



Strategy Session Transcript 09/22/23

A handwritten calendar page for Thursday, 04. The page is divided into time slots with handwritten notes. A hand is visible at the bottom left, holding a white pen.

THURSDAY / 04	
12PM-2:PM LUNCH W/ ALLY @ NOSH	11:00 FEA
3:00-5:00 DRINKS W/ SAFAH + BACHAEL	
6:00-8:00 DRINKS W/ ALEXA @ CHARBAR	



Reyné: Right.

Jim: Hey, rock star. Hey, rockstar. What Yeah. Knocked it out of the park, didn't you Oh

Reyné: My gosh. It was such a great feeling. how one I'm prepared what, two years in the making and two, how well it was received. And, you know, I b CC'd in you on one of those letters that I think it said that it was the largest crowd ever.

Jim: Yeah. And it really was standing room only. And, they got 50 names for us to add. I'll, I'll just bulk add those for you. It's Oh, thank you. It's, it's quicker for quicker for me to do it. You've got enough things on your plate, and I'll have some spare time this afternoon to do that. so we should get back on schedule of getting a, like October's newsletter out the first week, because now you have all these fresh people and it would be great to get, in a week's time to get something right in front of them from you.

Reyné: That would be

Jim: Fantastic. Okay. So, so that being said, I just wanted to make sure I got that in. yeah, it looks like it was, really, really wonderful and you're absolutely right. And it's how, how appropriate, 'cause I'm gonna segue because you were at the university and, I don't know if you're not, but time flies and you are finishing your sophomore year and about, and hopefully about the start your junior year in, November. So if that's the case, I'll be invoicing you next month. Well, which, which is like a week away. I just want you to be prepared for that. Let you know that that was, that was coming. What's that

Reyné: we start in November, right

Jim: Yeah. So you get, so I invoiced the month prior.

Reyné: Okay.

Jim: October. Just so you,

Reyné: I'll be paying you in October, if that's okay.

Jim: Yeah. Whenever, you know, whenever it works for you. Sure. Yep.

Reyné: Okay. Excellent. Yep. Let's start with, old business. Mm-hmm.

Jim: .

Reyné: I have a, a few things. let's talk about Afia.

Jim: Yeah.

Reyné: Yeah. I wrote the letter, thank you very much for editing it. I wrote it and then a friend of mine said to me, 'cause I was commiserating with her, kinda like blowing off steam. She said, you know, I wouldn't



send that yet. And I said, well, why And she says, because, you know, if you send that, it may or may not end the relationship. Number one, you still need something from her. A few things like, the incorporation for the ninth core competency and just try to get more work out of her until the next time she asks for money.

Jim: that's, and then,

Reyné: And then the next time she asks for money, then send her, the letter kind of, you know, tweak the letter a little bit for the fitting times. But, what do you think about that

Jim: I have mixed feelings about it. The, the problem is this is dragged on and on and on, and the, and the priority right now is not ninth core competency anymore. It's now the A H W I, because it's holding you up severely on what you need to do to be able to get grants and, you know, work with the universities that you're working with and all, and get a membership site, you know, so you can start getting, funds rolling in from it. I don't think that, I don't think that it's, I don't, I

Reyné: Disagree with you because she has not reinstated, she has created a whole new identity under the same name, and she's incorporated the word ink after it. So we're up and running.

Jim: Wait, wait, wait, wait. So what's, what's, what's got the ink after it

Reyné: It, it's the Aviation Health and Wellbeing Institute. But now I noticed she put ink before it was just the Health Aviation Health and Wellbeing Institute. So now she's recreated the same 5 0 1 5 0 5 0 1 5 0 3 C. Yeah, it's 4 0 1 K. It's 5 0 3

Jim: For the state,

Reyné: For the, for the state. So the federal entity is the same. That has not been touched at all.

Jim: Okay. Great

Reyné: State. She, she has done her due due diligence and she has created a H W I again. Oh, I had to pay for it again.

Jim: How much

Reyné: Of \$75. Oh,

Jim: Okay.

Reyné: It's, I should be getting the \$75 back. So do I wanna be right Do

Jim: I want No, you don't. Yeah, you, you're exact, you're exactly right. If that's what's happening, then just hold off on sending that. I didn't, I wasn't aware that that was the issue, or that she'd already be begun to



rectify the, the damage that was done. Yeah, absolutely. Hold off on that. Yeah.

Reyné: The damage has been rectified, so to speak.

Jim: It's interesting that she added ink after it. It's very interesting. I wonder if she left that out in the initial filing and that's why it was rejected. Doesn't matter. Maybe. Doesn't matter.

Reyné: Doesn't matter. That Right. it's done. It's over with. I know what happened. We all know what happened. That's our little secret that we know what really happened. And all these amendments that she says that are coming are coming and coming, they never came. I texted her, I said, Hey, there's no amendment here. She says, okay, I'll take, I'll text, I'll reach out to the state again and ask if they could fax it to me. Well, why the hell didn't you do that to begin with

Jim: Yeah, yeah, yeah, yeah. All right. So let's your Yeah. Your friend is absolutely right. I wasn't aware of that, that you'd already started the process a second time. Mm-hmm. . Yeah. Yeah. Just let it ride for right now. Hold that and hold that in a obedience and use that as you're sore to kill off the relationship down the road if you, if you need to. You may never need to. I mean, maybe this will get all resolved and you won't need your services anymore.

Reyné: no, I don't wanna deal with anyone that I have to watch that has lied to me, has not been true to her profession and her, what she represents. no, I, I think I'll just fade it out. Yeah. You know, the work that she has done for me already, is back on track, still waiting for the, the, the copyright. Mm-hmm. . so once that kind of resolves its all self, then I'm really done.

Jim: Yeah. You really don't have to worry about it after that point. There's not an ongoing use for her. No. Other than, other than these, these items that she's already started to Correct. All right. Good. Did she give any , I hate this, I hate to ask this question. Did she give you any idea of what she thought this new corporation would get, would go through

Reyné: It's already, it's done.

Jim: Oh, wait. Oh yes. Oh, I wasn't, okay.

Reyné: Okay. Yeah, I sent you all the new, documents sometime. You probably filed them and you've been so busy that you haven't been able to, you know, just really think about it. So let me go back here and I'll show you here. Afi, lemme, and if you don't have these afia, send Gupta and Docs amendment status, new. Okay. Okay. Here we are. Ready Yeah. Share screen and let me know if I shared this with you. Okay. So here it is. I see it. Okay. what

Jim: Was

Reyné: The date And the title of it is New Non-Profit talk Docs.



Jim: What was the date What was the date

Reyné: 8 21. I'll, I'll, I'll send this whole email over to you. So there, here, no,

Jim: No, no, that's okay. Hang on. I'm looking for, I'm looking at eight, eight

Reyné: Jersey.

Jim: I don't, I have a, I have emails from you on eight 20 and 8 22, but I don't have any, I don't have this, I don't have that email.

Reyné: Okay. Then, I,

Jim: That's why, that's why I was confused. That's

Reyné: Why you were . There was a, a hole in the loop.

Jim: Yeah, yeah, yeah, yeah. And to go with match the one in my head. So that's all. Well,

Reyné:

Jim: Alright. Right there. Okay. So, okay. So that's done.

Reyné: We're up and running. Yeah.

Jim: Okay.

Reyné: I'll just send this over to you, just

Jim: So Yeah, I'd like to have it. I'd like to have it in your file.

Reyné: Yeah. Thank you. New,

Jim: Well, that's terrific. Shoot, that's a month ago. I, yeah, I mean, when you,

Reyné: Well, when she reached out to me and said we're, you know, the expungement, she and I said, Hey, this, this, this isn't going to fly because I'm already working with ss I u with That's right. This grant. And if they check to see if I'm incorporated in New Jersey, which they probably wouldn't more so they would check if I w still, I, if I had a, 5 0 1 C three.

Jim: Yeah. Valid filing with the federal government, right Yeah. Uhhuh.

Reyné: so she quickly went ahead and went in for \$75 and recreated. I don't, I,

Jim: Wow.



Reyné: I keep saying reinstated, but she didn't reinstate. Yes. She actually created a new entity.

Jim: Yeah. Yep, yep, yep, yep. Okay. So, all right. Yeah, no, I, I, I, yeah, I'm sorry that I didn't have,

Reyné: I

Jim: Apologize. I didn't have that, and I guess I didn't understand that it had already been corrected. So that's why when I wrote it, I wrote it a little firmly because I thought, well, crap, you know, now we gotta go through this whole process a second time thing. Yeah. Okay. So that's done. Okay,

Reyné: So that's all,

Jim: All right. So, sure. What, are you still waiting for her to, to do Nothing.

Reyné: I'm waiting for her to send the amendment and she can't send the amendment

Jim: Isn't one,

Reyné: Physically, and, because if she sends the amendment, then it'll say if it was administratively expunged. Yeah.

Jim: No,

Reyné: It was a third party. And at this point we know it wasn't a third party. It wasn't candy.

Jim: Yeah. And so all the, and that's the other part of this too, is, all the paranoia about candy goes away that evaporates. But you know what, it, I don't blame you for having that, having that first reaction. You know, I thought it was pretty unlikely that she would do that, because as we discussed at the time, it would be a criminal thing to do.

Reyné: Right. Right. Exactly. Okay.

Jim: All right. So, good.

Reyné: So that's off my list. next thing, that's the old stuff. Let me see, you already addressed the email list for O S U, so that's good. Also, we're onto the new stuff now, but since we're on the subject of O ss U, what I thought I could do, and I need your thoughts on this, is to create, out of my phone, create a video slide with music and send it to you. So you could put it on my website.

Jim: Yeah. Oh, yeah. Because you could take static photos on your iPhone and Right. Stitch them together and put a little soundtrack underneath it. Right. Yeah. That would be terrific. Okay. That, that, that only takes a few minutes. Yeah. Wonderful.



Reyné: And, and on that note, you said that in, I totally get it. You've been so super busy. just revisiting all those good photographs that we got from Alta in Santiago, Chile, we were going to do the same thing, make a reel of that. So what I wanna do is make a reel of the Santiago Chile event, make a reel of the O ss u. So we have many of these, because we have not, I have not been able to secure any video just because no one's there taking videos anymore. And I don't have the funds to hire myself.

Jim: No.

Reyné: You know, a videographer that he could follow me around. So until that, until I hit the lotto or something else, big happens. And it's not if it's when,

Jim: Right.

Reyné: we're, you know, I thought these homemade videos with the music would suffice.

Jim: That would be, that would be great. That would be great. And I'm trying to think how we wanna present it. we should probably put front page is getting crowded, but we got some space down towards the bottom that we can remove, I think. how

Reyné: About right after Under Fox

Jim: Yeah, that's what I was thinking.

Reyné: Yeah, because we have that,

Jim: Can we have put an, well, the, I wanna make sure it gets balanced. 'cause right now that will make that right hand column bigger than the left hand column. It'll stretch the left hand column down even more with all that white space. Let me play with the, I'll play with the format. I'll make it work. Okay. I'll make it work. I think what I'll do is I'll take, leave the first video next to the testimonials, and then put the other two videos right underneath it side by side. That will balance the, the page, I think. and I'd like to also put like a, a press press for more kind of thing that will take them to, and I don't know if we want a separate page now for past events or if we want to have it, be on the media page or a link off of the media page. I, I, I'd like, I mean, I like, I think we have some space towards the bottom of the media page. It's not, that page isn't too long at the moment. I'd like to have some representative things like that. and as I mentioned, I want to make sure that testimonial, that's like the most powerful testimonial I think you have right now.

Reyné: Yeah.

Jim: Don't you I mean, it was,

Reyné: I do, I do. Yeah. It was, it, it was pretty good. Let me show you, and I know I've showed you this in the past. I kinda like what, Karen has going on here. I, I really like the font. And here she has all her badges



of honor. Yeah. and then she has these three reels right here. I was thinking, make it nice and simple like this. Mm-hmm. , give it a solid background mm-hmm. and just put the three reels. One of me in Santiago, one of me at o Ohio State. And then, let's see, I have another one coming up, I think at Nafi in, in October. And we could put that here.

Jim: Okay. Or, or, or we have, what about using your, Kent State photos

Reyné: You know, we, we can certainly do that. but those were what, a year or two ago Doesn't

Jim: Matter. Doesn't matter.

Reyné: and we, I, yeah, we do have maybe five or six. I don't think I have as many as I do for Ohio State.

Jim: Okay. No, probably not. Okay. But you had, you had, you had enough, I think if you wanna have three, I like, I like this layout. I like the three smaller videos. And then when you click on 'em, they, when you click on 'em, they go, pop up. Is that what, what happens Yeah. Watch.

Reyné: Yeah. Please put

Speaker 4: Your hands together for our opening.

Jim: Oh, no, they don't. They stay static in that size. Yeah, they do. Okay. The world is changing. Oh, okay. So tell me, what would you rather do Would you, boy, it would be great if you could just get somebody to record.

Reyné: I know. I, I know, but, oh,

Jim: Gosh. I know, I know. It's like,

Reyné: Just not now. So the only thing we could do is create this illusion and

Jim: No, but that's all right. It's, it's, it's good. It's good. and, I could, I could create a, no, I don't, I'm just trying to think. I'll take a screenshot to create, to create this. what she's got is she's got a, an image that is representative of the video that when you click on it, the video starts. So do you want it to be a, like this where it's just plays next to the other two Or do you want it to pop up and play Oh, no, I think a little,

Reyné: I think it's just fine like this. Okay.

Jim: Alright. That's, that's a simple thing to do then. Yeah.

Reyné: I, I think it, I like the cleanliness. I love the sophistication of it. make a note of the font. I really like it. And watch Karen in action. I think that would be a,



Jim: Yeah. We, we actually used a similar font on your, we did media on your media kit.

Reyné: We did. Yeah, we did. So just keep that in mind.

Jim: I like it. And

Reyné: As we go down, you see how it goes from a color background Yeah. To a white background. And it gives the illusion that, you know, okay, we're starting something totally different. Yeah. Uhhuh .

Jim: Yeah.

Reyné: and here, you know, I mean, and then she interesting enough, even though she has all these accolades up here, I was thinking maybe we can do something like this. More testimonials are underneath. Well,

Jim: I'll tell you what, brilliant minds do think a lot. 'cause that's exactly what I was thinking when, when you just got that one. And I was thinking, 'cause I've been struggling with a way to get, I really wanna get rid of the, of the carousel of testimonials. Mm-hmm. , because you have too many of 'em now. Right. It was fine when you had two or three, but now, you know, look what you got. Yep. Okay. And

Reyné: Look at all of this.

Jim: I've got, I've got her page saved. So we'll model that. Good. Yep.

Reyné: Exactly. And

Jim: We'll model that, by the time we call next Thursday

Reyné: Mm-hmm. ,

Jim: We'll have that done for you.

Reyné: Well, I think this is perfect. We go from three different ideas Yeah. To the videos, to some leadership articles. We could even put some articles out that I have already published. Or, maybe here's where we put the articles that you have on the banner, you know, new articles mm-hmm. that we could take the last maybe three that have made headline news.

Jim: Yeah.

Reyné: And then just go right into the testimonials. Maybe starting off with, I'm going to ask Ohio State for a testimonial. but until then, we could maybe put Altas up here since his was the home run.

Jim: Well, it wasn't the, wasn't the one you sent me this morning that was from Ohio. That was from Ohio State.

Reyné: No, I didn't send you a testimonial.



Jim: Yeah, you sent me that email that he, that email that he sent you. Yeah.

Reyné: But that was, that's a

Jim: Testimonial,

Reyné: You think

Jim: Oh, God, yes. Oh,

Reyné: Okay.

Jim: Yeah. It's powerful. I just have to take, yeah. I think I'll just take like the, I think there was two or three. Let me just go, let me bring it up. 'cause yeah, yeah, yeah, yeah,

Reyné: Yeah.

Jim: I mean, holy cow, what a wonderful event last night. Broke the records, to my knowledge, et cetera, et cetera. That's, that's a great, and it's great in, in terms of length, it looks like it would fit in almost exactly like, Christian. Christian, no. Here. I think it would fit in a similar kind of size. We just gotta get a picture of him.

Reyné: Mm. Okay. Good.

Jim: Pat Patrick Gallagher.

Reyné: Yeah. Patrick Gallagher.

Jim: He, and he must be on LinkedIn. That's where

Reyné: Oh, yeah, he's on LinkedIn and all those other social medias.

Jim: That's where I usually get the photos from, from LinkedIn. Okay. So I

Reyné: Think if we start off with a big one like this from Alta and then click more testimonials and then have them all listed, I think that would be very handsome.

Jim: Do you want, okay, here's the thing.

Reyné: And it would be less clutter.

Jim: Yes, it would. Absolutely. And I think, but I, I think maybe you, I would, I would use the Ohio State one and then have it go to more testimonials and have Alta be the first one.

Reyné: That's fine. What Yeah.

Jim: . Yeah, because it, because Altas, Altas would be too long for that purpose.



Reyné: Y you don't think Altas oh, okay. So you think Altas would be longer than this

Jim: Oh gosh, yes. Okay. Yeah. That's fine. Yeah. That's, that's why it stretches out on your website. That's why it stretches out that whole box, because it's so long and every bit of it's good. Alright. So what we're gonna do is we're gonna do something like that. We're gonna fix those three videos. Mm-hmm. . we're gonna incorporate that font. my only concern is it's gonna be the only place we're using that font. So maybe we need to use that font in a couple of other spots too, just so there's some continuity.

Reyné: Yeah. We can tra Oh, we, we can transform it as we see fit. You know, every time something pops up, you'll have that in the back of your mind. You'll say, oh, this is a good time to change the font from Roman, Roman to whatever this font is. If

Jim: It's used for, if it's used for, your testimonial stuff, that's fine. 'cause that's continuity right there. Right. Go back down and click on one on that testimonial where it says more.

Reyné: Sure.

Jim: Thanks. I just check the U R l. Okay. Yeah. So she has a page, call it testimonials. Mm-hmm. That's what I think we should do.

Reyné: Yeah.

Jim: And we'll have a link on the media page as well that will go to testimonials. Mm-hmm. . Mm-hmm. . I think what we'll do is, we'll, yeah, I think

Reyné: That Oh, oh,

Jim: Oh, oh, oh, oh. I just thought what this is, this is great. So, we will have a page called testimonials On testimonials. We'll use Alta with a more button that goes over to this page. So go, go to your, P two W site.

Reyné: Hold on.

Jim: Don't know how you keep track of all those things.

Reyné: I know. It's, it's

Jim: . Whatever works.

Reyné: I know, man. It's, it's part of the a I think a d d thing going on. I must have, oh, I,

Jim: I just, I am just like over the top of, of the, the progress you're making. Absolutely thrilled.



Reyné: So I thought maybe we can use this. I, I don't know, maybe we can take a break and put my picture from K D K A C B S right here. Mm-hmm. .

Jim: Yeah. That'll freshen it up a little bit. Yeah.

Reyné: And then take this,

Jim: That we wanna keep

Reyné: That's upcoming events. Yeah. Yeah.

Jim: I've gotta, I've gotta change that for you now. yeah. So that, I'm gonna take that off where all that testimony stuff is right now. Right. What people are saying. I'm gonna take that off there. We're gonna use your Fox News video, and we'll use those two videos you're gonna sh send to me. We'll use those as three across. Okay. Okay. Then go back and we'll put, talk Pittsburgh up where that top one is now, and I think we'll move that video to about, or, or one of the other pages.

Reyné: Okay.

Jim: All right. So, that would key.

Reyné: Now you need to do anything with this here. Do you still like this continuous loop

Jim: Yeah, I can add. Yeah. Yeah, I think that's good. It's getting, you know, I added a couple new ones to it. I added the K T L A or whatever it was.

Reyné: K dk. Yeah, KK c That's what we, what we really wanna do is do C B s because that's, that's

Jim: What that I added Alta and I added C B s.

Reyné: Okay.

Jim: Hopefully. And

Reyné: Now we have to add the Ohio State. Yeah.

Jim: N B C was the Chicago one, right

Reyné: N B C was the Chicago. Correct. Yeah. And do you think we should do Oshkosh 2023

Jim: Yeah. We should refresh that. Mm-hmm. You could send me this video, right

Reyné: The video for

Jim: And I, the video that you're doing that we're recording right now. And then I'll transcribe it. Okay. I thought I put, Hmm. Oh, I didn't, I thought I put C B Ss there, but I will.



Reyné: Yeah. Okay. So make, I'll make it.

Jim: Yeah.

Reyné: Okay. So then that's a great segue into, A H W I website. And as you read on the letter that I sent that you have done an it's down outstanding job. I sent that letter to Loretta, and Thanks. It's be, it's really, really impressive.

Jim: Oh, thank you.

Reyné: B A H W I. If I had, if I had what, what the heck B a.org. Okay. Do you see this This is a little dark.

Jim: Oh, I made it. Yeah. I made it dark on purpose. It is just a filter over it so I can lighten it up however you want it.

Reyné: Yeah. Yeah. Let's lighten it up.

Jim: Do you want it to just be like, no filter at all Yeah. Okay.

Reyné: And because we have, I love how we kind of feather right into the next, I love all of this. It's really interactive. It's moving. I, oh, and I love all of this, how it just pops up. Now, can we use any of the, Ohio State

Jim: Yeah, absolutely. Yep. In Nancy Yep. Yep. Yeah, because all three of these came from Alta. I'd like all three to be, I'd like them to be from different places, actually. Right. You know, one from each. but I'd like, I definitely wanna keep the, the one that's up on top. But I think what we'll do is move that to the middle position so it's bigger. So you can see that it's the 12th A L T A, 'cause it's an international event. Mm-hmm. , the, you know, the audience, the engaged audience. We can replace that engaged audience with the audience from Ohio State showing standing room only people in the back. Mm-hmm.

Reyné: .

Jim: I like the bottom one, because that's a panel.

Reyné: Yeah. I like the bottom one. And I like this one too. And the reason why are, these are adults. Uhhuh, . I, I, I, I want all to convey that not only am I focused on university and colleges, but I have the attention and the esteem of my colleagues.

Jim: Okay. So let's just, if, if it's okay with, well, no, we gotta leave it this way, then mm-hmm. , just leave it as, leave it as it is. The reason, slide up a little bit. because you don't wanna have like three people on a panel down there, and then have the four of you in the middle that, that won't look good. This looks good the way it is. It does. And I like the bottom one, by the way, the bottom picture, the way that's cropped mm-hmm. is perfect because it says performance and safety. Yes. And you do see Alta, but it could be Delta. Mm-hmm. .



Reyné: Mm-hmm. . Mm-hmm. .

Jim: Anybody asks, I wouldn't even, you know. Oh yeah. That's, that's when I was at Delta .

Reyné: Although these three people are the same people that are in this in

Jim: Yeah, I know. But that's why I sep that's why I separated them, but that's all right.

Reyné: Yeah. Yeah. So anyway, that's my thoughts on this. If we could use any of the Ohio State, and if we can, where do you envision that

Jim: well then in, if that's the case, let's, let's use, let's,

Reyné: Can we add just Ohio State right here

Jim: Fourth one We'll screw up the balance. Okay. what if I replaced one of the two smaller ones with, with Ohio State

Reyné: What do you think

Jim: I don't

Reyné: Know. I, I like the way it is right here.

Jim: I do too.

Reyné: Yeah.

Jim: All right. let's put

Reyné: That aside.

Jim: Yeah.

Reyné: Okay.

Jim: so, yeah. Now that brings to mind another idea, though. we can have, separate like college focus versus, industry focus. Right So we could have like a page that's like a split college and or university, and I gotta get, I'll have to think about that.

Reyné: Or, or what else we could do is, you know, depending what my, who my audience is on our one, on my one sheet, I could title each of these speeches and give a little clip of what they're about. Then use maybe Ohio State under one line, a quote, a testimonial, and then show the pictures, the loop pictures, and the music for Ohio State. And then have another title for my talk to

Jim: Alta

Reyné: Alta. Mm-hmm.



Jim:

Reyné: On burnout.

Jim: Mm-hmm. .

Reyné: And have a few pictures in revolving. 'cause we have many pictures. Good, good pictures there.

Jim:

Reyné: So Ohio State Alta, and then I wish I, a woman's group. The only women's group I talked with was in Los Angeles. Los

Jim: Angeles, yeah. Mm-hmm. . And,

Reyné: And

Jim: I wonder you had, you have a nice quote from her.

Reyné: I do. I have a nice quote from her. And maybe I could even get more pictures, because she said she was gonna send me more pictures, but I don't know if I ever received them.

Jim: All right. Yeah, do that.

Reyné: Okay.

Jim: okay. What else you have

Reyné: That's all I have on my list. I have them all checked off.

Jim: Okay. We'll go to my list then. Yeah. .

Reyné: Oh, one more. One more, one more. Sorry. Billy, the kid, the reason I'm asking you to capture these, these

Jim: Domains.

Reyné: Domains, thank you. is Billy and there's enough, and I'm not complaining. I'm not jealous. There's enough. There's plenty. But Billy has asked me to evaluate, well, this is evidence, but he has shifted his focus from health to mental health. So he's kind of in my campus. Mm-hmm. . And one can argue that mental health is health. So he has shifted his focus. And the evidence of that is not only he, has he been going around talking about aviation wellness. he asked me to evaluate a study. It came, it finally came out, and he had renamed the study, mental aviation, or let's see, aviation,

Jim: Health and

Reyné: Mental wellness. Okay. And I evaluated and I said, Billy, this was not the name of the research. And he said, well, we had to narrow it down.



So I took the avenue that we can take the evidence that we have, the research and the results of the study, and we can make it apply to mental health as much as we can make it apply to health. 'cause we just combed the questions out that had to do with mental health. So if they asked the, the, the person 30 questions, 10 of them were about mental health. They just used those 10 questions to create the report. I see that there was only 36 people surveyed. Wow. So one, you know, i I mean, is 36 people. And how many were represented by women There was none. So, you know, I gave it my evaluation of it. But the point I'm trying to make is I don't want to help him get into my campus. So if we capture those domains that he may one day develop himself, then he can't have them.

Jim: Well, they're done. I, I've got, you know, the org com and net.

Reyné: Did you also capture aviation mental wellness He, he just might leave it at that Aviation mental wellness.org No.

Jim: No. All right. you want org Org, net and

Reyné: Org. Net and com.

Jim: Com Okay. Costs about a hundred bucks. Okay. To do all, to do, do all three. so,

Reyné: Okay, lemme know

Jim: That's, that's the first year. Second year goes up because just at.com is 17. But I'm billing you in whatever it was, the, I don't know if it was February, whatever, when, for the original website that we did. So I'll just include the carry ons for the year for these other side side, you know. Well,

Reyné: Thank you.

Jim: A hundred bucks here. A hundred bucks. And I'm, I'm throwing in. That's what I do. . What,

Reyné: What would I do Yeah,

Jim: I'm, I'm throwing in the, A H W I, not, not, yeah, I'm throwing in the, the ah.org website. We're we're, when I bill you next February or whatever, I'll just bill you like I did last year. I think it'll be about, probably be a couple hundred dollars more just because of the domains. So I, I have to, that's just a pass through to you. Okay. First year. First year is cheap. Second year it goes up. Thank you. and, and I should know, because I have officially 202 domains now.

Reyné: Jesus.

Jim: But that's counting yours too. So,

Reyné: that's a very small fortune.



Jim: Oh my gosh. Well, that, I, I think I, I totaled it all out, but I think just on domain fees, I'm paying about three grand a year, just, just for the domains. And, and I'm not even using half of 'em. It's just that they're great names. And I have this idea down the road, like, lewis longevity.com, I, maybe I'll sell longevity supplements someday. I don't know. okay. So, my other thing, two other things. One is I wanna get going on creating a membership.

Reyné: Right.

Jim: Okay. I, and I, and I, oh, I saved a page I came across that I really liked. They had, some ways of doing that. I, I know we've talked about Resilient, we wanna model it, model something after Resilient. But I came up with another site that has some grid verbiage, et cetera, et cetera. I'll send that. I'll send you that link, link to membership. and I would also, like, does, does Resilient Pilot have a student discount

Reyné: I don't think so.

Jim: I don't think so. But I think we should.

Reyné: I think we should. And that's why I sent you w a i I think that's a brilliant how they just said, well, alls we want is your address or your email address if you are a student. And when that sort of student, that's usually a high school student or a college student, should we include high school

Jim: No, we want, yeah. High school and university, but it should be a fee. but a reduced fee from what we're gonna charge for membership. And I, do you remember the numbers You were, you were, they were fairly low. Yeah. Like 20, \$20. And I forget it was, I'm gonna look at Resilient again. Yeah. Before I do anything, don't

Reyné: Off the top of my head. But it was, I

Jim: Can't either. It's been a while since looked at their site. So I think they had three ranges. so yeah, you gotta have 'em pay something can't be totally free, but it's gotta be nominal. you can't have it be totally free is because totally free just destroys the value. There's no value to free. And nobody, and nobody's ever gonna come back. Why You know, yeah. I remember I'm a member of something and maybe I'll go check it out. But if they pay a little bit of money each year, then they're, you know, committed and they're going to be more likely to be engaged. And then we can get like a student group going, one, one of your groupies from Ohio State or from SS i u or whatever, you know, you could get two or three of those people to be the group leaders. and we could take that off in a whole new direction.

Reyné: Yeah. I met with the leadership at Ohio State, yesterday morning for coffee. And I've, I've planted a few seeds there. So hopefully I will hear from them. And, you know, I don't know if they'll want a partnership, but I certainly with, you know, with 50, with 50 email addresses, I, I may be able to get more and then offer them, you know, we offer every student \$20 every year to join to gain the access, maybe for the partnership,



reduce it to Ohio State by \$10 for all their students. So if they have, I don't know how many aviation students they have, let's just say five, 500 in the management department and in aviation and a T C and all the different majors and minors in aviation, if I could capture all of those at \$10 every week

Jim: Yeah. And in, in bulk, that would be terrific. And, and plus you're going to really, have a, have a really good, mailing list that you can send to mm-hmm. , you know, getting somebody to pay you \$10 to be on your mailing list is not a bad strategy. , you know Mm-hmm. , it's a whole lot better than you paying a hundred dollars to get 10 people.

Reyné: Right. Right.

Jim: So, yeah. the other thing is, and I was on a webinar with my friend John in Australia. We did a webinar yesterday. and one of the guys that was on the webinar was talking about monetizing your book. And, and you know, obviously, very few people make a living off of selling their books, but he has some interesting strategies that I wanted to talk with you about in terms of, he said, to really get word of mouth, you need to have a thousand books out. You need to get a thousand books out. other people have said 20,000, you need to have 20,000. Like, this is to become a, a Covey. Or you know, a, you know, one of the real big rock stars who eventually, you know, he gave examples of two or three people that make seven figures every year off their books, and that's all they do.

Jim: But they're published by the big houses, obviously. But his point was, you wanna get your book in the hands of as many people as you can, because you want those people to be the people that are talking about you. And they're gonna say, well, where'd you get that book And then they'll go to Amazon and purchase the book themselves, that sort of thing. So the strategy of having books with you, like at Ohio State, is still a really good way to get, to get yourself in front of people. If you, and I used to say this when I, when I was traveling a lot, 'cause you know, I always carry, whenever I travel, I always carry two books in my, cross body and of, and the felt tip marker and a almost always on the plane, on the flight down or flight back from, from an event.

Jim: I give a book away to my seatmate and I sign it to them, et cetera, et cetera. That costs me, you know, what, two 50 or something like that for the book. But what would it cost me to engage with that person genuinely, first of all, one-on-one and, to get them through Facebook advertising. It would be a whole lot more expensive to get that book out there. So the fact that I'm breaking even on the book is not a problem at all in that kind of environment. better if the book is priced at \$20 on Amazon and you get, as we've talked before, selling from the stage, and you get them to pre-order for the room like 50, if there were 50 people, there would've been great if you'd gotten somebody who organized it to go ahead and get the \$50. And you have the script for doing that, on what to say and how to set that up. and you sell it to them for \$10. So you, there's 500 bucks for going there, so it paid for your gas and lunch and whatever. And that sometimes is easier for them to swallow than paying you \$500 to come crazy as that sounds. But it's the same, it's the same net to



you. You don't care. Same net to you. So go back over that, stuff on, selling from the stage.

Reyné: Well, I did. I did. And I offered all of the above. Good.

Jim: And they didn't bite.

Reyné: They didn't bite. In fact, when I was having coffee yesterday morning, one of the gentlemen signed off on Ohio State paying for the room. the organization that held this event, it was the aviation management team. And it's kind of like a club. They

Jim: Don't have money.

Reyné: They have zero money. Yeah. So I did ask him again, I said, Owen, how do I apply for the honorarium And he said, well, there was no honorarium. I'm sorry if you misunderstood. And I said, well, you know, the gassed, do I turn in my, and he said, AB, absolutely. But when I was negotiating how much, and I knew all of this, I was just asking someone else. Yeah.

Jim: Yep.

Reyné: 'cause you might get a different answer.

Jim: You're exactly right. Yeah. Especially somebody a little bit higher up the food chain.

Reyné: Exactly. they did tell me when I tried to enter from different angles that there was no money to, 'cause they said, Hey, how about, I mean, this is Ohio State. Right I'll send all, I'll sell them 50 books for 10 bucks. They said there was no money to do that because of who was hosting it.

Jim: Yeah.

Reyné: It wasn't Ohio State. Although Ohio State signed off on paying for my room, they weren't gonna give the club any more money. No,

Jim: That's fine. That's nice. Because if they do it for them, they gotta do it for everybody. And they have all kinds of clubs, even even clubs that, talk about, international drinking. Did you get a chance to sit in on that one

Reyné: No. That I didn't.

Jim: International beverage or whatever. That was crazy. Yeah, that was crazy. Alright, so that's, but that's great. You got some money out of it, so that's good.

Reyné: Yeah, yeah. Yeah. I mean, they, they paid, you know, I ate a Panera

Jim: Mm-hmm. ,



Reyné: they paid for my room. They paid for for my breakfast. They paid for, the gas, which was 154 miles one way. So they paid for a round trip. you know, it's pennies on the dollar, but

Jim: It's, it didn't come outta your pocket. That's the important part. I mean, every, every penny saved at this point is a good, is, is, you know, a dollar earned. okay. So all that's good. And, in the follow-up, you could do an email to these, to these folks. See, the, the, the problem is cost of shipping books, when you send out books and the tassel of doing it in a situation like this, you couldn't even put your hat on the floor in front of you and ask people to toss dollar bills in it. 'cause students don't carry cash. They would have to. Exactly. They have to flip their Venmo card in there. Exactly.

Reyné: What I did do, when I was giving my speech, one of the nav points was relaxation. And that's where I went into meditation and mindfulness. And so I had the audience do one minute of mindful meditation with me. And afterwards I asked them, how did that feel And I said, come on, sharing is caring. I want, I'm going to take three takes. And I did get three takes. And ev every one that raised their hand to tell me how it fell for them relaxing, calming, present, I gave them a book.

Jim: Oh, wonderful. So you did have some books with you Oh yeah,

Reyné: I had. Oh,

Jim: That's terrific. Terrific. Great.

Reyné: Yep. I had all of it with me. The book was standing up. So in the speech I, not only did I say I, I soft mention, you know, when I was writing my book right here, this is your captain speaking, then I put it back down on the table. So I was advertising the book right there. And then I gave away three book. Exactly. And I gave away three books for people who responded to the audience to me. So out of those 70 people that were there, they all saw the book. They all saw that I gave it away. And they all know it's on Amazon.

Jim: Yeah. And some others, somebody else who got, who was a friend of that person said, oh, that's great. I want to go, I wanna go get that. Even if they don't go get it, what you're doing is you're seeding all these people who are going out into the industry now. You know, that's the, that's the real advantage to the university's side of things, is that these people are all gonna be grownups someday. Yeah. And, and slowly but surely we'll get into positions of power. Mm-hmm. And, you know, and, by the time you're oh, 94, it'll start to pay benefits. .

Reyné: I'll keep that in mind.

Jim: Yeah. yeah. Just thinking about that. okay. So that's good. And I had one other thing, and that is, what have you been thinking about therapists and therapies

Reyné: For me



Jim: , I thought you No, I think you already have yours. no, no, for me. No, no. one of the things that you talk about and have talked about since the beginning on, on P two w on the, on the main course was that, people would have a place where they could go mentors or whatever people could go to, to get assistance. So, you have

Reyné: To be very careful with that because we're not psychologists, we're not doctors. But, but

Jim: What if you had a doctor What if you had a, a therapist who is a doctor

Reyné: Well, we'd, we'd have to find one, that's for sure.

Jim: Well, what if I, what if I have to have one who might just become a client of mine She's on the fence right now.

Reyné: Oh my

Jim: Gosh. I told you. I'm thinking of taking on one more person. 'cause I really, I don't want it to. I, this is a great time for me because, all my course stuff and all that stuff is, is done now. It's just reporting on those courses. Uhhuh, , and that's all being done by other people. So not

Reyné: Is this an aviation psychologist

Jim: No. That's the only thing. No, but it closely related because she works in prisons.

Reyné: Interesting.

Jim: , she's, she's a, she's a black lady that lives a person of color who lives in the Washington DC area, who is really frustrated with her lot in life. She is, she works on contract to the government and they don't pay her nearly enough for what she does, et cetera, et cetera, et cetera. She's thinking about finally going out on her own and getting a website and starting a business and yada, yada, yada. And I said, you know what I have a client who is in that I've been working with for a couple years now, who was like you two years ago, just starting out, didn't have much, didn't have the focus, had had a great idea, but needed help in, in creating the structure. So, and then she goes and throws a monkey wrench in it. This is like, like, about six weeks ago, she throws a monkey wrench into the whole thing. Everything just stops. She decided to get married. Foolish woman. so it, so everything got put on the back burner. That's all. It's just, that's all that. 'cause I didn't hear, didn't hear for her for, from her for like two weeks. And I'm like, she's not responding. Maybe, you know, maybe my ask was, my ask was too great. And you know, and I'm certainly not coming down on my ask. In fact, it's a greater ask than what you pay because it just, that's the evolution of my business. Right. so it wasn't, it wasn't any of that. Well,

Reyné: I mean, inflation has gone up.



Jim: It has. Yeah. Yeah, yeah. And I haven't, and I haven't raised my prices and I'm not, and I'm not raising your tuition. but I don't know that the government's gonna pay for it though. Yeah. I don't think, I don't think the government will pay for your tuition unless it comes on social security. I don't know. alright.

Reyné: That's real funny.

Jim: Yeah. Well, that's all right. so I'm gonna get back in touch with her and say that we, you and I had a conversation.

Reyné: I will give a thought. I will give

Jim: A thought and I'm gonna Yeah. But I'm not gonna commit anything. No, I'm just gonna say that I mentioned it. 'cause I promised I would. 'cause I

Reyné: Have other psychologists, aviation related that, may be interested in it. So the prison thing would, I think be a downer.

Jim: No, I wanna see what, I don't wanna, she does other things. It's not just prisons, but it's, it, she may have some skills and I don't know what those skills are yet. 'cause we haven't, you know, we haven't had a conversation. Right. Yeah. We haven't gone any further than just the initial, you know, half hour discovery call or whatever. Okay. I did give her a questionnaire and she filled that out and told me where she stood and what, what her goals were and all those kinds of things. So I have, so I have a good general direction of where she wants to go and what she wants to do with it. But I did promise her I would mention her to you, which I have now done. And now when I get back to her, I will say that and I'll say there's no, you know, there's not a program in place right now that she would fit into. And I don't know that there ever will be, but I want to revisit that idea. Not, I mean, God knows you got enough stuff going on, but I think it's really important to begin in your junior year to start focusing on that part of it, because that's gonna be a money maker for you. That's gonna be more serious money than selling a \$37 course. Yeah.

Reyné: Yeah. I've got that thought and I agree with you. That's for sure. And talking about the courses, we didn't get any takers even for Labor Day. Nope. So I don't know.

Jim: So we have a small, we have a small audience for that. So, we're gonna be adding 50 more people. So let's see what happens. But we gotta keep building on that. I mean, you, you did reach just about the \$1 per person on the totem pole. you just gotta, we gotta get more people on the totem pole.

Reyné: You know what I'd love to do, and I don't know if there's a way to do this. So let me run this by you getting in touch with the people that have purchased the master courses and ask them for a one line testimonial. Yeah. So we could put that on. Do you have a list of those people

Jim: Yeah, they're in, it's it's in your website Yeah. Okay. Yeah.



Reyné: All

Jim: Right. Yeah, it's in, it's in your, under the WooCommerce, I think it's analytics I think is the tab. You'll see everybody who purchased their emails are all there, et cetera, et cetera. So,

Reyné: And I'll send them a personal email from me. Of course I'll run it by you.

Jim: Yes.

Reyné: Appropriate. And then last but not least, has any more discussion come about, regarding certifying the masterclasses You know, you said you had

Jim: I've had the guy and I'm waiting. Yeah. And we've had two conversations. Now he's waiting for me to send him stuff from my other client. He just re-recorded some of his courses and, and then he's going to give me, an idea of how the process works. So Yeah. That, that thing is still going. But, you know, I don't see a certification happening before the end of the year, but probably right after it for the first part of next year. But, and, and I just wanna make sure I haven't seen how the process works. I understand what he says he does, but I wanna see it actually happen. So, yeah, I see. We signed that, we signed NDAs and all that kind of stuff, and I'm dealing with the owner, you know, we're doing, we're doing c e o to good guy, really good guy.

Jim: And he was just waiting on me. And I just got a whole slew of videos in from my client that, you know, 'cause he's totally revamped one of his certification courses. And so that's the stuff I had promised him. And, I'll probably get to that this coming week. And I am a week from today on a flight to Charleston. Right. I think I told you maybe. Yep. And it's a work, it's a work case. It still be standard for me, you know, work during the day and play at night. and then back on Friday a week. Yeah. The following Friday and home in the office, probably 11 o'clock, but available, we'll still do our, we'll still have our call time on Thursday at the, at normal time. Okay. Unless you need to, unless you need to change it. But I'll plan on it.

Reyné: Alright. Well have a lovely time. And Diane's doing well.

Jim: Yeah. Yeah. We have the final, we hope, meeting with, with the, doctor this coming Tuesday in Syracuse. So then,

Reyné: Oh, and, before I forget, I wanna hear more about Diane, but Kim, remember I said Kim went in Yeah.

Jim: Yeah. Lung cancer.

Reyné: Yes. And it, the nodule came back benign. I know.

Jim: Wow. That's two in a row.



Reyné: Yes.

Jim: So prayers do work.

Reyné: Yeah. Yeah. So, so, so I won't be looking for another va.

Jim: So now that, that is just so wonderful now that both of those two things have happened. I can tell you this, a pirate went to the doctor, to the dermatologist, and he said, doc, look at these moles on my back. I'm concerned. The doctor looks at it and he says, don't worry, don't worry. They'd be nine. And the, and the, and the pirate says, well, arg. Wait, wait a minute, doc, look again. I counted 10. There'd be 10. Yeah. So that's it. Thanks

Reyné: For that mini haha.

Jim: . The other, I was gonna send you this yesterday. My daughter sent it to me. I'll send you a text message that she sent me, which is kind of cute from the edit. One of my two editor daughters. I, I get a lot of, edit text messages, , that are jokes. It's fun. You'll see it. Okay. Took me a little while to figure it out, but I'm kind of slow. Alright. that's it for, that's it for our Friday. Okay. Enjoy the rest of your day. You're thanks. You're, thanks. Kim. You're, you're in the berg

Reyné: Yeah. Mm-hmm. . Okay. And, I'm so glad that Diane is thriving. I really,

Jim: Yeah. And it's such great news about Kim and pass that on to her, that, that you told me and that, and I'm so thrilled for her as well. Good. Thanks, Jim. Stay, stay. stay in touch. Bye. .