

0:00:09.791,0:00:11.791
Welcome, everybody, to the Ogden Way
podcast,

0:00:11.791,0:00:15.541
the place where we tell Ogden???s stories
by telling the stories of Ogden???s people.

0:00:15.875,0:00:18.875
And today we have Isaiah Salazar,
a close friend of mine,

0:00:19.208,0:00:23.708
a local businessman and an absolute
community connector with us today.

0:00:24.083,0:00:25.375
Isaiah, welcome.

0:00:25.375,0:00:26.541
How are you doing? Good.

0:00:26.541,0:00:28.125
How are you?
Yeah. It's awesome to be here.

0:00:28.125,0:00:29.666
Now, I appreciate you coming in.

0:00:29.666,0:00:32.291
You're somebody that I always loved
spending time with.

0:00:32.291,0:00:36.541
Every time I'm with you, the energy
that you give me is always positive.

0:00:37.000,0:00:38.916
And I leave my time with you.

0:00:38.916,0:00:41.916
Feeling better than I felt before that.

0:00:41.916,0:00:43.250
Thank you.

0:00:43.250,0:00:44.125
That means a lot.

0:00:44.125,0:00:48.125
I think that's, our our,
our goal in life is should always

0:00:48.125,0:00:51.208
should be some somewhat to that effect

0:00:51.208,0:00:54.333
is, is when you, connect
with people, leave that impression.

0:00:55.625,0:00:56.458
And so I'm, I'm

0:00:56.458,0:00:59.541
happy to hear that
that and I think, I think it's mutual

0:00:59.541,0:01:01.958
because when I first met
you was kind of the same thing.

0:01:01.958,0:01:03.125
I didn't know who you were at first.

0:01:03.125,0:01:06.375
And then, they introduced you,
and I was, like, caught off guard or like,

0:01:06.666,0:01:08.458
you know, I was just talking to the mayor.

0:01:08.458,0:01:10.625
Like, I didn't even know
I was talking to you, and.

0:01:10.625,0:01:13.416
But you were so down to earth,
and I didn't even know

0:01:13.416,0:01:15.208
you were the mayor at that point.

0:01:15.208,0:01:18.208
And, when they introduced you and
you went up there was like, a time away.

0:01:18.541,0:01:20.250
I was just talking to the mayor.

0:01:20.250,0:01:22.125
Like, I didn't even know, like, oops.

0:01:22.125,0:01:24.541
Was kind of dumb because I didn't know,
like, I was talking to the mayor,

0:01:24.541,0:01:28.458
but I think it was when you first,
just got elected into office.

0:01:28.458,0:01:31.666
And so, that was cool
because I know I shared

0:01:31.666,0:01:34.708
with my wife for the next few days,
I'm like, can you believe that?

0:01:34.708,0:01:38.125
I was just hanging out with the mayor,
and we just shook hands, and, you know,

0:01:38.250,0:01:41.250
I don't big old guy.
And I just didn't know.

0:01:41.291,0:01:45.708
And it was just kind of cool
that that that, you so approachable.

0:01:47.375,0:01:48.916
And I hope everybody feels that with you.

0:01:48.916,0:01:50.125
And I don't know that.

0:01:50.125,0:01:50.791
I hope so too.

0:01:50.791,0:01:54.708
Yeah, but but, to me,
that's was my experience is it was kind of

0:01:54.708,0:01:59.041
a, you know, we put our guards down
and and, you know, it's like a bromance.

0:01:59.458,0:02:01.625
Oh, bromance. Let's work on that.

0:02:01.625,0:02:03.875
No, no, I actually I'm just kidding.

0:02:03.875,0:02:04.666
I'm just kidding.

0:02:04.666,0:02:07.166

I actually think
thanks for saying all that. I.

0:02:07.166,0:02:10.541

We should have you on the show more often
just to help my brand. No.

0:02:12.958,0:02:15.041

That's actually the thing
that I love so much about.

0:02:15.041,0:02:18.041

The job is just being around
so many good people.

0:02:18.333,0:02:21.458

Because I didn't just film the people
that love the city and love the town

0:02:21.458,0:02:25.541

in the, in the, they get real energized
around doing hard work.

0:02:25.541,0:02:27.250

They get excited about Ogden.

0:02:27.250,0:02:28.750

Yes. Yeah. Yeah.

0:02:28.750,0:02:30.458

You and me both. Yeah, yeah.

0:02:30.458,0:02:33.791

And so if you can live here,
you should be excited about Ogden.

0:02:33.791,0:02:36.791

I know, but a lot of people,
I think, in the world, not in Ogden,

0:02:37.625,0:02:42.166

when they think about doing hard work,
you know, serving and giving.

0:02:42.166,0:02:43.541

And I think a lot of people

0:02:43.541,0:02:47.791

have a negative view of that,
but here it actually really inspires us.

0:02:47.791,0:02:51.166

It gives us more energy
when we when we give that kind of energy.

0:02:51.166,0:02:54.000

And and that's what I feel from you.
And I hope you feel for me. Yeah.

0:02:54.000,0:02:55.708

And I hope that others do too,

0:02:55.708,0:02:58.708

because that's my favorite part of
this job is everywhere I go, people

0:02:59.083,0:03:01.958

that talk with me,
whether they know I'm the mayor or not.

0:03:01.958,0:03:05.916

They give me that kind of an energy
and then it it really lifts my spirit

0:03:05.916,0:03:09.250

and I give more back, and then
they give more back to me in that.

0:03:09.791,0:03:11.916
And we we've talked about this
through the Ogden way.

0:03:11.916,0:03:13.208
That's what we call the servant cycle.

0:03:13.208,0:03:17.291
It's this virtuous cycle of energy
of giving and receiving.

0:03:17.291,0:03:17.708
Right.

0:03:17.708,0:03:17.916
You know,

0:03:17.916,0:03:21.291
and and it really gets back to the notion
that I was raised under with my mom

0:03:21.791,0:03:23.041
and my dad that said,

0:03:23.041,0:03:25.791
the most selfish thing you can do
is to serve others selflessly.

0:03:25.791,0:03:28.125
That's awesome.
And I see you doing that so much.

0:03:28.125,0:03:29.041
Isaiah. Yeah.

0:03:29.041,0:03:29.541
So much.

0:03:29.541,0:03:31.833
And to me
that's why you embody the Ogden way.

0:03:31.833,0:03:34.625
Yeah. And I don't think, I, okay.

0:03:34.625,0:03:35.291
You say that.

0:03:35.291,0:03:38.291
But to me
I feel like there's even more to do.

0:03:38.375,0:03:39.958
I don't know if that makes sense.

0:03:39.958,0:03:41.708
Because I hear you say that.

0:03:41.708,0:03:46.041
But then, like, I, you know, I have people
around me that I surround myself with

0:03:46.041,0:03:50.333
and I always share with them, like, man,
I wish I could do something more, right.

0:03:50.583,0:03:55.833
Like more and and, and you just sit there

0:03:55.833,0:03:59.916
and, you know, not struggle with it,
but you want to think about it.

0:04:01.541,0:04:02.291
Is it Adrian?

0:04:02.291,0:04:03.041

That kind of.

0:04:03.041,0:04:05.708
She really put it in the best way
possible.

0:04:05.708,0:04:06.416
Adrian Andrews.

0:04:06.416,0:04:07.416
Yeah.

0:04:07.416,0:04:10.083
She's the one that came up
with, the parking lot.

0:04:10.083,0:04:13.416
So when you have a thought,
you put it in the parking lot,

0:04:13.916,0:04:15.583
because in the parking lot,
you're going to.

0:04:15.583,0:04:18.125
You're going to go back to that parking
lot and you're going to address that.

0:04:18.125,0:04:21.708
So that's one of those things that then,
like I said, I wish I could do more.

0:04:21.708,0:04:23.166
What else can I do.

0:04:23.166,0:04:27.541
And you have to be careful
because you have to balance family

0:04:28.000,0:04:30.875
with your work, with community service.

0:04:30.875,0:04:35.666
And so there is a fine line that you kind
of have to, you know, be careful.

0:04:35.666,0:04:37.541
And we all struggle with it
from time to time.

0:04:37.541,0:04:40.916
My wife's always like, you know, don't
don't even think about work life balance.

0:04:41.125,0:04:43.041
You got one too. Yeah, I got one.

0:04:43.041,0:04:45.708
Is your???s an absolute pistol,
total, total.

0:04:45.708,0:04:47.708
throat puncher like mine? She.

0:04:47.708,0:04:49.958
I can't do nothing.

0:04:49.958,0:04:51.541
I always tell I can never do nothing.

0:04:51.541,0:04:53.583
And she goes. What? What do you mean?

0:04:53.583,0:04:56.083
I can never do nothing
because I always get yelled at something.

0:04:56.083,0:04:58.166

I think what she meant to say is
I can never do nothing, right?

0:04:59.375,0:05:00.125
Okay.

0:05:00.125,0:05:02.708
I left that part out.

0:05:02.708,0:05:03.625
Okay. No joke.

0:05:03.625,0:05:04.750
Give me the benefit of the doubt.

0:05:04.750,0:05:06.500
You can see how we get along.

0:05:06.500,0:05:07.291
No. Just kidding.

0:05:07.291,0:05:10.291
So the the thing about your

0:05:10.416,0:05:13.916
your service in Ogden
that I always been drawn to

0:05:13.958,0:05:18.750
is that I see the work that you put in
in your business and for your family.

0:05:19.583,0:05:21.000
I know how hard you work.

0:05:21.000,0:05:24.833
I know about the mindset
that you have around investing in yourself

0:05:24.833,0:05:26.333
and investing in your business.

0:05:26.333,0:05:28.375
You do that business with your family.

0:05:28.375,0:05:30.875
I love the mindset you have of like grit

0:05:30.875,0:05:33.875
and resilience of like,
we are going to be self-made.

0:05:34.500,0:05:37.208
That's very much an Ogden streak.

0:05:37.208,0:05:40.958
But then when I, when I see you
not at work, you're I.

0:05:41.208,0:05:42.541
Now I know why you're struggling.

0:05:42.541,0:05:44.166
What can I do more of?

0:05:44.166,0:05:46.541
Because being a connector
means helping people.

0:05:46.541,0:05:49.083
Yeah. Connecting.
And I have a lot of meetings.

0:05:49.083,0:05:52.541
In this job where people are struggling
to do the same thing.

0:05:53.000,0:05:56.041

And one of the most powerful opportunities
for my position

0:05:56.041,0:06:00.125
is to know
so many things happening in the city.

0:06:01.000,0:06:04.166
And I ask I ask Cindy, my chief of staff,
to help me keep track of those.

0:06:04.166,0:06:07.250
And she makes those connections too,
because we often run into somebody

0:06:07.250,0:06:11.500
who's looking for to help
and they want to help in a certain way.

0:06:11.500,0:06:12.125
And like we know

0:06:12.125,0:06:16.125
someone that needs that exact thing
and we do it all day, every day.

0:06:16.166,0:06:18.250
We're connectors connecting people, right?

0:06:18.250,0:06:20.000
You know, and I and you don't
I don't even know what.

0:06:20.000,0:06:20.708
You call connecting.

0:06:20.708,0:06:22.250
I call it networking.

0:06:22.250,0:06:24.541
Sure.
But you're networking by helping others.

0:06:24.541,0:06:25.208
By helping others.

0:06:25.208,0:06:30.166
And that's that's should be the objective
here is, is, is to help someone because,

0:06:30.541,0:06:35.791
you could have that connection
which has an answer.

0:06:36.083,0:06:39.083
But if you never open your mouth

0:06:39.083,0:06:42.958
and express that verbally,
that person will never be helped.

0:06:43.000,0:06:44.291
Never be helpful, never know.

0:06:44.291,0:06:49.208
And I believe this happened with, and,
correct me if I'm wrong.

0:06:49.208,0:06:50.583
I think Cindy was there, too.

0:06:50.583,0:06:53.416
We made a connection with a waiter

0:06:53.416,0:06:55.958
that was, that went through, and we.

0:06:55.958,0:06:59.250

I don't even know how we got
on that topic, but he gave us a story

0:06:59.708,0:07:02.833
of how you know,
he ran into some problems.

0:07:04.500,0:07:04.875
He ran

0:07:04.875,0:07:07.875
into a situation where he needed help.

0:07:08.083,0:07:10.625
And he was trying to fix that.

0:07:10.625,0:07:12.875
He was trying to make it better.

0:07:12.875,0:07:14.916
And then all of a sudden,
we all started like,

0:07:14.916,0:07:16.208
well, I know somebody that can do it.

0:07:16.208,0:07:18.125
And then Cindy jumped in,
and then you jumped in.

0:07:18.125,0:07:21.500
Hey, listen,
if you really want help, here's my number.

0:07:21.541,0:07:22.833
Yeah, here's my contact.

0:07:22.833,0:07:26.083
Or here's a person
that I want you to contact with,

0:07:26.541,0:07:28.000
and they're going to be able to help you.

0:07:28.000,0:07:30.833
The smile
on that kid's face from ear to ear.

0:07:30.833,0:07:33.041
And that just brings us back
to what you're just saying.

0:07:33.041,0:07:34.375
Connection, right?

0:07:34.375,0:07:37.375
We seen a problem. Not really a problem.

0:07:37.375,0:07:40.291
It was an issue that,

0:07:40.291,0:07:43.458
Cindy, I thought you thought we could help
this kid out. You.

0:07:43.458,0:07:44.500
My son was there.

0:07:44.500,0:07:46.125
I was like, oh, dad, if he needs.

0:07:46.125,0:07:46.833
I'm like, yeah, well,

0:07:46.833,0:07:50.791
let's see what they can do for him first
and then and but but I seen the,

0:07:51.250,0:07:54.375
the, the,
expression on this young man's face.

0:07:54.750,0:07:56.291
And just really

0:07:56.291,0:07:59.750
the sincerity of his confession
really sounded like a confession, but

0:08:00.041,0:08:02.916
but he was just talking to us, like,
if he knew us and we're like,

0:08:02.916,0:08:04.583
I know he's like, caught us off guard.

0:08:04.583,0:08:06.916
I???m in the middle
of eating my eggs, right.

0:08:06.916,0:08:07.583
I want to hear all that.

0:08:07.583,0:08:08.416
And I'm just kidding.

0:08:08.416,0:08:11.416
Well, that that is
that's a common mindset in America.

0:08:11.541,0:08:14.583
We don't slow down enough to listen
to each other and this young man.

0:08:14.583,0:08:19.625
So we're sitting there eating breakfast
and, he basically was like,

0:08:20.375,0:08:23.083
I have a misgiving in my life
and in my past, and it's keeping me

0:08:23.083,0:08:25.208
from serving my nation.
I want to serve my country.

0:08:25.208,0:08:26.750
That's what it was, right? Yes.

0:08:26.750,0:08:28.750
And we're like, well, tell us more.

0:08:28.750,0:08:31.416
And he told us what he felt comfortable
sharing.

0:08:31.416,0:08:34.666
And we're like,
and it was a now it's a barrier to him.

0:08:34.666,0:08:36.958
And he is he's
turning over a new leaf in life.

0:08:36.958,0:08:39.958
And he's like,
I've never been happier, healthier, etc..

0:08:40.500,0:08:43.208
And it's like, wow,
you're you're trying to make a big step.

0:08:43.208,0:08:45.416
You're trying to level up in life.

0:08:45.416,0:08:48.416

And we said, you know
I think it's possible we could help.

0:08:48.666,0:08:50.625
Yeah. And and you I think you were joking.

0:08:50.625,0:08:52.541
You're like I know the Mayor, like you do.

0:08:52.541,0:08:54.000
And he's right here. Yeah.

0:08:55.416,0:08:56.583
But but,

0:08:56.583,0:08:59.583
but what we also told him
was, look, we're not going to help you

0:08:59.583,0:09:01.000
if you're not going
to help yourself first.

0:09:01.000,0:09:01.750
And we got

0:09:01.750,0:09:04.750
we clearly got the sense that he was doing
everything he could for himself,

0:09:04.791,0:09:07.666
but there were certain things
that he just couldn't overcome on his own.

0:09:07.666,0:09:09.875
Yeah. And that is such a great example.

0:09:09.875,0:09:14.166
I'm glad you brought it up out of the way,
because you're connecting and.

0:09:14.166,0:09:16.208
Right. You know, you have to do the work.

0:09:16.208,0:09:19.208
But I think it's about it
all boils down to caring.

0:09:22.041,0:09:24.416
You can't be a human.

0:09:24.416,0:09:27.416
I don't think so
anyways, without caring about people.

0:09:27.791,0:09:30.791
And if you are human
and you don't care about people, then,

0:09:31.083,0:09:34.083
you know that that's that's
tough to live life like that.

0:09:34.125,0:09:37.791
Because I think, caring

0:09:38.125,0:09:41.125
about people really elevates your life

0:09:41.666,0:09:45.875
because, it takes you to a place
where it's foreign to you.

0:09:45.875,0:09:51.083
Because if you help someone and and
and the feeling that you get from that,

0:09:51.083,0:09:56.125

if you've never done it, it's foreign,
but it feels so awesome, right?

0:09:56.166,0:09:57.708
It feels so awesome.

0:09:57.708,0:09:58.375
Yeah.

0:09:58.375,0:10:00.541
So the feeling that you just mentioned is

0:10:01.500,0:10:03.041
people are like, how do you like your job?

0:10:03.041,0:10:05.500
Are you having fun? I'm like,
no, I'm not having fun.

0:10:05.500,0:10:08.500
There's nothing about my job at all.

0:10:09.500,0:10:11.583
You know what I do for a living, I'm
the mayor.

0:10:11.583,0:10:14.583
It's not fun.

0:10:14.916,0:10:15.916
But I had.

0:10:15.916,0:10:18.666
I had a career in wildlife, like

0:10:18.666,0:10:21.458
wrestling animals and tranquilizer crews.

0:10:21.458,0:10:22.541
And in the mountains.

0:10:22.541,0:10:25.458
Sleep on a picnic table
for an entire summers straight.

0:10:25.458,0:10:26.750
And getting paid well.

0:10:26.750,0:10:27.500
Not at all.

0:10:27.500,0:10:30.500
Oh, but that that was fun, right?

0:10:30.833,0:10:32.708
I threw your name out at,

0:10:32.708,0:10:36.208
we were eating breakfast at,
scramble here on 12th Street.

0:10:36.666,0:10:39.500
The young lady just graduated,
and she's looking for a job in the.

0:10:39.500,0:10:40.250
And I was like, hey.

0:10:40.250,0:10:42.875
Oh, yeah, we have,
that's another example.

0:10:42.875,0:10:45.000
Connect for something.
Constantly doing it. Oh, yeah.

0:10:45.000,0:10:48.333
But my point about fun is no,

my job is not fun.

0:10:49.041,0:10:51.083
It's actually even better.

0:10:51.083,0:10:52.333
It's fulfilling.

0:10:52.333,0:10:55.625
And so I have learned from life.

0:10:55.750,0:10:59.291
I'm not I'm not seeking fun in the,
in the things I do often.

0:10:59.958,0:11:00.625
I still have fun.

0:11:00.625,0:11:03.375
I go fishing
and I hang my buddies and stuff some.

0:11:03.375,0:11:06.333
But more, more often than not,
especially in this job,

0:11:06.333,0:11:07.583
I don't find myself having fun.

0:11:07.583,0:11:09.875
I find myself finding fulfillment and.

0:11:09.875,0:11:12.250
And the feeling is so different.

0:11:12.250,0:11:15.291
And it's it's like this, Cindy
and I talk about it.

0:11:15.291,0:11:16.541
It's like intoxicating

0:11:16.541,0:11:19.750
when you and the fulfillment happens
when you help someone do it.

0:11:19.750,0:11:21.458
Yeah, right. Yeah. Yeah.

0:11:21.458,0:11:25.208
And again, the virtuous cycle of energy
and giving the servant cycle.

0:11:25.750,0:11:26.375
Right.

0:11:26.375,0:11:29.250
So does it feel that good
that you could work for free?

0:11:29.250,0:11:30.541
Oh, 100%.

0:11:30.541,0:11:31.541
I just couldn't live.

0:11:31.541,0:11:33.750
I just couldn't live on that right.

0:11:33.750,0:11:36.000
No, but you hit it right on the head.

0:11:36.000,0:11:39.000
It's so, It's awesome.

0:11:39.166,0:11:40.625
It is just awesome. Now,

0:11:42.625,0:11:46.000
I also see, and I think we're in that day
and age of social media,

0:11:46.000,0:11:51.625
and you see all these things, it's like,
you see these kids, filming.

0:11:51.625,0:11:53.750
And I look at this
and I kind of look at myself

0:11:53.750,0:11:58.375
because my wife always reminds me too, is
they'll be filming, okay?

0:11:58.875,0:12:02.166
And they'll film this bum, Okay.

0:12:02.416,0:12:06.041
And they're offering them money
or whatever it is, you know,

0:12:06.333,0:12:07.000
and they'll take it.

0:12:07.000,0:12:09.791
And the bum goes,
what do you want me to do?

0:12:09.791,0:12:11.958
Like, I'm, I'm.

0:12:11.958,0:12:14.583
I have nothing but you??re filming me

0:12:14.583,0:12:17.541
for you, for your for your

0:12:17.541,0:12:20.916
for your for your brand, your
your brand for use, your clicks and so,

0:12:20.916,0:12:24.458
so she brought something, the other day
because she's my witness.

0:12:24.750,0:12:26.791
I will, bless people.

0:12:26.791,0:12:29.083
I call the I call it the word bless.

0:12:29.083,0:12:30.333
I will bless people.

0:12:30.333,0:12:33.333
Just spawn spontaneous truth.

0:12:33.333,0:12:34.208
Here you go.

0:12:34.208,0:12:36.791
Okay. I'm not filming it. No.

0:12:36.791,0:12:38.375
Sometimes she says.

0:12:38.375,0:12:41.041
Yeah, but why do you bring it up
sometimes that you do that?

0:12:41.041,0:12:43.625
I'm like,
you're right. If I'm going to do it,

0:12:45.250,0:12:47.291
I shouldn't, just do it.

0:12:47.291,0:12:48.625

Just do it to do it.

0:12:48.625,0:12:50.375

And so I get caught, you know?

0:12:50.375,0:12:51.916

I guess that's why we have a wife. So.

0:12:51.916,0:12:52.833

That's right.

0:12:52.833,0:12:54.666

Remember, you can't do nothing right?

0:12:54.666,0:12:56.625

And it

0:12:56.625,0:12:58.500

that you can't do nothing right?

0:12:58.500,0:12:59.958

Every time. How's that?

0:12:59.958,0:13:01.958

Sometimes we do wrong right?

0:13:01.958,0:13:04.625

Sometimes. Sometimes not very often.

0:13:04.625,0:13:05.500

Well, maybe for you.

0:13:05.500,0:13:08.291

Well, okay. Well, read social media.

0:13:08.291,0:13:09.791

Read social media,

I do stuff wrong all the time.

0:13:09.791,0:13:11.125

I want to I want to give you a minute to

0:13:11.125,0:13:14.208

to tell the community

the work that you do,

0:13:14.500,0:13:17.875

because you're the kind of person that,
I love to support.

0:13:18.166,0:13:22.000

Like, when I needed my windows tinted,
I immediately reach out to you right

0:13:22.791,0:13:23.333

when I need.

0:13:23.333,0:13:26.416

Maybe if I want a truck
accessory, you're going to be the guy.

0:13:28.125,0:13:30.458

And one of the.

0:13:30.458,0:13:32.541

You also own a barbershop.

0:13:32.541,0:13:34.875

Empire barbershop.

0:13:34.875,0:13:38.000

And and we'll get to that in a minute
but yeah.

0:13:38.083,0:13:40.916

Well don't you share with us like the work

that you do, the businesses you know.

0:13:40.916,0:13:41.416

Yeah.

0:13:41.416,0:13:44.708

So my wife and I own Rhino
Linings Ogden North Davis.

0:13:44.833,0:13:48.083

Okay.

We're located, 1575 West, 2550 South.

0:13:48.541,0:13:51.583

When we purchased this, business,
it was,

0:13:53.916,0:13:54.666

let's clarify this.

0:13:54.666,0:13:57.958

So I think this should be on everybody's,

0:13:58.125,0:14:01.125

list.

0:14:01.125,0:14:02.291

When you make a plan.

0:14:02.291,0:14:04.083

Make a Plan A.

0:14:04.083,0:14:08.916

Don't make a plan B, because what happens
is, if you make a plan B, you know,

0:14:08.916,0:14:11.916

you've got a, you know, a backup plan,

0:14:11.958,0:14:15.125

and you're okay with failing, not with us.

0:14:15.750,0:14:16.791

It was plan A.

0:14:16.791,0:14:21.166

We didn't plan anything other than plan
A, and we just said we're going to go.

0:14:21.708,0:14:25.666

And that's what we've done for 15,
16 months now.

0:14:26.541,0:14:28.666

That's what we've done. We just. We just

0:14:29.875,0:14:31.541

rubber hit the road and

0:14:31.541,0:14:35.375

we're just going and and,
we bought the company with,

0:14:35.375,0:14:39.666

two divisions, which was Rhino Linings,
which is a spray in bed liner.

0:14:40.041,0:14:43.625

Makes your bed more durable,
protects it from the elements.

0:14:43.625,0:14:47.541

But then we also had truck accessories,
which includes bed covers.

0:14:47.541,0:14:49.750

And then we've actually expanded that now.

0:14:49.750,0:14:54.291

So now we have, truck accessories,
but we do everything in truck accessories.

0:14:54.291,0:14:58.208

Like, if you can think it,
we can do it, or we can get it.

0:14:58.208,0:15:03.208

So we're talking from off road
to, lifting your truck.

0:15:04.250,0:15:08.041

From that we added PPF,
which is paint protection film.

0:15:08.208,0:15:09.625

For your vehicle.

0:15:09.625,0:15:11.875

When you buy a new car,
you can protect it.

0:15:11.875,0:15:13.875

We do tint, we do tint vehicles.

0:15:13.875,0:15:15.375

Tint recreational.

0:15:15.375,0:15:16.958

We do tint commercial.

0:15:16.958,0:15:19.500

We do details of exterior interior.

0:15:19.500,0:15:22.666

And then we do, minor, mechanic work,

0:15:22.666,0:15:25.750

which is your brakes, struts, shocks.

0:15:26.208,0:15:28.791

Anything minor we can fix. Oil changes.

0:15:28.791,0:15:33.625

So we've expanded that, business
into seven different divisions. Now.

0:15:34.375,0:15:38.541

So we like to classify ourselves
as the one stop shop.

0:15:38.958,0:15:40.500

The only thing we don't do
is rims and tires.

0:15:40.500,0:15:43.208

And you and I talked about that.
The margins aren't there.

0:15:43.208,0:15:47.833

We would love to, but, you know,
we know our lane.

0:15:47.833,0:15:49.375

We're going to stay in our lane
for right now.

0:15:49.375,0:15:51.416

And she tells me to
because I always have ideas.

0:15:53.000,0:15:53.375

Yeah, I

0:15:53.375,0:15:56.375

wake up in the middle of the morning,
and I just start just.

0:15:56.375,0:15:57.458

I got an idea.

0:15:57.458,0:16:03.208

I've surround myself with some very,
very good people that keep me grounded

0:16:03.375,0:16:09.125

because I like to share my ideas
and I get positive feedback, but I also

0:16:09.125,0:16:13.916

get feedback that is is very genuine
because they're looking out for me.

0:16:13.916,0:16:16.916

It's candid, very candid,
and they're saying, Isaiah,

0:16:18.291,0:16:19.875

I'm going to play devil's advocate here.

0:16:19.875,0:16:22.416

And then they give me a list
that I did not think about.

0:16:22.416,0:16:24.791

All I had was an idea.

0:16:24.791,0:16:26.333

I didn't think about all the other stuff.

0:16:26.333,0:16:30.041

And so I've got very good
friends, like, you know, I'm not

0:16:30.083,0:16:31.375

I don't want to mention it because.

0:16:31.375,0:16:33.791

And then I'm going to forget somebody,
but I do.

0:16:33.791,0:16:36.916

I have surround myself with some very,
very good people

0:16:36.916,0:16:38.333

that are very smart businessmen.

0:16:38.333,0:16:41.250

And they keep me grounded.

0:16:41.250,0:16:43.500

And so when I have an idea,
I, I take it to them and

0:16:44.750,0:16:47.000

I have to take it to the family now
because I'm grounded.

0:16:47.000,0:16:50.083

So we so so we have a family

0:16:50.083,0:16:53.083

board now, which is my wife,
my daughter Alyssa.

0:16:53.208,0:16:55.833

My son Isaiah and my son Eli.

0:16:55.833,0:16:58.916

So when dad has an idea,
I got to present it to the board,

0:16:58.916,0:17:01.666

and then the board decides

whether I'm going to do it or not.

0:17:01.666,0:17:02.541

Sometimes that works.

0:17:02.541,0:17:04.291

Sometimes that doesn???t
because I still do it.

0:17:04.291,0:17:07.541

But, yeah, that's beside the point.

0:17:07.583,0:17:10.666

But, so, so

0:17:11.416,0:17:14.416

in addition to all that,
we're adding another,

0:17:14.416,0:17:16.750

part to that puzzle at Rhino Linings,
because now

0:17:16.750,0:17:19.916

we have the rest of that building,
which has three bays in it.

0:17:20.958,0:17:24.291

We're bringing a, small mechanic shop

0:17:24.291,0:17:27.375

catered to the working individual.

0:17:27.375,0:17:30.333

What what that means
is, you're going to come into a room

0:17:30.333,0:17:33.958

kind of like this really,
really nice, homey atmosphere.

0:17:34.291,0:17:37.166

We have a place where
you can actually work on your laptop.

0:17:37.166,0:17:39.666

And it's very, I use the word swanky.

0:17:39.666,0:17:41.083

I don't know if you use that word anymore.

0:17:41.083,0:17:44.208

No, no, no, it's very it's nice,
like when people go in there,

0:17:44.208,0:17:46.791

they don't want to sit down on anything
like this. Too nice.

0:17:46.791,0:17:48.958

But we're like, no,
this is your waiting room. This is.

0:17:48.958,0:17:50.000

Where are you going to wait.

0:17:50.000,0:17:52.250

We're going to do your work for you,
going to get your all change done.

0:17:52.250,0:17:54.125

We're going to do your tint,
whatever it is.

0:17:54.125,0:17:55.583

And so we're excited about that part.

0:17:55.583,0:17:57.666

Hopefully we'll launch that here soon.

0:17:57.666,0:18:01.875
But that's the Rhino Lining side
which keeps us very busy.

0:18:01.875,0:18:02.958
And I think, you,

0:18:03.916,0:18:04.833
I, yeah.

0:18:04.833,0:18:06.000
Cindy.

0:18:06.000,0:18:07.208
Yeah. I love you, Cindy.

0:18:07.208,0:18:11.208
But, I've stood her up a couple of times
because I've just been so busy, and

0:18:11.208,0:18:15.083
and I've got people that work for us, but
sometimes that workload is so much that

0:18:15.083,0:18:16.375
I got to get it in there and work too.

0:18:16.375,0:18:17.208
That's why you've got dirty hands.

0:18:17.208,0:18:20.208
I got dirty hands, I've got, this is a
this is a working man.

0:18:20.208,0:18:21.916
This is. Yeah. This is, this is. Yeah.

0:18:21.916,0:18:24.458
I to say that I'm not.
But I am a working man.

0:18:24.458,0:18:25.041
I'll get in there.

0:18:25.041,0:18:27.791
I???I weld if I have to weld something.
If I have to.

0:18:27.791,0:18:31.416
Isaiah there's nothing to be embarrassed
or ashamed of.

0:18:31.416,0:18:32.166
That's.

0:18:32.166,0:18:35.166
That's the most admirable,
most respectful thing

0:18:35.250,0:18:38.250
that there is is, is someone that works.

0:18:38.416,0:18:41.333
That knows to work,
wants to work, loves to work.

0:18:41.333,0:18:43.583
I love it. Loves the grind.

0:18:43.583,0:18:46.916
But but we go back to I love the work
because with the gratification.

0:18:46.916,0:18:49.916
When you see
when I see the customer's face

0:18:50.416,0:18:53.375
and how they're, they're like,
thank you so much.

0:18:53.375,0:18:54.625
This looks so awesome.

0:18:54.625,0:18:56.541
And it's like, yeah, it is a lot of work.

0:18:56.541,0:18:58.875
And I don't even know
what went into it. Right.

0:18:58.875,0:19:02.541
But but again,
we go back to their expression

0:19:02.625,0:19:07.666
and how they, how they,
just how they express themselves to us,

0:19:07.958,0:19:09.666
you know, their gratitude of how,
you know,

0:19:09.666,0:19:12.666
we made their vehicle look or whatever
the case may be.

0:19:12.875,0:19:15.791
And that alone, again, we come back to.

0:19:15.791,0:19:17.625
All right.
So since I've been in your shop.

0:19:17.625,0:19:19.125
I can speak from personal experience.

0:19:19.125,0:19:22.416
So you can think of your
your business as a selling products.

0:19:22.416,0:19:24.333
Because you are
you're also selling a service.

0:19:24.333,0:19:27.291
Yeah, I've been selling those products,
providing for them.

0:19:27.291,0:19:29.416
The hardest thing to do with
some of those accessories is

0:19:29.416,0:19:31.083
make sure they all fit together,

0:19:31.083,0:19:32.916
because some of them are compatible
with others and are not.

0:19:32.916,0:19:36.583
But now it makes more sense to me
why you find so much joy in your business,

0:19:36.625,0:19:37.125
in your work.

0:19:37.125,0:19:40.458
It's not just,
selling things, it's serving people.

0:19:40.791,0:19:44.291
And I know how much you love the grind,
and I love that advice you gave.

0:19:44.291,0:19:45.625
Have a plan A, but not a plan B.

0:19:45.625,0:19:47.875
You basically said we're leaping.

0:19:47.875,0:19:52.583
We are, and we are relying solely on
ourselves and on each other, right? Yep.

0:19:52.875,0:19:56.125
In order to to succeed,
not just succeed, but to eat to.

0:19:56.208,0:19:58.708
Yeah. Everything. Every. We're.

0:19:58.708,0:20:01.625
And so we're all in the human spirit

0:20:01.625,0:20:04.583
that comes with
that is I have to figure this out.

0:20:04.583,0:20:07.541
You know,
we have to do it together or else.

0:20:07.541,0:20:10.541
And that's what you're saying. Yeah. Jump.

0:20:10.791,0:20:11.416
But jump.

0:20:11.416,0:20:12.500
But just figure.

0:20:12.500,0:20:15.125
And there's no pressure you
put on yourself when when that happens.

0:20:15.125,0:20:17.125
I mean, but you do it to yourself.

0:20:17.125,0:20:20.125
Now, in saying that,
you have to be prepared

0:20:20.333,0:20:23.875
because when you put that kind of pressure
on your shoulders, that's a lot.

0:20:24.083,0:20:24.500
Yeah.

0:20:24.500,0:20:29.666
But at the same time,
I think it's worth it.

0:20:29.666,0:20:33.916
But I say this to be prepared
because I hear a lot of people,

0:20:33.916,0:20:37.250
you know, I want to go do, I'm going to go
my on my own to do this.

0:20:37.708,0:20:40.208
Be careful what you wish for, okay?

0:20:40.208,0:20:41.750
Because I know how much work it is.

0:20:41.750,0:20:43.000
And I always tell people,

0:20:43.000,0:20:47.125

you say it tongue in cheek,
but think about all everything else.

0:20:47.291,0:20:50.375
The sacrifices
she knows I've sacrificed, you know,

0:20:50.375,0:20:53.375
not coming home at 5:00, cause
we close at 5:00.

0:20:53.458,0:20:54.583
So I've sacrificed that.

0:20:54.583,0:20:57.125
And so we stay till 7:00, 8:00.

0:20:57.125,0:20:59.666
Worked on the weekends, Saturday, Sunday.

0:20:59.666,0:21:03.625
Honestly, if you're not feeling that way,
you're not reaching or achieving

0:21:04.375,0:21:07.125
your true best, your best self.

0:21:07.125,0:21:09.833
If you're not feeling that discomfort,
that stretch, that pain.

0:21:09.833,0:21:10.791
Oh, yeah.

0:21:10.791,0:21:11.750
Very very good. Right.

0:21:11.750,0:21:13.458
And so look at that.

0:21:13.458,0:21:16.375
You know, as a mayor, I'm
not an entrepreneur, obviously,

0:21:16.375,0:21:18.916
but a lot of people are like,
oh man, I wish I was the mayor.

0:21:18.916,0:21:21.000
And I'm like, do you,
do you really do you?

0:21:21.000,0:21:22.666
Yeah. Right. Yeah.

0:21:22.666,0:21:24.375
I mean, I do obviously I love the work.

0:21:24.375,0:21:29.541
I've never this is the most
I've ever enjoyed my career ever.

0:21:29.541,0:21:30.333
That is awesome.

0:21:30.333,0:21:33.833
But do you realize what pain comes
with it?

0:21:34.666,0:21:35.208
Right.

0:21:35.208,0:21:37.708
Because you carry a lot of that with you.
Tons of it.

0:21:37.708,0:21:41.958
I mean, whatever businesses

or whatever Ogden business there is,

0:21:42.916,0:21:43.458

just to

0:21:43.458,0:21:46.458

for you to tell me that there's days
that you don't go home with it.

0:21:46.791,0:21:48.166

That's a lie.

0:21:48.166,0:21:48.916

Because I'm human.

0:21:48.916,0:21:51.583

Because you're human and you go home
and it's like,

0:21:51.583,0:21:55.041

I can only imagine what you go
because I go home with some stuff, too.

0:21:55.333,0:21:57.041

But you got a whole city.

0:21:57.041,0:21:58.625

Yeah,
we're talking about a whole city now.

0:21:58.625,0:22:00.750

You do have people that work for you,
and you do,

0:22:00.750,0:22:02.875

but you're still at the end of the day,

0:22:02.875,0:22:04.791

if something goes wrong,
who are they going to come to? You?

0:22:04.791,0:22:05.875

Not them.

0:22:05.875,0:22:07.416

They're going to call you. Actually,
you'd be surprised.

0:22:07.416,0:22:08.916

All the things I get blamed for.

0:22:08.916,0:22:12.500

I mean, people have challenges of their
just general life or their daily life.

0:22:12.500,0:22:14.750

And it's like, you know,
I can't even it's it's my fault.

0:22:14.750,0:22:17.875

And people tell you
I love to be. Do you?

0:22:17.875,0:22:20.500

It's like it's like someone didn't pick up
my garbage.

0:22:20.500,0:22:23.125

Your city, the city.
The mayor did not pick up my garbage.

0:22:23.125,0:22:24.625

Like, well,
did you put it out on the curb?

0:22:26.000,0:22:26.416

You know what I mean?

0:22:26.416,0:22:28.291
So there's a question. Yeah.

0:22:28.291,0:22:30.791
So what did you what's your role in this?

0:22:30.791,0:22:32.958
And I love the

0:22:32.958,0:22:35.416
I love this about you Isaiah.

0:22:35.416,0:22:38.375
You're all about like it's my grind.

0:22:38.375,0:22:39.625
It's my responsibility.

0:22:39.625,0:22:41.750
And you teach it to your to your family
your kids.

0:22:41.750,0:22:43.250
My kids my kids.

0:22:43.250,0:22:45.083
You surround yourself
with people like that too.

0:22:45.083,0:22:46.083
You introduced me to Jeremy.

0:22:46.083,0:22:48.375
He's a business man, but he was a beast.

0:22:48.375,0:22:51.041
Jeremy Park is a dog, right?

0:22:51.041,0:22:52.375
He's a he's a dog.

0:22:52.375,0:22:54.625
He's built
an incredibly successful company.

0:22:54.625,0:22:58.458
And he's so smart and never stops learning
so many lessons.

0:22:58.458,0:22:59.875
He's the kind of guy that shares with you.

0:22:59.875,0:23:02.791
Hold on. Let's
let me be the devil's advocate.

0:23:02.791,0:23:05.416
And he'll tell you, I think I told you.

0:23:05.416,0:23:07.208
Well, you were there when he.

0:23:07.208,0:23:09.166
I'm going to say what he called me,
but he called me a sentence

0:23:10.666,0:23:14.125
and, and and he goes, don't be that.

0:23:14.375,0:23:15.833
He goes,

0:23:15.833,0:23:16.750
go for it.

0:23:16.750,0:23:18.291
Yeah. What why are you even.

0:23:18.291,0:23:19.416

What are you thinking?

0:23:19.416,0:23:22.125

And I thought to myself, like,
you're right, that

0:23:22.125,0:23:25.041

okay, that is kindness, actually.

0:23:25.041,0:23:27.583

And that's.

You may not feel like it in the moment.

0:23:27.583,0:23:31.416

But yeah, he's sharing years of experience
with you.

0:23:32.208,0:23:35.250

He's also sharing
what he sees that you're not.

0:23:35.916,0:23:37.458

And it wouldn't be kind.

0:23:37.458,0:23:40.958

He wouldn't be a good friend
if he let you go on without, without that,

0:23:41.333,0:23:42.000

that advice.

0:23:42.000,0:23:42.333

Yeah.

0:23:42.333,0:23:45.750

What if you didn't take that leap
because he didn't say anything.

0:23:45.750,0:23:47.125

Because he was being kind.

0:23:47.125,0:23:47.666

Exactly.

0:23:47.666,0:23:52.458

No, being kind isn't avoiding what we know
a good friend should do right?

0:23:52.625,0:23:53.208

Exactly.

0:23:53.208,0:23:57.125

Kindness means saying, ???Isaiah
I love you, brother, but here's here's

0:23:57.125,0:23:59.333

what you need to check yourself.???

We don't even go for that.

0:23:59.333,0:24:01.041

We just went to just a visit.

0:24:01.041,0:24:05.041

I know I have it on the right,
but I got my windows tinted. We.

0:24:05.125,0:24:06.125

I met a new friend.

0:24:06.125,0:24:07.666

Yeah, I've actually since then.

0:24:07.666,0:24:08.291

I don't know if you know this,

0:24:08.291,0:24:10.541

but I've actually reached out to him

a number of times on,

0:24:10.541,0:24:12.666
on a number of questions
that I've had all night.

0:24:12.666,0:24:15.166
And he's been a really good
sounding board, he reflects back.

0:24:15.166,0:24:17.791
And I think,
I hope I've reflected back for him too.

0:24:17.791,0:24:19.666
Good, good. That's the mutual.

0:24:19.666,0:24:23.458
When I think that was one of those things
where, you were having an issue

0:24:23.458,0:24:24.583
with a certain project.

0:24:24.583,0:24:26.791
I was like,
hey, let's go talk to Jeremy, right?

0:24:26.791,0:24:28.875
You got to meet this guy
because he knows people.

0:24:28.875,0:24:32.208
Actually,
because of meeting with Jeremy Barker.

0:24:33.083,0:24:37.041
That was the beginning of a
of a complete strategic planning framework

0:24:37.666,0:24:40.166
for Ogden City, which was really the nexus

0:24:40.166,0:24:43.250
of the Ogden Way as a full framework
for the entire community.

0:24:43.250,0:24:45.625
You know, that. That's awesome.
I've actually never told that to Jeremy.

0:24:45.625,0:24:46.250
Did you know that?

0:24:46.250,0:24:47.083
I did not know that.

0:24:47.083,0:24:50.750
So because of that day that you introduced
me to him, the conversation that we had

0:24:50.750,0:24:54.708
and the conversations that followed was
when I brought in a third party,

0:24:54.708,0:24:57.625
we went through a strategic alignment
internally

0:24:57.625,0:25:01.083
and with the mission statement,
core values, things like that, alignment

0:25:01.083,0:25:04.750
across departments, a mission that aligns
with the vision for a broader city,

0:25:04.916,0:25:08.125

that is, and then the framework
of the Ogden Way that aligns

0:25:08.125,0:25:11.333
nonprofits and community members,
leaders, businesses, etc.

0:25:11.791,0:25:13.958
that which is the step we're on now. Yeah.

0:25:13.958,0:25:16.958
All of those are major steps.

0:25:17.041,0:25:18.166
Yeah. It's incremental still.

0:25:18.166,0:25:20.458
Yeah, yeah.
But still and this is progressing.

0:25:20.458,0:25:25.083
We talked about at the beginning
is, is is, any progress is good progress.

0:25:25.083,0:25:27.500
Progress
not perfectionist. I???m curious. Yeah.

0:25:27.500,0:25:29.625
What was it about that day,
that conversation.

0:25:29.625,0:25:31.375
Is it
just something that he said or something

0:25:31.375,0:25:35.000
that that or just something in your mind
listening to him?

0:25:35.125,0:25:35.750
What happened?

0:25:37.208,0:25:38.875
I don???t know we were in his boardroom.

0:25:38.875,0:25:41.666
He was showing me the war room,
the war room, the war room.

0:25:41.666,0:25:43.250
And he's got this Murphy door.

0:25:43.250,0:25:46.250
They got those doors,
you know, that's pretty cool.

0:25:46.583,0:25:49.583
But he was telling me about the strategic
process that they're going through,

0:25:50.083,0:25:53.375
and I remember
you were introducing me to to him

0:25:53.375,0:25:55.250
because there was an issue
that I wasn't needing help with.

0:25:55.250,0:25:58.375
He thought he could help,
you know, and really,

0:25:59.541,0:26:03.166
there's a solving the problem before you,
and then there's solving the problem

0:26:03.166,0:26:06.333

and the problems and the and the culture
and the structure and the mechanisms

0:26:06.333,0:26:10.041
and processes internally, etc.,
that led to that one problem.

0:26:10.541,0:26:12.166
And so you've got to address
the one problem,

0:26:12.166,0:26:14.458
but you always want to get
to the root of it.

0:26:14.458,0:26:17.875
And the root of it is more
of a cultural structural thinking around

0:26:18.500,0:26:21.541
how we operate here and how we don't.

0:26:21.750,0:26:22.583
Right, exactly.

0:26:22.583,0:26:25.583
And so what aren't we doing? Yeah.

0:26:25.583,0:26:28.458
And what are we doing
and what aren't we doing

0:26:28.458,0:26:30.958
and what should we
what should we be doing exactly?

0:26:30.958,0:26:33.041
But often in real life,

0:26:33.041,0:26:36.208
especially in this job where there's
so much pressure and so many hours.

0:26:36.208,0:26:39.000
So many moving
components. Right? So much conflict

0:26:40.041,0:26:40.375
that you

0:26:40.375,0:26:44.000
get wrapped around the axle
of the tyranny of the urgent right now,

0:26:44.333,0:26:47.333
and you never have a chance to back up
and look at the bigger picture.

0:26:48.041,0:26:50.333
And so since that time,

0:26:50.333,0:26:50.875
I've taken

0:26:50.875,0:26:54.375
a real structural approach of, of internal
and external leadership at the city.

0:26:55.041,0:26:55.750
I'm the mayor.

0:26:55.750,0:26:57.958
I'm responsible for both, ultimately.

0:26:57.958,0:27:01.166
But I have a CAO who now has

0:27:01.166,0:27:04.166

a really what we call down and in focus

0:27:04.375,0:27:08.375
an internal leadership,
executive level, leadership internal.

0:27:09.083,0:27:12.791
And I have I'm going toward
the external leadership in the community

0:27:13.291,0:27:18.125
and Mara Brown, my CAO handles the mission
of the organization.

0:27:18.166,0:27:18.750
Nice.

0:27:18.750,0:27:21.750
In the context of delivering on the vision
for our community,

0:27:22.041,0:27:25.791
I lead in the community
to find out what they need

0:27:25.791,0:27:29.750
to communicate what we do and connect
with her on the deliverance of that,

0:27:29.750,0:27:33.041
but also with nonprofits and partners
and businesses and community members

0:27:33.041,0:27:36.833
that can help surround us at the city
to deliver on that vision.

0:27:37.458,0:27:41.541
And so this is these were significant
realizations after meeting Jeremy.

0:27:41.541,0:27:44.125
And that's so cool again, but connections.

0:27:44.125,0:27:46.166
That???s the value of connections.
If we would have never done

0:27:46.166,0:27:49.250
that, like would we would
you be where you're at today?

0:27:49.250,0:27:50.625
But no, and I don't.

0:27:50.625,0:27:53.833
I'm a big, strong believer
in things happen for a reason.

0:27:54.166,0:27:58.041
There was and I shared this with
with very close friends of mine is like,

0:27:58.375,0:28:01.666
because they???re like,
oh you know the mayor, it???s like, listen,

0:28:02.541,0:28:04.750
I don't know why or how why

0:28:04.750,0:28:08.500
we crossed paths about a year ago,
maybe a little bit longer.

0:28:08.500,0:28:12.833
But, I always tell
people is it's been a blessing

0:28:12.833,0:28:17.625
because this guy is so down to earth
and, and and, the short time

0:28:17.625,0:28:20.125
that we've known each other,
we've always just kind of, like,

0:28:20.125,0:28:23.125
just hit it off, like, like,
you know, who would have ever thought.

0:28:23.125,0:28:26.833
But I always tell people I was like, dude,
I don't even know, I I'm just,

0:28:27.083,0:28:28.791
I'm blessed. I that's how I feel.

0:28:28.791,0:28:32.125
And I'm just so blessed
to have very good people around me that,

0:28:32.500,0:28:33.458
you know, I can call.

0:28:33.458,0:28:37.958
I think you and I have text a couple times
and, and it just felt made me feel good.

0:28:37.958,0:28:40.958
It's like I could just share something
with someone and not feel.

0:28:41.000,0:28:43.083
Yeah, we listen and we don't judge.
You've seen that?

0:28:43.083,0:28:45.041
Yeah. We listen and we don't judge.

0:28:45.041,0:28:47.875
So what you're explaining actually,
it is a blessing.

0:28:47.875,0:28:51.208
It's not just the Ogden Way,
it's God's way.

0:28:51.208,0:28:52.583
I know, I know that you're a man of faith.

0:28:52.583,0:28:54.583
Yeah, yeah, yeah. But we

0:28:55.750,0:28:58.125
all of these things that we talked about,

0:28:58.125,0:29:01.250
the values that we espouse,
the things that of grit and determination

0:29:01.250,0:29:04.125
and self-reliance
and looking out for each other,

0:29:04.125,0:29:06.500
supporting and providing for
and loving your family.

0:29:06.500,0:29:07.250
Right.

0:29:07.250,0:29:09.666
Also,
when you see someone in need of help,

0:29:09.666,0:29:11.500

we don't do it
because we need self edification.

0:29:11.500,0:29:13.375
It's not for our ego,
it's for it's for the sake.

0:29:13.375,0:29:15.250
We've been blessed to bless.

0:29:15.250,0:29:16.041
Absolutely.

0:29:16.041,0:29:17.291
It's for the sake of service.

0:29:17.291,0:29:20.250
Period.

0:29:20.250,0:29:22.333
All of those values
and the things that we do,

0:29:22.333,0:29:25.333
plus the vision and the mission plus the

0:29:25.958,0:29:28.666
aligning ourselves
internally, externally, etc.,

0:29:28.666,0:29:32.125
that's all what we call the Ogden Way,
the Ogden Way.

0:29:32.125,0:29:32.583
Right.

0:29:32.583,0:29:35.000
And in a lot of ways that's also God's way

0:29:35.000,0:29:36.666
and a lot of the ways
that's the right way.

0:29:36.666,0:29:39.416
The right way. However you live,
whatever you believe and aspouse,

0:29:40.375,0:29:41.375
that's the way.

0:29:41.375,0:29:42.125
Right?

0:29:42.125,0:29:45.125
And these are values
that we can all be better for.

0:29:45.250,0:29:45.875
Exactly.

0:29:45.875,0:29:48.625
Not just a better city,
not just a better mayor.

0:29:48.625,0:29:50.416
Right.

0:29:50.416,0:29:51.833
A better mankind.

0:29:51.833,0:29:53.000
Yeah, exactly.

0:29:53.000,0:29:56.750
And I'd like to say
and add on to piggyback to that is is,

0:29:56.750,0:30:00.291
I'm not perfect by any means, but.

0:30:00.291,0:30:01.458
I agree.

0:30:01.458,0:30:05.041
Well you, not so fast,
could???ve waited a couple more.

0:30:05.333,0:30:09.250
Just a little bit longer, but,

0:30:09.250,0:30:13.958
I always feel like there's room to grow,
and I make mistakes, and.

0:30:13.958,0:30:16.958
And sometimes I say the wrong thing.

0:30:17.750,0:30:20.750
I'd like to think it's not intentional,
because sometimes my my,

0:30:20.958,0:30:23.750
I just start talking
and sometimes, you know, I'm like,

0:30:23.750,0:30:25.375
maybe I shouldn't have said that,

0:30:25.375,0:30:29.333
this is not the right time, right place,
but I think as long as you recognize that,

0:30:29.916,0:30:33.708
in your conscience, you should have
a conscience that keeps you in check.

0:30:34.000,0:30:35.916
That's a good thing, right?
That's a good thing.

0:30:35.916,0:30:38.541
So I'd like to clarify that.
That I'm not perfect by any means.

0:30:38.541,0:30:40.083
I know that we all know.

0:30:40.083,0:30:42.375
Well, it's progress, not perfection.

0:30:42.375,0:30:46.583
But I know, but okay, what you just said
is what I call growth mindset.

0:30:47.541,0:30:49.416
When we talk about the

0:30:49.416,0:30:53.291
Ogden Way we we really focus on different
things, internal versus external, etc.

0:30:53.958,0:30:56.958
here at the city, we we actually talk
a lot about the growth mindset

0:30:57.833,0:31:01.083
because the idea is
that we're never done, never.

0:31:01.166,0:31:03.291
We're never at our best.

0:31:03.291,0:31:05.041
We could always be better, always.

0:31:05.041,0:31:08.541
And so we always want to strive
to be better.

0:31:08.541,0:31:11.541
And that sometimes requires
the discomfort we talked about earlier.

0:31:11.541,0:31:13.458
I mean, it requires it actually.

0:31:13.458,0:31:15.625
But also, you know,
what else it requires is it

0:31:15.625,0:31:18.625
requires grace for each other

0:31:18.875,0:31:21.875
because when you make a mistake,

0:31:22.250,0:31:25.666
if I, if I really focus on just a mistake,

0:31:26.250,0:31:28.916
look at all of the beauty of this man
that I'm missing, because.

0:31:28.916,0:31:31.250
Thank you. That. Yeah. I mean.

0:31:31.250,0:31:32.875
Oh, yeah.

0:31:32.875,0:31:34.416
Yeah.
I'm not talking about your money maker.

0:31:34.416,0:31:36.041
I'm not talking like
a money maker right now. But.

0:31:39.583,0:31:41.208
I'm just fishing for a compliment, man.

0:31:41.208,0:31:42.208
I know that
you're not going to do it for me,

0:31:42.208,0:31:44.875
but I know for me,
I know, but I'm working on.

0:31:44.875,0:31:47.875
Alyssa???'s over here, so you got you. No.

0:31:48.833,0:31:53.041
But my point being, the world
and in in what we try to do,

0:31:53.250,0:31:58.375
we always focus on the one misgiving
or the mistake or the or the flaw.

0:31:58.375,0:32:01.250
Like small business owners
have that mindset.

0:32:01.250,0:32:04.666
I'm going to tell you why McDonald's
can mess up your order one time.

0:32:05.333,0:32:07.375
You keep going back.

0:32:07.375,0:32:10.375
Small business owners mess up your order
one time we're done.

0:32:10.958,0:32:13.791
You'll never come back to us
ever, ever again.

0:32:13.791,0:32:16.708
And I think about that and I'm like,

0:32:16.708,0:32:18.833
you do understand what you're saying?

0:32:18.833,0:32:21.833
Like when a person says that to me,
it just recently happened to us.

0:32:21.958,0:32:22.458
Do you understand?

0:32:22.458,0:32:25.666
What you're saying is we only messed up
once and we try to make it right.

0:32:25.666,0:32:28.458
Oh, yeah. McDonald's messes up your order.
And you're okay with that?

0:32:28.458,0:32:31.583
You can go back tomorrow morning,
get another sausage McMuffin. Why?

0:32:32.541,0:32:34.458
We don't
know, because they're a big chain.

0:32:34.458,0:32:37.083
Do you know what I think? Oh. Go ahead,
you know, if you want to.

0:32:37.083,0:32:38.875
No no no no
I'm not. You going to tell me anyway.

0:32:38.875,0:32:41.125
So go.

0:32:41.125,0:32:43.125
I love you, brother.

0:32:43.125,0:32:44.041
So sorry.

0:32:44.041,0:32:46.958
I keep forgetting we're, like,
supposed to be serious. Okay. It's okay.

0:32:46.958,0:32:49.000
I don't even think the camera
just started yet, so we're good.

0:32:49.000,0:32:49.666
Okay.

0:32:49.666,0:32:52.041
In one instance,
McDonald's messed up your order.

0:32:52.041,0:32:55.083
Yeah, in the other instance,
Isaiah Salazar messed up your order.

0:32:56.125,0:32:58.458
And so I don't have anybody to blame

0:32:58.458,0:33:01.166
at McDonald's as a as a corporation.

0:33:01.166,0:33:01.958
As a corporation.

0:33:01.958,0:33:04.666
Okay. It's big it???'s nameless. Faceless.

0:33:04.666,0:33:05.125
All right.

0:33:05.125,0:33:07.958
Whereas Rhino Linings, it's Isaiah.

0:33:07.958,0:33:09.500
He's standing here now.

0:33:09.500,0:33:11.416
You know that makes sense. And so yeah.

0:33:11.416,0:33:14.416
And but it's also way more hurtful

0:33:14.541,0:33:18.083
that way so much
you would think that there would be less.

0:33:18.083,0:33:19.000
Yeah.

0:33:19.000,0:33:22.416
And it hurts honestly because,

0:33:22.416,0:33:25.458
we right away we, we go out of our way.

0:33:25.458,0:33:27.708
Okay. Make it right. Yeah. Exactly.

0:33:27.708,0:33:30.708
Exactly.
Not not because we messed up. Okay.

0:33:30.916,0:33:32.625
That's it was.

0:33:32.625,0:33:35.291
We made an error,
but we're willing to fix it.

0:33:35.291,0:33:37.125
We we're willing to make it right.

0:33:37.125,0:33:38.208
Whatever we need to do.

0:33:38.208,0:33:40.791
Because I believe
in as a small business owner,

0:33:43.875,0:33:45.083
it's tough.

0:33:45.083,0:33:47.583
It's tough. Like, it's tough,
but it's tough.

0:33:47.583,0:33:51.708
And we rely on, on, on, on people
coming walking through our doors.

0:33:51.708,0:33:55.875
And I think the only way we can,
we can keep them is by customer service.

0:33:56.125,0:33:59.000
We try to offer the best customer service
we can.

0:33:59.000,0:34:02.500
We'll bend over backwards, you know,
whatever we need to do to make it right.

0:34:02.500,0:34:05.875
And we compete against online
Amazon online

0:34:05.875,0:34:10.250
this online that we match that price,
we'll even install it for that price.

0:34:10.250,0:34:13.416
But I think it's
we try to go above and beyond that.

0:34:13.416,0:34:17.500
And I think that's what sets us apart
from a lot of these, places.

0:34:17.500,0:34:20.000
I, I'm not going to, you know, whatever.

0:34:20.000,0:34:21.916
People always say,
well, you got competition.

0:34:22.958,0:34:24.916
I'm my own competition.

0:34:24.916,0:34:25.833
Bingo.

0:34:25.833,0:34:26.958
I'm my own competition.

0:34:26.958,0:34:30.208
I don't I don't look at anybody
when we talk about these barbershops.

0:34:30.208,0:34:31.833
Well, you got this barbershop.

0:34:31.833,0:34:33.250
Doesn't matter to me.

0:34:33.250,0:34:35.666
We focus on our barbershops.

0:34:35.666,0:34:38.000
We're not focused on anybody else's.

0:34:38.000,0:34:39.166
We're not.

0:34:39.166,0:34:40.875
We're not going to bad mouth anybody.

0:34:40.875,0:34:41.333
Right, either.

0:34:41.333,0:34:43.291
And I'd like to add to that,

0:34:43.291,0:34:47.375
because we're a family owned business,
so my son actually owns Rhino...

0:34:47.375,0:34:47.833
Excuse me?

0:34:47.833,0:34:48.791
The Empire barbershop,

0:34:48.791,0:34:52.041
North Ogden and the Empire downtown,
which you need to come golfing.

0:34:53.041,0:34:53.541
It's open.

0:34:53.541,0:34:54.875

Okay, so

0:34:54.875,0:34:57.875

I feel like you've been sitting in my leadership team meetings because we have

0:34:58.375,0:35:01.000

all these same discussions. Yeah, exactly.

0:35:01.000,0:35:02.583

For getting better, but I enjoy that.

0:35:02.583,0:35:05.500

I enjoy listening to other people's perspectives and.

0:35:05.500,0:35:07.250

And what the what the city's going through.

0:35:07.250,0:35:11.000

A lot of people don't understand what is the city's growing and

0:35:11.291,0:35:14.291

and I'd like to add that if you live here in Ogden,

0:35:14.625,0:35:17.375

get off your butts and be a part of Ogden.

0:35:17.375,0:35:21.500

I don't know what you can do, but whatever you can, contribute,

0:35:21.500,0:35:22.458

contribute it.

0:35:22.458,0:35:26.625

We'll start by taking ownership and accountability on your own.

0:35:27.583,0:35:28.583

Taking out the garbage.

0:35:28.583,0:35:30.958

Yeah, yeah,

0:35:30.958,0:35:31.791

yeah, I don't know.

0:35:31.791,0:35:33.916

There's a lot of people to just blame other people for stuff.

0:35:33.916,0:35:35.750

It's so easy. And it's like, it's easy.

0:35:35.750,0:35:37.208

Oh, yeah, that's a nice easy.

0:35:37.208,0:35:38.625

I just blame you that I'm done.

0:35:38.625,0:35:39.875

Yeah. Off me.

0:35:39.875,0:35:42.791

So I get a lot of people frustrated with me

0:35:42.791,0:35:44.291

because I'm an elected official or politician.

0:35:44.291,0:35:47.916

And I'm certainly affecting

I have opinions around politics, around me

0:35:48.166,0:35:51.041
and at the national level,
but I'm not really affected by the outcome

0:35:51.041,0:35:53.250
because I have a mindset of like,
whatever the outcome is,

0:35:53.250,0:35:56.208
we are going to drive ourselves
towards success, period.

0:35:56.208,0:35:59.208
No matter what, no matter what what,
no matter who wins, I'm going

0:35:59.208,0:36:02.291
to find some way to win for our community.

0:36:02.708,0:36:05.291
And so that's just a mindset for,
I call it

0:36:05.291,0:36:08.291
a winning mindset or whatever
you want to, a growth mindset.

0:36:08.541,0:36:11.583
We need as much of that as possible
in this country right now.

0:36:11.958,0:36:15.125
And if there's anywhere
we can control more than ever, influence.

0:36:15.125,0:36:17.375
It's here in Ogden. Yeah. That's
why we talk about the Ogden Way.

0:36:17.375,0:36:20.958
And we have these conversations,
mindsets, everything.

0:36:21.375,0:36:23.708
Know, I just had a talk with my daughter
last night.

0:36:23.708,0:36:26.625
Like, remember,
we can't control what other people do.

0:36:26.625,0:36:28.541
We can only control how we respond.

0:36:28.541,0:36:30.541
Can only control how we think.

0:36:30.541,0:36:31.958
Think about your thinking.

0:36:31.958,0:36:35.000
That's what Jodi Brown
shared with us on another episode.

0:36:35.291,0:36:36.708
Think about your thinking, you know,

0:36:38.125,0:36:40.083
those things are hugely important
for success.

0:36:40.083,0:36:45.291
Huge and I just commend you Isaiah
for all the success you've had in life.

0:36:45.791,0:36:47.083

I know it hasn't been easy.

0:36:47.083,0:36:48.750

I know it hasn't been easy.

0:36:48.750,0:36:50.875

You've been through things
you haven't mentioned here that I know

0:36:50.875,0:36:53.875

that I've been through, too,
that were really, really hard on you.

0:36:53.916,0:36:54.708

Yeah.

0:36:54.708,0:36:58.416

And you didn't feel sorry for yourself
if you did for a little while.

0:36:58.541,0:37:00.250

But someone shook yourself out of it.

0:37:00.250,0:37:02.333

Or you shook yourself out, you know? Yeah.

0:37:02.333,0:37:03.625

And you just kept getting up.

0:37:03.625,0:37:06.291

You kept on grinding,
but you never stopped loving.

0:37:06.291,0:37:09.291

You never stopped
giving, never stopped serving.

0:37:09.541,0:37:11.625

Yeah. And here you are.

0:37:11.625,0:37:12.458

Yeah. I'm going strong.

0:37:12.458,0:37:13.375

A beautiful family.

0:37:13.375,0:37:16.500

Yeah, a business
that's on the rise.

0:37:16.500,0:37:16.875

Oh, man.

0:37:16.875,0:37:18.125

We're we're. Yeah.

0:37:18.125,0:37:20.000

You're hopping,
you know, we're going, we're going.

0:37:20.000,0:37:23.833

And so I get my haircut at the Ogden
Barber Company.

0:37:24.166,0:37:26.875

Aldine. He's going to be a, a guest too.

0:37:26.875,0:37:28.916

Oh, nice. He's a he's a self-made kid.

0:37:28.916,0:37:30.166

He's young.

0:37:30.166,0:37:32.041

Bright kid. Bright kid, great kid,

0:37:33.083,0:37:34.333

amazing thinker.

0:37:34.333,0:37:37.000
You know, very respectful, so respectful.

0:37:37.000,0:37:37.666
You know,

0:37:37.666,0:37:40.916
totally in the grind building himself
and building his business from this.

0:37:40.916,0:37:41.750
From scratch.

0:37:41.750,0:37:44.750
When I talk to him,

0:37:45.333,0:37:48.250
he's like I know Isaiah that guy???s like,

0:37:48.250,0:37:50.750
that guy's a big deal in the barber world
right.

0:37:50.750,0:37:51.333
Yeah.

0:37:51.333,0:37:54.500
And people say that I was like,
no, it's my son.

0:37:54.500,0:37:55.666
He's the one that does, you know. Yeah.

0:37:55.666,0:37:59.875
But you know,
I know my son, I, I just yeah, just here.

0:37:59.875,0:38:02.166
But then there's your nephew, Joe. Joe,
I met Joe.

0:38:02.166,0:38:03.666
Tailored Barber. Yep.

0:38:03.666,0:38:06.791
He invited me to the
his grand opening up on the north end.

0:38:06.791,0:38:08.583
He's got a shop in Roy as well.

0:38:08.583,0:38:09.166
Yeah, yeah.

0:38:09.166,0:38:12.166
My point being,
there's a network of barbers.

0:38:12.625,0:38:16.083
Yeah, right in this in the city,
you guys all root for each other.

0:38:16.916,0:38:18.958
We should be.
You should be rooting for each other.

0:38:18.958,0:38:20.791
All the one.
All the ones that you've talked to. Yeah.

0:38:20.791,0:38:22.416
Oh, yeah. Oh, always. Always.

0:38:22.416,0:38:24.250
And I think that's his in in anything.

0:38:25.208,0:38:26.583

Oh. You root for each other man.

0:38:26.583,0:38:29.583

Don't, don't you know if your neighbors

0:38:29.625,0:38:32.125

advancing or you know whatever.

0:38:32.125,0:38:34.458

He's being successful root for him. Right.

0:38:34.458,0:38:37.041

So what. Cheer em on.

0:38:37.041,0:38:38.041

Well that's a

0:38:38.041,0:38:40.041

that's a great way
to end our conversation,

0:38:40.041,0:38:41.791

even though I know
there's way more that we can talk about.

0:38:41.791,0:38:42.291

Oh man.

0:38:42.291,0:38:45.291

And we're going
to, you know, good shoot the breeze.

0:38:45.500,0:38:47.333

That's close one
I'll let you take me out to lunch.

0:38:47.333,0:38:50.333

I got you, bro. I'll take you to lunch.

0:38:50.875,0:38:53.875

Because we always finish our episodes
with a call to action,

0:38:54.958,0:38:57.083

I could
I got ten of them on my mind right now,

0:38:57.083,0:39:00.833

but I think that
one of the most important things right now

0:39:01.458,0:39:04.458

that we need to make sure that we do,
is that we give each other grace.

0:39:04.541,0:39:06.125

And if you're going
to have a growth mindset,

0:39:06.125,0:39:09.375

that means you're going to be stretching
and striving and trying to achieve.

0:39:10.500,0:39:12.166

That's the kind of life you should live.

0:39:12.166,0:39:17.125

You should feel discomfort, recognize it
and say, I'm not going to hide from it.

0:39:17.125,0:39:17.833

I'm not going to avoid it.

0:39:17.833,0:39:20.208

I'm going to lean into it
because there's growth.

0:39:20.208,0:39:24.000

And if you're hungry for growth, you
recognize pain and discomfort and stress

0:39:24.708,0:39:26.916
as something that you want
and that you need, you know,

0:39:26.916,0:39:29.041
and it makes it so much better to feel it
that way.

0:39:29.041,0:39:29.916
Right. Exactly.

0:39:29.916,0:39:30.541
I try to

0:39:30.541,0:39:33.958
and you have to take it, reminds me
if something's going really wrong or hard.

0:39:34.666,0:39:36.625
You're feeling it. It's hard to focus.

0:39:36.625,0:39:39.625
I know, but you got to be thinking I'm
about to have a breakthrough of something,

0:39:39.708,0:39:42.708
so keep going.
Yeah, right. Plan A. Plan A.

0:39:42.875,0:39:45.041
And as you're doing that,
you're going to make mistakes.

0:39:45.041,0:39:47.208
You know, that's the fundamental truth.

0:39:47.208,0:39:51.875
But but it builds character,
those mistakes build you.

0:39:51.875,0:39:52.250
Exactly. Help build you.

0:39:52.250,0:39:55.250
So so if you're around others
this is our call to action.

0:39:55.333,0:39:58.458
Recognize that they're living in there
and they're striving and achieving,

0:39:58.791,0:40:00.416
stretching themselves.

0:40:00.416,0:40:02.541
And if they make mistakes,
give them grace.

0:40:02.541,0:40:04.291
Help them recognize the mistake.

0:40:04.291,0:40:06.083
Help them recover from it.

0:40:06.083,0:40:08.166
But don't don't hang them for that one.

0:40:08.166,0:40:09.875
Don't be a stumbling block
for them. Right?

0:40:09.875,0:40:10.333
Yeah.

0:40:10.333,0:40:13.125

Don't make them think that
that's that's who they are.

0:40:13.125,0:40:14.208
It's just this one little piece.

0:40:14.208,0:40:16.166
What about in everything else?

0:40:16.166,0:40:19.500
Like, if you're living like
this or you know, anybody is

0:40:20.541,0:40:23.458
love the whole person, not this thing.

0:40:23.458,0:40:27.041
If you have a disagreement over something,
even if it's just a thought,

0:40:27.208,0:40:30.333
a philosophy or a decision or something,
you just fundamentally just disagree.

0:40:31.333,0:40:31.708
That's it.

0:40:31.708,0:40:32.666
And that's okay to disagree.

0:40:32.666,0:40:34.666
Don???t throw the whole person away
you know.

0:40:34.666,0:40:35.333
Right. Yeah.

0:40:35.333,0:40:38.125
That's
what if we will do that for each other

0:40:38.125,0:40:40.416
we will be better
not just individually but

0:40:40.416,0:40:44.000
as a collective of people
and therefore as a community of Ogden.

0:40:44.625,0:40:47.583
And that is a fundamental thing
about the Ogden Way.

0:40:47.583,0:40:48.041
Love it.

0:40:48.041,0:40:53.750
And you my man embody everything
about the Ogden Way right, you do it.

0:40:53.916,0:40:54.416
Thank you.

0:40:54.416,0:40:56.416
Thanks for being here. No thank you.

0:40:56.416,0:40:58.291
Yeah. Is. Is this.

0:40:58.291,0:40:58.916
It was awesome.

0:40:58.916,0:41:02.458
Thank you everybody,
for joining us on the Ogden Way podcast.

0:41:02.625,0:41:06.083
Thank you for listening,

learning and loving.

0:41:06.083,0:41:08.083
And let's go support Isaiah Salazar.

0:41:08.083,0:41:11.500
But if you need any truck accessories
or anything local company, anything,

0:41:11.583,0:41:14.250
one stop shop, one stop shop baby. Yeah,
I love it.

0:41:14.250,0:41:16.416
Okay, okay, until next time.

0:41:16.416,0:41:17.958
Thanks for,
thanks for being here with us.

0:41:17.958,0:41:19.791
And let's get out there and serve.