chose for his wife so we weren't allowed to speak about it, we

were not allowed to use it to our advantage, I couldn't use it in business meetings and you don't know if you are going to air. I have a friend and she didn't air and through the process not a deal. So during that year I facilitated relationships with Wawa, Publix and Bed Bath and Beyond and that was on my own before the show so Publix, Publix specifically we love them, we have a great relationship with them. We went over to corporate and they said we will put you in 50 stores and see how you do. I didn't want to be on the Tupperware aisle, I wanted to be in the deli and they gave us that chance. The buyer told me no three times and I posted an ad and the vice president's son saw the ad and said why are we not selling these so I had a quote right over the buyer's head and that story still gives me chills. I hope she is doing well where she is. So we got into the 50 stores and during that time our episode aired we just rolled it out and they sold out within a week, maybe even days so my new buyer called me and said we're going to do a full rollout and put you in every store. >>LOU PARIS: That is an awesome story. Tim, the same question about challenges. >>TIM MEADOWS: The initial challenge was coming up against the

South Texas good old boy system that was dominated by the South Texas and it was pretty much unknown as an ingredient until Juergens put it in their formula back in the 80s. Even still even today aloe is used as some kind of Latin sidekick thing. It's part of everyday life and people in Florida, Texas, south of the United States but the accounts are very tight, everybody holds their cards close to the chest so you had to break into it and I was from New Jersey with my Northeast accent so I didn't fit in that well to that group so that was a challenge. The other challenge is when you are in is quality because aloe vera isn't the USDA food ingredient, it's under the dietary supplement act. So there's very few specifications. When you buy milk there's not a chemical analysis but there is an inspector that can ensure it stays all the way through, there's nothing like that with the dietary supplement industry. They're trying to make it better but humming from our regular additional industrial background I had to slowly make aware of the fact that there's a lot of aloe products out there, raw materials that are in aloe, they are just a portion of aloe. And you can still they're not verifiable, the chemical technology isn't there to give you a qualitative result on the aloe. So transparency was the answer because the only way to keep track of something like a food product which goes both ways is to monitor how many leaves you harvest and how much product you sell because you would find out in the business at that time that people will be selling all kinds of aloe and they don't even have a factory.

Because of that then my friend in Dominican who was buying from us for 10 years wouldn't take the trouble to get it certified so I found a place in Guatemala that was organic certified what was going out of business, a processing plant so that's when I bought that. From there now we are totally vertically integrated. We do the growing, manufacturing, sell it and process it and backup. The biggest challenge at that time was proving that your aloe was pure. Again, there's no hard-core analysis like how much acid is in this product and you run an analysis on that, you can't do that with aloe. That's why we established the DNA testing, the barcoding for the aloe but that only applies to non-pasteurized because anything that's been pasteurized the DNA degrades so there's a lot of challenges on that. >>LOU PARIS: Especially if you have a product you need to educate people that they need it. >>TIM MEADOWS: It's the worst of both worlds, it wants to be

treated like a chemical specialty but they want to price it like a commodity. >>DESIREE HALLER: And educating them that you have a superior product to everything else on the market. >>TIM MEADOWS: That's why I encourage people to visit our processing farm because

you can see the scope of it, just because you have a salesman sitting there saying I got all the aloe in the world. >>LOU PARIS: There is a common statement about the inventors aren't necessarily the entrepreneur. You have the skills for one but you don't necessarily have the skills for the other. Can you react to that statement to tell us is there anything you had to learn along the way to get to where you're at today? >>DESIREE HALLER: Absolutely. I don't think everyone is good at everything and I think one of the biggest challenges that businesspeople overcome is figuring out what it is you're good at, what you're passionate about and delegating and finding the right people to work with you and I mean, I went to school for finance so I don't need someone to reconcile my monthly statements but I am not good, I'm not a forward salesperson. >>LOU PARIS: She loves public speaking too. >>DESIREE HALLER: I don't know how he keeps getting me to do this. Just figuring it out and learning how to delegate. >>LOU PARIS: Perfect, Tim, how about you? >>TIM MEADOWS: I go back to the beer commercial when someone wants to command the world, find out what you're not good at in life and then don't do that thing. And what I found out was especially in the chemical business where there's so many facets to it, you have to have personal contact and it's a little tougher when we have a lot of millennial's in the business and it's hard to get them off that email trip. Because it makes such a difference to have a person who will sit down with people in the lab or the head of marketing. About half our sales are to the big companies like Estée Lauder and things like that but you need to make time with them because it makes a big difference. >>LOU PARIS: Now let's segue a little bit on the resources that are available in the area that were useful to you to start your business or grow it and conversely was there anything you wish you didn't have to do to get where you are at today? >>DESIREE HALLER: I think for us specifically we started back in 18, well we started in 17 with the patent process but I didn't know where to start and I didn't know where to look for resources so for me it was more of an education holdup. I didn't know what was possibly even available to me. Then our situation is obviously very specific because by the time we were basically launching the business we were three months old, we had business partners and then I had everything at my disposal that they had to offer. Specifically for this community I would have loved to have had a mentor from the beginning or a group of entrepreneur inventors group I could have been a part of. I didn't know if one existed, I still don't, if one does I would love to be part of it so our situation is a little bit unique. >>LOU PARIS: Understood, Tim. >>TIM MEADOWS: The biggest thing on a convenience level is I wish we had a flight from here to Miami because to get to Guatemala I got to drive all the way to Orlando, then go to Miami, 20 minute flight to Miami then the rest of the world is open from Miami but I can't for the life of me figure out why there is not a flight to Miami from here. >>LOU PARIS: Take note. [INAUDIBLE] Thank you. Now let's talk about the future, what you see in the future, the coming years, where is your business headed? How can the community help you get there if there's anything we can do? >>DESIREE HALLER: One of the things I'm focusing on this year is more of the promo world. We recently bought a printer so we are able to print logos on all our products, we don't just have the SubSafe, that's are OG but we have eight products in the outdoor industry so we are looking at doing promo work and here in the community my goal is to sell and I'm very modest and humble enough to know I can only take this thing so far and we need a company like Tupperware or Igloo or Yeti to take it to the next level and after that I want to do consulting and help people bring their ideas to fruition and protect them. >>LOU PARIS: How about you Tim? >>TIM MEADOWS: Our business is growing very fast largely because Mexico our biggest competitor it's getting more and more difficult to get things up from Mexico and this last trade threat has only helped us because Guatemala is on terrace but Mexico, they don't presently have terrace but they see the cloud of uncertainty going around the industry. So we have the availability and supply to do it and our expansion locally will be in my original business platform was that I will get companies business by helping them do formulation work because I'm a formulation chemist so of course I do the formulation work for free but we get our product in there's, our material in their product. A couple of things came up and we back into the contract now for those people. Because you know, it's very tough for a small company like ours that sells maybe 10,000 units a month to get manufacturing. Let alone get expert formulation help. So I would offer that now that we're doing more formulation, 10% of our business now is just one tattoo company, aftercare because one of our products which we get from Botswana is famous for healing scars. And tattoo essentially is thousands of little scars at first. So it's more effective if you treat the aftercare with that. So we also are making one to do with aloe, up to this

point they would transfer the stencil onto the skin from the tattoo stencil using soap, dish detergent and we had a version of so that was not based on that call the stencil stuff so it's transfer gel that they call it. We ship a container of that a month to Germany. Talk about opportunity, it's a huge business. It's such a subculture that our people don't get into it but the tattoo or body art business is tremendously big. It's relatively untouched because a lot of the tattoo artists are just artists, they don't want to bother with the mundane stuff about the products involved so that's where we pick up the ball. >>LOU PARIS: I love that you found the market you would not originally think tattoo parlors, but the fact that you identified a new market for the same product is great. I want to make sure the audience has had a chance to ask questions. Hopefully one or more of you, I see Connie with a question. [INAUDIBLE] Do you need a microphone, Brad? [INAUDIBLE] Good question. The question I will repeat it is whether you needed financing through loans or banks or did you finance this on your own? >>TIM MEADOWS: No we didn't. I spent conservatively so we grew as a business grew. In the early years I always had a backup because I was always a chemist at the company like Hawaiian Tropic while I was building the business so it's kind of my safety valve but I didn't borrow money to start the business, no. >>DESIREE HALLER: We obviously borrowed a little money in the beginning but my husband and I put a certain amount in to get it to the point where we had a manufactured container follow products and we did that on our own and we didn't borrow money, we did take on the investment from the sharks but we have grown at a rate we could afford and it's often times slower back to what I was saying of eventually selling to a company you can take it to the next level because we are passionate about remaining debt free. >>LOU PARIS: Other questions Brad. So there's always making the decision to leave the comfort and safety of a job to go on your own, that's a huge leap. Can you talk about how that played out in your life? >>DESIREE HALLER: I still had a side hustle until I just physically couldn't anymore. So I was still working and even today I still do consulting on the side. It's just who I am. I was never going to be scared and not have options so I never really took that leap I guess is what I'm trying to say. >>TIM MEADOWS: There's a time when you have to jump off your regular thing and I did that back in 2004 when I was a partner in a cosmetic manufacturing company in Texas but that is always a tricky part. It's not for everybody working without a net but it's exciting. >>DESIREE HALLER: That's what so many businesses do wrong. I will have people come in and say if I find an investor I will quit my job and that will cover my salary. Nobody's going to give you money with that mentality. >>LOU PARIS: Usually when you start your own business you quit a 40 hour job so you can do an 80 hour job. Do you have one more? That's it? Before we finish and I don't know what happened to the Thunderbirds. Cyrus, talk to them. [INAUDIBLE] I do want to showcase something and if Heather can help me bring down the screen. There she is. Because hopefully we need a case for innovation in small businesses and startups in our community and we see how critical they are. We know they are going to generate most of the jobs in our community, we know there's a ton of them and we need help. There are two accounts, our third speaker Joe just as an entrepreneur, there's a lot going on in everyone's lives but these businesses need help and there's many ways we can contribute. You heard about their journeys and I want to invite you to an event you have on the screen, if you see that QR code, let me tell you the story of this. Innovation challenge has existed for 12, 13 years Connie? And it was always a competition between higher education institutions in Volusia County so students went against each other with their innovation. Here we have two students who one, I think it was 2018 or 19, first and second place we awarded 10004 1st Pl., 5000 for second place. When the founder of this competition decided to retire the county decided wisely to retain it, to keep it alive because of its importance and the impact it has so now the competition is open to the entire community. Anyone can compete in the Volusia innovation challenge and at the end we ended up with I think 40 applicants. [APPLAUSE] The ideas are amazing. We have seen anywhere from apps to services, amazing things and we will be having an event for the final competition where we figure out who are the six finalists for the competition and this code will lead you to the registration and let me say this, there's no reason why everyone in this room should not be there. All of us should attend that day, March 27 from 5:30 till 8:30, you don't have to stay for the duration but you can at least see some of the ideas and identify ways to help. Everyone who submitted an application will have a chance to showcase their idea to the public and you are very very encouraged to come because if you are here today this resonated with you and you understand the impact it has in our community on economic

development, you've got to be there plus you will see amazing ideas. Did I hear a weight? And it's free, yes. It is free. When I go to these competitions my thing is to sit there and I think everyone's idea and repurpose it in my head, I can apply this to my job. So it's an intellectually stimulating so I want all of you to be attending so please scan hit and register. The last thing Heather, I think the next slide, mark your calendars for the next Q Breakfast, May 16, my wife's birthday. Thank you everyone for coming. [APPLAUSE]