

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 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 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'll 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 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???.

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 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.