

00:00.00

James

Rich, thank you for joining us I know the SDSU community and the school of Public Health--particularly the students who help produce this podcast--everyone's excited to hear from you and especially learn about your commitment to equity and diversity and how you might have been influenced by growing up in San Diego; and also other experiences you've had like being in the military and starting your own business. But before we dive into those topics, we'd just like to open it up so you can tell us a little bit about yourself.

00:18.40

Rich

Yeah, no thank you. Well thank you for having me. I'm just some regular dude, man. I say that but it's true. I mean, I just didn't think I was gonna go to school and I ended up going to college because a recruiter decided to hand me a West Point application. That turned into going to San Diego State on ROTC scholarship. I finished that up so when me and my wife met and had our son but our first kid at 14 or 17 so you know the expectation was just go to work and that's it. Um, so and ah my dad's a carpenter. My mom's ah, a teacher's aide in the school district and they're both retired now. But that was that was the you know the world. It was like a suburban middle class-ish kind of lower end of that but we did it and then I played sports my whole life and so when the army thing came around. It became. Kind of a thing for me. Um, so didn't plan on staying in that long and nine eleven happens while I'm a lieutenant and we go from there and we ended up in a war. So we we went 4 times 3 times Iraq and 1 time Afghanistan us in my family and I have moved all over we we spent almost five years in Europe um and we get back to Carson which is in Colorado Springs Colorado is when my wife was determined to start a business and and build a brewery and and it was it was ah a venture that both of us were like you no idea how to do it nobody in our families' done something like that and so.

02:15.61

Rich

It was it still is an adventure but we did that and I stayed in the defense contracting and and defense sector if you will after the military because I just want to stay close to soldiers and and keep trying to push you know, not push. But. Provide Whatever Expertise I have to them and and that's kind of what what we both do my my degree at San Diego State was ah elementary Ed Liberal liberal studies and I wanted to be a teacher but end up being a teacher in the military and being a teacher you know in the defense world And. Ah, wife's a teacher in in the brew industry. She was a teacher as ah as a cosmetologist and so we're both.. It's kind of a family of teachers without the credential. Yeah yeah.

02:55.11

James

Yeah, yeah, nice it is there something about studying education being a teacher maybe that contributed to your personal growth or development.

03:09.91

Rich

Well, you know having gone through like you know mean I was Mira Mesa I was kind of one of the very few latinos in the in the school right? right? So kind of different strokes but my wife was. And a school which before she came to Mira Mesa was in a school where she was you know predominantly latino school so it gives you different perspective and for me and her we both kind of learn to accept everybody for who they are and not nothing about. Marginalizing folks right? and so for us, um, our passion has always been to open our arms to folks until they you know they either break our trust or something crazy happens right? Um, but we we believe in you know that equity and that it. Actually helps you know that it's something that to take advantage of and not to disparage. Um, we both made that the mission and a pillar in our business. Um, my wife came up with diversity. It's on tap before we even came up with the name. Um, and then we left the name is Atrevida because it's ah a feminine form of a. Ah, daring bold audacious person so woman and that's what she's doing right and we could have easily opened in San Diego and had ah a million latino customers and and all that stuff but in the springs this was kind of a thing that we wanted to take a challenge and say hey we can make this work anywhere.

04:39.79

Rich

And and that's what we're trying to do and and so it's not about Dis inclusion or I don't know what the word is disinclusing anybody but it's about including all right and providing a space where when you sit down, you don't feel like you're the only kind of person there that looks like you or acts like you or whatever the case may be. Um, and so we that was fostered to the military too for me and for my wife because we met people and went to parts of the country in the world that we'd never experience in our lives and you have to you know you have to adapt and and I think that really really truly formed where we are now and I'm not saying that we're you know. The best people but now I mean we really do try and make an effort to make sure that everybody feels included.

05:25.39

James

Um I think Juliana was interested in asking him about how I don't want to put words in her mouth Juliana do you did you want to ask a question.

05:35.18

Julianna Fassas

Yeah, yeah, that was all really interesting I guess I have a couple regarding that first I think you mentioned how your education background helped you out in the military I just wanted to ask like how those shaped your experiences there.

05:47.52

Rich

Yeah, so it it allowed me to kind of formulate how to put together I mean you learn how to make lessons plans you learn how to manage a day how to go from a to z over time and not in 10 minutes you know um so there's a process and and I think that helped me understand what I needed to do in my formations whether it's you know training folks to to get them ready for war or um, you know just making ah a staff section or a little part of a if you will ah ah a business headquarters function right Um. So those are those are the things that that helped me and then it puts you in front of a crowd. You know you you have to get used to being in front of kids which are very no holds bard and and that allowed me to understand how to deal with different folks right in front of you. You know it's a different thing when you're trying to teach everybody to do the same thing. But everybody's backgrounds are so so vastly different. Um I had soldiers that never used a fork and and they're embarrassed and and you're like well wait a minute you got to handle that with a certain you know decorum and and you know respect because the kid just didn't know. Um, and and you know know didn't know how to drive or you you pick it. But it's because those backgrounds are all in that same formation. But that's the same thing with a school right? You don't know what's going on that kid's that child's ah home or you know culture anything you pick pick the reason each kid has its own set of circumstances and then you have to learn.

07:21.73

Rich

I Always use that metaphor every dog has that little spot where they you know they little leg kicks. Um, you've got to find that spot on everybody in front of you in order to achieve the same goal you know and and you got to treat everybody's differently but the same and and that's that's kind of the hard part of of kind of being a leader. I think is once you figure that out. Um, you're able to kind of move forward and and get the Results. You're looking for.

07:47.13

Julianna Fassas

I Yeah absolutely

07:48.88

James

Um, ah it's okay, yeah, ah I you know I'm I'm a little bit envious in a way. Ah, um, you know don't really have the perspective of that you do with the militaries.

07:50.92

Rich

Are.

08:05.92

James

Kind of philosophy about including diverse individuals and to kind of build a team to optimize a team I was just wondering if you could um and say more about about that philosophy.

08:10.34

Rich

Um, yeah, yeah, and yeah and I and I truly believe in it. Um, it's not you know that the army takes from. Every sector of this country right? and and every culture every background every everything. So What I'm standing there and I look like me and and some of my formation looks like me and they're not used to seeing an officer and a guy in charge look like me it. It kind of brings out a different reaction and or or at least it draws. Some of those walls up of hey you're in charge I'm not supposed to talk to you. They it, you become approachable I Guess um for me the army The Army provides everybody a set of values. It's It's a leadership right? So Loyalty Duty respect I Still I Still remember all this personal courage or.

09:03.26

Rich

Self-lessservice honor integrity and personal courage. So leadership was what was given to all of us and and the reason that's important is it. It provides everybody a base set of values for which you can grow from I don't care what religion you are I don't care what you believed in I don't care if you have no parents 1 parent 10 parents. Doesn't matter. We all now have these set of values that we're gonna go by because in combat you learn really quickly the guy to your left and right no matter what their rank is is the person that's trying to help you survive as well as you're trying to help them survive so you need all of all of your formation to understand their value. Um. And those values allow all of us to go back to the same place right? So there's a commonality that supersedes all the differences and that commonality allows you to bring the team together and do things that I mean honestly that people shouldn't want to do you know you? you ask kids to go into into. Harm's way and and they do it because that's kind of what we've been trained to do and so that's what I think I mean comes out of that is is a set of and and and you do that with business too right? Everybody tries to say hey we're gonna build a family here. not not a business um my wife really truly did believe we.

10:19.84

Rich

Both little bit are values the same way so when she built Atrevida. All the employees she took you know at face value here's and she told them here's my values here's my intent. This is what I want to do and if you want to be part of that. Let's do it and I'm gonna make you better as a person when you leave and. And that's hard for people to hear because they're used to you know, just do what I say and so just did that and when we had this mass shooting in in November of 22. Well we it was myself my wife and my daughter were there and we lost Raymond my daughter's boyfriend and our two best friends were there. Our business had 5 employees and 3 of them were in a shooting so we had Tasha and Taylor who were there at the brewery now picking up everything brewing for into the house. You know serving beer doing the

books all that stuff because we were in a really bad place. But what's amazing to me is just as former employees the day we opened came back put their stuff in the back and just started working that's building your family. That's that's building a team when the when the folks that have moved on still value. The organization in that way. Those are the kind of.

11:23.10

James

Wow! yeah.

11:35.40

Rich

Things that I think you have to put in place in order to do it and and I'm not I don't advocate for folks to go out and you know I have to be a supporter of this or a supporter that picking teams isn't really what it's about it's about showing up and learning right? So for us to be at that club. We were supporting family. We weren't there with the flag up saying hey look it out to via. We're here at. Clubque you know an Ig but Eq Plus Club we just went to go see family perform right? So that's the that's I think that's what folks need to pull from all this stuff is just show up and figure out whether it's a vibe or you know what? what is it that I'm actually you know for or against. And and put yourself in the position of those on that other team and and hopefully you can understand it and and then better prepare yourself as you move forward.

12:23.63

James

Ah, you know what you were saying about your employees kind of stepping up and and and being there it I mean we did have a ah question or meaning to ask you about what's what's your definition of heroism. What does it mean to be heroic. Um.

12:31.62

Rich

Um, yeah.

12:37.62

Rich

Ah, ah.

12:42.59

James

And yeah I don't just wondering if if you could reflect more on that. Yeah.

12:45.16

Rich

Yeah, no, so yeah, absolutely so that that was a label you know that's a label everybody kind of puts on folks. Um I mean we just had a mass shooting yesterday Kansas City right so you know

folks are looking for heroes in the and the folks that tackled it or maybe not I don't we we still don't know.

12:53.57

James

Yeah.

13:02.12

Rich

Um, the gunman and and so that hero word is is not I don't take it lately I I was I was I was fortunate enough to be selected for the congressional men of honor society. So all the middle of honor winners in a living. Ah. Are part of this organization and they presented me with an award for valley right? So to me that was the greatest thing I could ever receive. But when we when we and my wife were in this room and 15 middle of honor roll winners rolled in in somemon in wheelchairs and we just lost a couple of them recently that. Changed is your perspective on things because those those folks did the same thing but in harm's way already got into more harm's way if you will right? and and did it for the people to their left and right for their friends or for not even their friends for folks, they don't even know for their community really and that kind of selfless service. Is what I think is heroes right? and and I and I always say this that everybody in that room was a hero because everybody had a part to play I was capable I wasn't shot so I was capable of doing something Thomas James was capable of doing something. He did something from the from the front end of this guy and he got shot for it. Um. My friends were shot on the floor and my buddy put pressure her on his wife's womb to keep her alive. Those are heroic acts but folks are looking for the guy with the you know the the violent act or the the big thing I was you know heroes in there. We were the people that were calling nine who want um.

14:38.55

James

Um, then.

14:39.12

Rich

Ah, people hiding and preserving life if you can preserve life that's heroic and if you're my you know my wife's in the corner and 3 of them were all huddled together to try and stay alive that is huge. My daughter's in the back room praying with 2 strangers. She never met you know and it it wasn't like.

14:58.46

Rich

Wasn't like they asked each other can we pray they just started doing things right? and that's human nature and for me I Always go back to the human body will decide what you can and can't do. There was no decision making in my my thought process it was just go stop this guy

but I didn't know if my whole family was dead right in front of had no idea. Um, and so so human nature your body will tell you what you can and can't do. There's folks that went through that whole night and don't remember ah a thing about it because their body shut it down hey you cannot see this to to stay Alive. You need to not remember any of this. You know, um, some folks were you know, just looking for for other folks and I thought I didn't see my my wife and daughter until I got out and was outside already. Um and I happened to have hugged my daughter in the middle of all this chaos. But I don't remember that because my body was still working with.

15:53.10

James

M m.

15:56.95

Rich

Keep Joanna alive keep everybody you can around you alive and you start processing things as hey, that's important. This is you know stuff that I can wait for later. Um I always this video of all this stuff right? So and and for me when watching it. It's it's a whole nother thing. and I and I think folks tend to forget that horrible things that you see on Tv or on on a screen whatever screen that is goes straight to your brain your body doesn't have the time to process what it's seeing and and shut down things that you can't or your body can't handle. So that goes straight into your brain and it changes you I have more issues with stuff I've seen on a screen by stuff I've seen in person right? because when you're there in that in that moment things that you need to see are seen.

16:42.95

James

And well.

16:53.37

Rich

But you don't see it in the way you do you want a video. Um I mean I know my my friend was she was shot 5 times and her arm and leg were destroyed but none of that scared me none of that was gross to me. It was how do we fix it. But if you watch it on a video. It's like oh my god that's gross. That's. Horrible and your but your body doesn't have the the ability to process and say okay, here's what we need to do next and so those are some of the things I think that are important for people to understand about situations like this is I don't want to live in a world where everybody's ready to fight and everybody's caring again. that's that's ridiculous but I do want everybody to play their role. Whatever that role might be and that human body says at the time you can do because there's a lot of folks that really truly believe they're going to step up and shoot the guy that walks in the door. You know that's doing the wrong thing and that's not necessarily how your body's going to react and you could do something worse. Um, somebody asked me. Wish you had your gun and I said well one I don't have 1 but 2 my wife and daughter

were six feet away from the shooter if I missed I was shooting at my own my own family. You know so there's a there's a give and take to all of this stuff and and I think it goes back to again, you know what your body can handle. And and what you your experiences in your past have allowed you to to build and desensitize because for me, it's you know I've been through this before so it's not but it wasn't at home. So it was different but it was all the same.

18:23.21

James

Would you say obviously ah you know military training is about kind of programming that that body responds rather than sort of a you know cerebral intellectual response you your program right through through discipline.

18:36.10

Rich

Yeah, that's well it. It's like everything. Yeah no, it's it's like everything So like you know athletes train to to catch a football right? and and you know you only get better by doing it over and over and over and and so that's that's the same thing with the military that said.

18:36.77

James

Me Programming is kind of a harsh word, but you're you're trained right? It's like that makes you go sound like a robot. But yeah, yeah, yeah.

18:54.40

Rich

And no intention of using any of those skills here. but but I had to um and so that again goes back to that experience. Thomas is ah is a current sailor in the Navy um, and he did the same thing. So again I go back to. We are totally different people but we have the same set of values and that military gave us. Separate of our backgrounds or cultures or everything and it doesn't discount it so it's not like I threw away everything I grew up with it's how I incorporate my values into the values that the army wants me to have and then now I live with both because to me they were that important.

19:14.13

James

Him.

19:29.23

Rich

Um, and a lot of folks were like yeah this is stupid. You know put the little card in your pocket and move on that's fine, but it's still there. It's still something that you can refer back to commonality.

19:36.87

James

I was reading you know some of the previous interviews that you've done and there's a quote here I think it may have been the Sdsu Alumni website I think you wrote where you said.

19:48.79

Rich

Um.

19:52.98

Rich

Ah.

19:56.30

James

You know from day one This is regarding your military experience. You learn you learn what discipline is and and how the army Values shaping diverse teams to work together to solve challenging physical and mental problems. And yeah I think I mentioned I a little bit.

19:57.90

Rich

Um, yeah.

20:04.54

Rich

Yeah, yep.

20:15.14

James

Little bit envious of your perspective with with military's philosophy and all those values that you're describing and one of those things I I wish I knew more about is kind of the perspective you have on discipline and what what does discipline mean to you exactly.

20:29.66

Rich

Yeah I mean it it what it means is is how have I how have I done things in order to know that what my response is going to be when it happens right? So the the whole point of our training in the military is putting yourself under stressful situations that are not normal. It's not normal to be shot at it's just not and and it's very hard to replicate that feeling because I've I've gone to training I've done all these things with guys that I thought were going to be studs. You know, just amazing dudes and they cower when they first hear that paining of the bullet or the crack over their head. Um.

21:06.39

James

Um.

21:07.95

Rich

That's not to say they're worse of a person. It's that that's what their human body said hey look Dude. You're not That's not for you. Um, and so what we try to do in the military is kind of train to see if that's there and hopefully either train it so that it stays you know controllable or you just gotta move on and you can't be here anymore. Um, and this is not the right job for you. It's a job. It's not you know, a lot of folks tend to think that all we do is run around with guns like we go to the the range to to train on our weapons but we don't run around base with you know guns ablazing. That's not a thing and so.

21:28.70

James

Um, yeah.

21:43.18

Rich

There's a difference when you're downrange as you're handling a weapon every 8 you're going to the bathroom with your weapon.. You're going everywhere with your weapon and you learn that it's a tool. It's not necessarily. Ah, you know it's not a toy.. It's a tool and and a tool that you need to protect and keep safe and and make sure that you can use it when you need it. Um. And and that goes with anybody I mean if I'm a carpenter I Want to make sure I have a hammer and and a tool bag and toolbut um, a teacher needs a lesson plan and a book you know I mean there's there's just things you need and that's kind of it that the training part in discipline is is what's built in for repetition right.

22:12.50

James

And.

22:22.28

Rich

A lot of folks think discipline in the armories. Everybody's yelling at each other and doing pushups and you know getting in trouble. No I mean I think the better leaders learned how to make their teams function without Instruction. So if I can give you an intent hey hey we need to get from here to here and you just make it happen. That's discipline right? Um, being able to to work within a left and right. So if I'm a um I'm the boss and I say hey I don't want I don't want anybody in this village to be hurt. And and this is what I want I want this intelligence from this person there. That's all I give you and then they can build a plan that does everything inside of that to reach that end goal and meet those objectives that's discipline. Um, and and I think folks

don't understand the same thing business you know and my wife wants.

23:09.52

James

Yeah, and.

23:17.95

Rich

Ah, beer to taste a certain way. It takes the discipline of the brewer to do it the right way or redo it and and the discipline to say that's my integrity there. Whatever that final product is is part of me because that's what I put forth my effort. So yeah, that's that's kind of how I see discipline That's kind of how I see.

23:23.34

James

Um.

23:25.81

James

And.

23:37.48

Rich

See those things.

23:39.65

James

Yeah, um, very interesting. That's amazing. Thank you for for sharing that um in in 1 recent interview. Also you said you didn't think you'd go to college or or you know.

23:42.62

Rich

Um, yeah.

23:52.23

Rich

Know I I had to get it 17 I mean I was like dude I got to go to work now. yeah yeah I didn't think I was gonna make it after high school. Yeah.

23:56.40

James

Ah, you know you Andt think you grow up and yeah, ah yeah, so one of the students on the podcast team here. They they wrote question what advice do you have for young latinos who've

been raised in an environment with challenges such as.

23:59.69

Julianna Fassas

Fish.

24:14.87

James

Ah, historical trauma racial discrimination and structural inequities.

24:17.84

Rich

Yeah I you know I I lived with the trauma of being in a shooting you know once I joined or once I'd deployed and and came home there and I realized how hard it is for kids. And it's It's amazing that you know in your neighborhood. You have a friend that's killed or shot at or you hear bullets while you're sleeping whatever that changes you as human um, and and it it drives a lot of anger and a lot of young Latino youth are in environments that that aren't necessarily safe right? um. But they learn to adapt but that adaptation cannot be in ah in a negative way. Um, we've got to learn to place ourselves as important too. Um, we tend to think of family and everyone else besides ourselves. That's why gangs are popular. You know I I hung out with those guys. Because it was cool. They were a group and they they did everything together or they would you know stick up for each other.. That's what we got to do as a society right? as a community not necessarily a team. Um, so I encourage them look look at I I went to college on an accident. Um I Studied Elementary Ed because that's what a counselor told me had I known you know that I could have been a computer scientist or all this other stuff probably would have done it but I didn't know it was the first one to go to college So I didn't have anybody to reference and go hey what's a good major didn't know any of that So I took it from.

25:45.20

Rich

Ah, counselor in in that office that probably was like dude this kid needs to get out of here I'm doing other work. Um, but that's you know I'm a young kid and I think it's high school but it's not it's college and you're supposed to do things on your own as it is a grown adult and it's just different. Um, so that that that can be scary as well. Um.

25:48.38

James

Me.

26:04.33

Rich

But I think these kids need to hone in that anger and and make it for something positive. You know whether it's sports whether it's a teamen whether it's um I don't know just exposing

yourself to new stuff I'm I'm look I work in the space industry now and I'm like.

26:25.19

Rich

Um, ah um I call myself a gorilla because I just you know I'm I'm not that smart. But I think after time and experience I Am you know I'm capable of doing the job but that's not because you know I took it for granted, it's something you have to work for and you got to work hard to and and I think most of these kids. Parents are working really really hard and the anger of seeing their family work So hard tends to reflect and we need to absorb that and and take that and use it in a positive light.

26:51.98

James

And that's a beautiful philosophy. Thank you and yeah I don't I don't want to steamroll the conversation here I think I think Julianna had another question and maybe more related to to your business or I don't know Giuliani you want to.

26:57.59

Rich

Ah.

27:04.54

Rich

Okay.

27:09.68

Julianna Fassas

Yeah, yeah I know that that was a really beautiful sentiment. Thank you I know part of what you mentioned was how important is for young people to find community with one another I just wanted to ask how.

27:11.98

James

And take all.

27:20.31

Rich

Oh.

27:25.80

Julianna Fassas

You intertwined both like community and embracing diversity in your company and how that's part of your vision.

27:30.12

Rich

Yeah, so and again like I said our our past experiences kind of led to this and you know we grew up in in communities that were diverse in San Diego when when I first got into military me and my wife went out to Oklahoma lot in Oklahoma for training for me, but we we lived out there for.

27:35.67

Julianna Fassas

And.

27:49.00

Rich

Almost a year. It's latin Oklahoma. It's not very diverse. It's a very different lifestyle very different culture. Um, my son was in kindergarten in this in San Diego and we moved him out to Oklahoma and they were learning colors but my son was already reading in San Diego so like there's a huge leap. Ah.

27:54.11

Julianna Fassas

Um, yes.

28:08.41

Rich

Between areas and I'm not saying that it's bad I'm just saying it's different and you have to learn to adapt to that and that's what I think my my our family has put together into this business is to provide a space where all of that. It's kind of welcomed so that we can all learn from each other um, all of their beers that they they make have a meaning behind them.

28:27.20

Julianna Fassas

Yes.

28:28.45

Rich

Things done with you know, like just to do it. She won't make a beer unless there's something there that resonates with with the team. Um, and that I think is what separates her beers from others because a beer is a beer you know I mean at the end of the day you guys are in San Diego there's tons of beer out there. What makes everyone different.

28:44.87

James

Yeah.

28:46.37

Julianna Fassas
Course.

28:48.31

Rich

it's the brewer. yeah no it's the brewer it's that that last you know 5% of heart the same way that your mom's cooking is better than any michelin star cooking anywhere in the world or what were your own cooking. It's that heart. It's it's what comes with it and and I think that's.

28:57.70

James

Yeah, yeah.

29:05.83

Rich

That is what resonates and that's what we try to put out and that's what builds community.

29:10.15

Julianna Fassas

Yeah, thank you.

29:11.13

James

Um, now you you can taste the love. Yeah.

29:13.42

Rich

Yeah, my wife always did this integrity in a glass and I was like yeah, that's amazing to think of it that way because she's like don't that everything in that glass is me I've built that I've put all that into that I built a recipe I built the.

29:17.75

Julianna Fassas

The.

29:22.50

James

Um, yeah.

29:28.81

Rich

Um, made the beer I sat on it and I fermented it I did all these things and I'm handing it to you and you're paying for it and whatever that beer means is now like all her integrity. It's it's ah it's a pretty amazing thing.

29:31.00

James

And yeah.

29:31.66

Julianna Fassas

Yeah, and I.

29:40.79

Julianna Fassas

Yeah, can I ask if there's one you're most proud of.

29:47.27

Rich

Ah, for for them well because I don't make beer I don't know how to do it? Well I know ish because I've been around the business now with my wife and everything and she's my daughter's a brewer. She's actually a San Diego State's ah brewing certificate program. She was ah she's gonna start back up and finish.

29:58.36

James

How well.

30:03.21

Rich

In the middle of her going there for that certificate. Um, which is funny because she's going to get an education in beer. But my wife learned it all from from just doing it right? and so she's imparting those ah that philosophy that leadership in my daughter and my daughter's in taking that to education and then bring it back to the brewery. But in the middle of her going to school there is when this shooting happened so she's been delayed about a year ah maybe a little more than that now. But she's going back and next month I think is when the courses start and that she needs to finish her second part of the certificate and I'm just blown away by that right? like it's it's really really cool

30:31.60

James

Um, and.

30:37.31

James

Um, yeah.

30:39.35

Rich

I lost the question you had there Julia if you can if you can say I just got a meander offman to say to go state Stu. So yeah I'm I'll be honest, it's not. It's not the product. It's the it's the team I'm I'm really I'm really blown away with how they they work together and it's literally.

30:44.69

Julianna Fassas

Oh I Just asked if there is a product that you all were most proud of. Yeah.

30:58.85

Rich

Little family and these ladies are are doing things that most men you know, assume that it's you know it's R Realm This is what we do and you know it's just like every industry and military and you know the women can't be in the combat now they are and carpenters.

31:11.60

Julianna Fassas

A.

31:14.77

Rich

Tend to you know, think that they're all they're It's just men and we can do everything we want but women could do the same same thing. It's just different take and and you have to understand all that and it's funny because people would would tell of my wife or not tell her in her face. They would talk about her and say. Are you? You know you're gonna play the woman card or the Latina card and she's like what card. Um, that's who I am you know like there's no changing that like I can't I can't turn that off. That's who I am and so she just leans into it and that's what's so it's been really cool about it. Yeah.

31:46.97

Julianna Fassas

Yeah, no, it's a great answer.

31:53.12

James

Um, so rich I guess just going to ask 1 more question I've got to ask this question because it's the name of the podcast if you if you could change 1 thing about public health policy or dialogue.

31:56.50

Rich
Okay.

32:09.13

James
What would it be.

32:11.46

Rich

So and that's ah, it's a very good question. Um, everybody asks me about guns and I and I tend to say listen that's I think that's a community's a community problem to solve. Um each community has different cultures and and values and different ways of life right? so. You know when I grew up in San Diego I didn't see again ever but I came to Oklahoma and there's guns in you know windows. But I get it because there's varmints that are you know making their horse break his ankle or something and so they gotta they gotta kill those things and when they see him. Um, so that's that's like a community thing and I think what.

32:43.55

James
Can.

32:46.68

Rich

What we tend to lose focus on is that we all as in public health need to focus on what impacts our community in in the small sense. We tend to think everything is big and we can do one answer to solve all the problems It's not a thing. We as smaller communities need to get together and you know damir mesas the Logan heights and and solve those problems within our own community. That's public health. That's that's moving the the meal forward for communities in need of certain situations or certain circumstances to be corrected or fixed. So that's kind of where where I sit with that and and and but public health for me was when you look at the pandemic. It's it's so broadly different in each community and and that's how this thing kind of turns itself into a you know us versus them because it's It's it's not fair. It's not I mean there's no equity in any of this. But it's a smaller community if you learn to live within your community and that your voice does not have to broadcast across social media and you're you know the most famous guy in the world and you just focus on your smaller community I think you can have a more much more greater impact. I think public health folks that go and get involved in a smaller community have a greater impact.

34:06.38

James

Yeah, you know, kind of a grassroots ah approach or yeah, yeah.

34:08.26

Rich

Ah, no it matters it really matters this and if you don't do that then you kind of get lost in the in the big wave. You know it's just it's just something you you kind of deal with not something you that actually has an effect. That's that's the other thing with the military is is what we learned about you know.

34:15.99

James

Um, yeah, have have.

34:27.69

Rich

We acted in a way that it was about the effect had nothing to do with what my actual end state was like the mission was to complete this but the effects of that mission made this community better or got a school build and I got this done and you know like you can look at the effects of 1 thing and that's really what you got to see and. Put that into ah into into place so that you have more effect or impact with 1 action vice one action that just does 1 thing.

34:56.31

James

Kind of look at the long range impact or down you know Downstream is how you mean if yeah.

35:01.86

Rich

Yeah, it's a second and third order effect. So you know if if I walked into. Ah ah, let's just call it a clinic right? And so medical clinic and I walked in there and I said hey we need get more doctors in here cool. But if I don't get more more people to go to that clinic those more doctors means nothing.

35:16.32

James

Um, yeah.

35:18.74

Rich

What's the effect and maybe the effect is hey let me get these doctors out to the the community into the grocery stores or whatever. Um, or maybe we need to hire people from the community to be in the front office. You know like that go shop in the same places as people that go to that clinic. Um, those are the small changes that have greater effect right.

35:37.39

James

Um, yeah.

35:38.21

Rich

So I can maybe hire a secretary that will have thousands of people show up vice four or five doctors that know nobody in their community and nothing changes so you have to look at the effect of what it is. You're trying to do and those second and third order are everything else that happens because of one action.

35:42.17

James

Um, yeah, yeah.

35:56.87

James

Yeah, beautiful like thinking outside the box and um, yeah I Love that kind of looking. Ah yeah, awesome. Um, okay, well thank you? Rich! Thank you so much.

36:04.28

Rich

I try I try ah ah.

36:13.30

James

Um, love hearing about the work that you do and you know thank you for sharing your values with us your voice and um, yeah, it was great. It's great to thank you.

36:19.90

Rich

Ah, thank you? Um, thank you guys for having me. Yeah.

36:22.26

Julianna Fassas

Yeah, thank you? Yeah, it was really great to speak with you.