

**Oral History Collection**

**Jay Randall**

**Interviewer:** Dakota Sams

**Date:** May 2nd, 2024

**Place of Interview:** Unknown

Dakota Sams: Alright, man, it's good to be here with you today. We got Jay Randall on the little podcast today. First off, can you tell me a little bit about yourself? Yeah.

Jay Randall: Well, first of all, thank you for having me today, Dakota. I really appreciate it. I was really honored that you asked me. So, I was definitely excited about being on here with you. A little bit about me. Where do I start? I've probably lived about 10 or 12 different lives just in the last 10 years. While I'm originally from California, on Sacramento, I spent the majority of my childhood in South, excuse me, Southern California. LA, South Central and then out of the Inland Empire, specifically Claremont, California. I'm a father. I'm a son of a Hall of Fame chef. My father, chef, Joe Randall has had a lot of high-profile positions, literally all over the country. When I was young, we were in when I was in South Central LA, he was an executive chef, I think, Director of Food Services at Southern Cal and if I'm not mistaken, his sous chef, Hugo, eventually became a head executive chef. I think he was the personal chef to the USC football team during the

Pete Carroll era. So that's one of my father's former proteges. He also was an executive chef at LAX. And during the mid-80s, he was executive then we moved to Maryland for a few years. He was executive chef at a place called Baltimore fish market was very prestigious, high-profile establishment. Unfortunately, it went bankrupt after two years, and so that brought us back to California empire. And he was a chef, Chef Instructor at Cal Poly Pomona and their School of Hotel and Restaurant Management. And that was a very prestigious position at the time he was he successfully brought some very renowned, prominent celebrity chefs at the time, Julia Child, Martin Yan from Yan can cook, and a few other people that are pretty renowned then he, after that position, he opened a restaurant called George's, which was in West Hollywood, specifically off of Melrose. And some of the owners of this particular restaurant was Brad Johnson, who, at the time, was the owner of the Roxbury. And if you remember that, that night at the Roxbury from Saturday, "What is love, Baby don't --" Yeah. That's that guy. He owned, that restaurant slash club, Denzel

Washington, Madonna norm, Nixon, Debbie Allen, and a few other people I just can't remember, but he was offered the executive position and turned him down for the door. He was a consultant. He helped him open it. They offered him to make to keep the position full time, but he did. He had a second thought inside. He didn't want to make that commitment.

So, we ended up moving to Maryland, where I went to eighth grade through high school, studied football, and eventually ended up in southeast where I played college football, University of South Carolina in Georgia Southern. Following my athletic student athlete career in Georgia Southern, I lived in Atlanta for 10 and a half years. I actually got into coaching. I had a brief stint with arena football, very brief, but that got me into coaching high school athletics. Two years of private school year at a public school, ended up as a GA at Texas Tech University. That didn't work out. So that brought me back to Atlanta, age 30, trying to figure out what is it that I want to do. I have one more stint as a football coach at a prep

school. And then after that, I got into group fitness at this gym called X3 sports in Marietta, Georgia, and that got me into the fight game. I became an amateur boxer slash personal trainer. A year later, I started dabbling in the entertainment industry. Became an actor, fitness model and so on and so forth. The opportunities just kept coming, and then I actually got, this is ironic, my very first position in the world, my very first job I ever had was a busboy at a restaurant called Ralphie diner in Timonium, Maryland, when I was the summer before my junior year of high school. Actually, no, it was the end of my 10th grade year. So yeah, but yeah, into the summer before my junior high school. My dad was the executive chef. Unfortunately, he ended up leaving. And I guess I ended up leaving with him, because, you know, your father. You pretty much you gotta go to but yeah. So, years later, I never worked in a in a restaurant, so to speak. I was a bouncer in several different nightclubs in it, in college, out of college, in the Atlanta area, but the very first position in a restaurant as a an adult was as a bar back at a I was a bar back at this little

nightclub called spin in Atlanta, and then I was at that point, basically, I got tired of making pennies being a bounce to risk in my life every night. And so, I found out how much bartenders were making, yeah, at the time. So, I ended up enrolling in a bartender academy. Got my bartender certification, certified mixologist. This is in Atlanta. And then after that, I became full time at a restaurant, at a new seafood restaurant, as a bartender, and then I got another job at a more food to table, I guess, farm to table, excuse me, farm to table restaurant. And that was a great experience, because they had a very advanced bar menu. I learned all the classic cocktails we were making, Sazerac, old fashions, you name it.

Sams: Is that a pretty popular restaurant?

Randall: Oh yes, called the Pig and the Pearl, but it was a very prominent restaurant in Atlantic Station. So yeah, worked there. Then I was a bartender at the lobby bar hotel, uh, with the 12 hotels. The restaurant was called the Lobby Bar. This is a very prominent bar in West Midtown, Atlanta. Uh, that particular hotel would, uh, served a lot of their guests would be in the entertainment industry, and

so I've had a lot of names that the frequent  
lease out of my bar where they were staying at the  
hotel for like, an extensive period of time, and I  
would serve them on a nightly basis. And yeah, so  
I was able to basically take my expertise, or my  
experience being the son of a chef, because my dad  
had a catering business when I was in grade school.  
And, you know, I've been making crab cakes since I  
was like seven, peeling shrimp since I was like  
six or seven, you know. So, been doing this stuff  
my whole life. So it was, it was the guess it was  
that time for me to utilize those, those inherited  
skills and apply that to my profession in the  
restaurant business, but quite frankly, it was  
actually the entertainment industry, and me being  
an actor is what enticed me to be in the restaurant  
business, because I had really no interest prior  
to that.

But you know, as an actor, you have to be available  
on nights and weekends. You have to really, excuse  
me, you have to be available during the day to  
audition. So, you gotta normally work on nights  
and weekends. And so that was what brought me to  
that. And I eventually worked at a couple of

places, and I ended up being a bar manager at a restaurant called Atlantis, and ironically, that's where I met my wife, and so here we are. Super cool. It was about nine years ago.

Sams: Super cool. I appreciate you talking about your experience leading you where you're at today. So, going back to like, the bar aspects of it, what was the like, the biggest struggle that you would encounter?

Randall: The biggest struggle that I encountered, was, normally, management. Yeah, I -- I live by the philosophy how you do anything is how you do everything. And unfortunately, other than the Pig and the Pearl experience. A lot of my experiences when I was a bartender, you didn't have that consistent leadership. And so there wasn't that quality of service across the board. There wasn't a standard, you understand I'm saying so like, if I come and I make an old fashioned, if two other bartenders after me, who I work with, make that same old fashioned, all three of them shouldn't taste differently, yeah, you know? And I was by the book, you know, I wasn't a I didn't cut corners. So, I was very particular and precise

about how my because that's a reflection of me, how it takes and so I took pride in that, you know, that was my livelihood at the time. And so, I just -- I didn't really appreciate when you have bartender's cut corners. If you know me, I hear you for sure, lack of professionalism, but you know, so --

Sams: Yeah, I got you. And. Yeah, if I'm not mistaken, you ended up in LA for a little bit. You kind of bartending as well out there.

Randall: Yeah. So, prior to Sheree and I getting married, my having our son, Joey, we left Atlanta at the end of 2016 and we did some traveling for a few months, and we officially moved to LA. Well, back to LA for me, first time for my wife. But yeah, we were in we lived in Koreatown, but I was working at a French fine dining restaurant in historic downtown Los Angeles. I worked there for about six months. They had a very intense menu. Yeah, I was the brunch bartender, literally every Sunday by myself. That was pretty good on the brunch time -

-  
Sams: Yeah?

Randall: Well, it was an all-inclusive brunch. It was kind of a gift and a curse. It was, it was a gift because, you know, it afforded me the opportunity to make sure our rent was paid. Yeah, every month. But it was also a curse in that the management were foreigners, and they didn't quite understand the dynamic of running a restaurant in Los Angeles and the kind the clientele and like, if you don't set boundaries and parameters very specific about what is expected from a brunch, then people will obviously get over. And so, when you have brunch starting at 11, yeah, and you have the same people sitting in the restaurant until three, yeah, because we have Bottomless mimosas tables and bottomless belief, you know, Bellinis and we had a, was a brunch buffet. Oh, okay, right. And so, it was just like, it was just completely and we would throw out so much food at the end of every now, I would literally get these big old to go boxes. Yeah, that was leave, and I would go give it to homeless people on the super cool because, you know, it's homeless capital of America. Oh, yeah. So, I would literally, they would be good.

So, they mean, like, you know, smoked salmon, yeah,  
with lox and bagels and French tarts [unclear]

Sams: Yeah, that says a lot about, who you are. Man, that's  
super cool.

Randall: I appreciate that. It was, I just hate to see all  
that food go to waste and there's people literally  
a block away starving. Yeah, because, you know, if  
you feed anyone who's familiar with historic Los  
Angeles, that particular location just a few blocks  
from Skid Row, which is like a very notorious  
homeless community, yeah, but yeah, so yeah, that  
was, that was my experience there. After that  
restaurant, I had decided that I wanted to take a  
break from the restaurant business, and so I  
started working for this very renowned hospitality  
company that pretty much did all of the private  
corporate parties and private house parties at the  
various celebrities. You know, I've been in a lot  
of who's who people not to drop names. But you  
know, the car did two Kardashian Christmas parties  
two years in a row with every A-Lister you can  
think of, not only in the building, but at my bar.  
I've been to Dr Dre's house, Lawrence fish burns  
house, Dan Bilzerian house. Did a Blum house

Halloween party back in 2018 we also did a Real Housewives of Orange County Halloween party. The Saban films family, that home.

Sams: I mean - you -- you've been in some super cool experience.

Randall: Yes, it was some pretty interesting experiences.

Sams: Yeah. So, do you think like working in the restaurant industry, kind of showing the hospitality that you did there kind of helped you land that job as a private kind of bartender?

Randall: Absolutely, absolutely, because I'm coming from, like a fine dining experience, because a lot of times you'll have these mobile bartenders who work in hospitality, no disrespect, but a lot of them haven't had the restaurant training. Yeah, haven't worked with a very demanding General Manager or bar manager, and or have had to deal with volume, while also have to serve guests in front of you, and I've had to do it all. You know, it wasn't. It wasn't. It was in a situation where it was rare that on a Thursday through Friday, Thursday through Saturday afternoon or evening, I would literally get some of the restaurants that I worked at in Atlanta. We had a 30 top at the bar, and I would

have a third of them just there to see me, and we have like three or four bartenders working you. You know? And then, but when I worked at the lobby bar, when I went on during the week, Sunday through Wednesday night, there's only one bartender working, and so I would literally have -- that's the 18 top. I'd have the whole bar packed out by myself, still making drinks, taking orders, making wine pairings and food pairings. And, yeah, you know, yeah. So, it's so, when I get to, like, the hospitality, catering aspect of it, it, it definitely served me well. Being a certified mixologist, being able to make anything from scratch with anything. Someone asked me, yeah, can you make something sweet? Sure. And just kind of get an idea of the flavor profile, what kind of flavors they like to be right there on the spot make them the best drink they've ever had in their life.

Sams: That's super awesome. And so did the speed of the game, I guess, kind of slow down for you once you left the restaurant industry.

Randall: Yeah, yeah. well, you're dealing with a situation where you're not making quite as extravagant drinks

for the most part, but every now and again, you know, someone wants you to wow them. But now the experience definitely it's good to have had a nice Arsenal on my tool belt. You know, I got you like the Batman bartender, if you will, got to, you know, coming with the little different, different tools and whatnot. And like, I worked in every aspect of this business. I've been a, when I was a bar back, you know, when the dishwasher didn't show up, who you think was in the kitchen cleaning the dishes till three in the morning, yours truly. So, I worked in every aspect of this industry, so there's nothing that's too grimy for me. Yeah, nothing. I take out. I had to take out the trash. I've had to do all of the side work you could possibly think of. So, when I see, you know, bartender's service that have this level of arrogance that they don't have to do side work. It's comical to me.

Sams: Yeah, sure, because that's the thing like for successful business like that. I mean, everybody's got to be full hands on. I mean if you want everything to be flowing all hands on, yeah, exactly. So, um, how did you stay organized and like, manage your time

effectively when you were preparing all these drinks and stuff.

Randall: That's an excellent question. Well, let me ask you a question. Are you talking about in the restaurant business? Are you talking about catering? Because the dynamic, the dynamics' a little bit different. Because the reason why I asked about restaurant, it depends on me, am I doing service? Am I on service bar? Yeah, serving guests. Because if I'm just serving guests, and I have a little bit more time I gotcha to, you know, you know, do a little extra something, something. But when I have service, I'm wearing a couple different hats, because now I gotta make sure that the drinks are getting out. Drinks are getting out to the servers before they start blowing a head gasket, and I still got to take care of the people in front of me. So I just thought I we would have various systems like, for instance, if you're on service, you always want to make sure that whatever, let's say, for instance, we receive a ticket and we got beer on it, wine on it, and some type of cocktail, you always do the cocktails first, yeah, you know, why is that? Well, because you always want to do

the most challenging aspect first. You want to knock that out. Yeah, what you do is, I would always get my glasses set up. So, if I got a ticket, if I have a cocktail that's in the tall, got my tall if I got in a rocks glass, got my rice glass ready, prepared if it's some champagne. I got my flute, red wine, or white wine, we got different glasses, depending on the restaurant. If we have a beer, I got my 16-pint glass, so I have all my glasses lined up. I got the ticket right here, and so it's like clockwork.

Sams: Do you -- going back to you talking about your college football experience, do you think that kind of, like, the hard work and stuff, that discipline --

Randall: Yeah, and I'll be honest with you, you know, a lot of people that I worked in the industry. A lot of them might have artistic backgrounds, some people just maybe a business background, but I could always tell who was successful at their passion or their craft based on their work ethic. At work, like I said, how you do anything is how you do everything. The people who were very professional, they were on time. Their appearance was on point. They didn't cut corners. They had integrity. They

had accountability. Me that word accountability. It's crazy, it's funny. It's like when, even today, when I go to a restaurant and something's wrong with our order, I always have an idea of what happened, and when your food doesn't come out nine times out of 10 is because the server did not ring something in on the POS, and so I appreciate when a server is honest with us and less as though I apologize I forgot to put it in. I'll take care of it. Accountability, accountability, yeah, but when you have a server who's not accountable, and then they'll lie, or they'll try to blame it on the kitchen. Yeah, that right there. I have zero tolerance for but, you know, I'm saying I won't make a scene or fuss, yeah, but I will remember that, and that is integrity. I live by the model in tech, integrity, loyalty, honor, respect, and accountability. Yeah, those five attributes, like without one of them, is, I can't do it, kind of core pillars. Oh, yeah. Excuse my French -- You take one of them away. You ain't got shit. Yes, exactly, exactly, those core values and they're not. They're non-negotiable.

Randall: I hope I answered your question, yeah,

Sams: No, I appreciate that, yeah, going into the next one, how did you like taking care of everybody? You were talking about how you were taking care of up to 18 people, sometimes more, like, how did you make sure you were getting to everybody and like a mannerly like time and like --

Randall: First off, another rule of thumb. And I see this a lot in restaurants today. I don't care what you're doing when you're behind the bar. I don't care what you're doing if you're certain tables, the moment someone is sat at a table, you greet them, you enter, you come by, you introduce yourself, you let them know. I am currently working on a guest. I come over. But what you want to do is, if you can give them some water and give them a menu, I see it all the time, someone should not wait more than 30 seconds without having a menu in front of them, yeah? Because what happens is you're wasting their time. Because think about -- why do people go to restaurants? Why does anyone go to any restaurant? It is because they want to be treated like a king or queen Yeah or prince or princess, otherwise, they could just go home and cook for themselves. So, I come from a very hospitable

family. We were the household that did all of the holidays that involved like food, the Thanksgivings, the Christmases, the New Year's Eve parties, cookout season, uh, whether or they were even before cookout season, Easter, fourth in July. Labor Day, Memorial Day, food makes people happy. My father was on the grill. I was me, and my brother was help prepping. Yeah, my sister was doing something. My mom was doing something. And this is the family tradition. So, you're in a hospitable you're in a hospitality business. Be hospitable. Yeah, they're a guest like, treat them like you're they're a guest at your own home. And everybody who sits in front of me. The reason why they come back because I treat them like a friend or family member, and they want to come back, and usually when they come back, they're bringing a friend, exactly, super cool.

Sams: So, what do you do in situations like because, obviously you've had to have an encounter, like a customer that gets upset. How do you like when you're faced with adversity like that? Like, what's your -- are you focusing?

Randall: The first thing I do is I try to be an empathetic listener. Okay, try to not make it about me. Try to really listen to the core root of what it is they want. Because a lot of people, when they're upset, they have a difficult time articulating what they want. So, you got to listen, Oh, yeah. You got to listen to the core root cause and what that is. So, once you find what that is, and take all the fat off of it, and don't make it emotional, find that what that one thing that you know is gonna make their day. And I've turned too many, so many frowns upside down, like you wouldn't even believe it, and it just showing a little bit and be humorous too. It's okay. Have fun with them, like let them know that you sincerely are sad. We're not sad, but you sincerely want to make it right, yeah, and if they notice, you sincerely. You want to make it right, regardless if you're wrong or not, because sometimes it won't even be something that myself or my colleagues. Did we mess up? Yeah, you just did a little difficult, but sometimes things happen. Yeah, exactly. But we're accountable about it, we're sincere about it, and we want to get it right. And at that point, if

you're working at a decent establishment, lot of times bartenders will have a tab, yeah, so give us something complimentary on the house. Yeah? You know, if it's something sometimes people the moment is ruined and they don't want to order that anymore, we'll go find out what else they can what else you can give and turn that how can we make that experience amazing. I think those managers that are able to don't look at as a look at every challenge is also an opportunity. That's so if you look at it as conflict, a situation where you just want to run away, well now you miss an opportunity to grow. This is an opportunity, because what happens is that disgruntled customer, you can turn it and now there'll be a lifelong customer. These are the people they're going to be on Yelp. And you know those yelps, boom, boom, boom, the ones that tell the truth about it. First, we had a relationship, but so and so was so amazing. Blah, blah, blah, blah, blah, like people can, because every experience is not going to be perfect. And, you know, I try to be patient, but as long as I know the person that is genuine and they are sincere and that actually give a damn, or they care

the people I can work with, even if the food isn't amazing, at least, you know, the serve, you know, I'm saying I'm not going to penalize the server and the kitchen, you know, yeah, for sure. Sometimes things happen. Sometimes depending on the restaurants you go to, depending on the time of day, depending on who's in the kitchen. Sometimes it's like I was talking about a dream. Sometimes the food might not taste the same. So sometimes you might be dealing with some inexperienced servers who are just overwhelmed and wheezing, and they're letting their food stay on the line too long, yeah, and they're over cooking. That's why the kitchen, when that bell rings and that food is ready that you expect it to be served, yeah, that's why I like those restaurants where it's a like a team environment, where it's not like every man for itself, like so if they, if you're one of your teammates, know that you, you kind of got a large table, you over one you got somebody will come run your food for you. And if it's, if a cold server won't do as a manager, somebody run the food. Yeah, get this food out of here, because the worst thing you want to do is order a steak or

a flaky fish that's overcooked when it's supposed to be served medium Exactly. That's, it's no good. It ruins the experience for everyone.

Sams: Yeah, I'm a server at a restaurant, and that's, that's one thing that, like, if I could give feedback to where I work at, it's -- it's not like, necessarily a team environment. That's the thing. Like, I'll be taking care of an 8 top or so, and like, your food would just be sitting there, or your drinks hop over here, and everybody just wants to walk by, and nobody wants to help, but when it's me, you know, I'm helping them. And reciprocity, yeah, and people want to know, like, why do I do so good? It's because, you know, I'm a hard worker. I want to make sure; you know hot food. You're getting your hot food, your drinks, not sitting up there, not being cold, and before you're drinking your ice. And nobody wants that.

Randall: Speak, preach my brother, preach.

Sams: I'm getting into, it's -- the little things, man.

Randall: It's just, like, just, I like, to give a damn man, yeah. It's like, when you when you have, I like wearing those places where it's like, I'm a servant leader. Okay, you know? I mean, I'm not. I think

sometimes when, when you work for the servant leaders, though, those are the best type of leaders to work for, is you want to run through, run through a wall for them. But we get around those supreme dictator, delegators that'll walk past empty glass, run around, tell the bar back to go pick it up. Just pick it up.

Sams: Yeah, just pick it up. We go here to GM. But my thing is, like, you're preaching it at us that we're supposed to be doing --

Randall: That the bar back with the bottom of the barrel, whoever's the lowest ranked person at that establishment sees the person who's the highest ranked person in that establishment, or the owner, or whoever, see you doing the dirty work, then they have no excuse. Exactly, they have no excuse, is -- you set the example, you set the tone. It's the servant leader. So, when I see going, I go in a restaurant and I see tables, and it's a table full of empty glasses, and it just sitting there and open, unattended to. That's a reflection of management.

Sams: Yeah, it's also how, like, that's how I make my money. You got to turn these tables quick. Get more people

to come in, sit down. And that's how you're making your bread, right? So, quick, and easy, but yeah, let's -- What was your favorite drink to make, whenever you were bartending? I'm sure there was a bunch of different concoctions.

Randall: That's my guess because I have a couple babies. Okay, so back in the summer of 2015 I had, had created this old separate Instagram page. My nickname was called the Muddle Man, any drink that required me to muddle, and actually, that particular summer when I was working at the lobby bar, my recipe for the spicy mango margarita won the best margarita contest at Atlantic Station. So, I'm big into muddling, but I think my most popular drink of all time would have to be a cocktail by the name of what's called a Medusa. And it's green so basically it's a martini in a martini glass, you take about two ounces of I used to do it with Tito's vodka, two ounces of Tito's vodka, about a half ounce of lemon juice. Later, it got switched to lime juice when, when I first started the drink was lemon juice. We would do about a half ounce of Saint Germain, get that elder flower liquor in there. It's a great pairing. You know, we would have sugar

cubes. If I had it, I would muddle it. I prefer sugar cubes over simple syrup. Oh, yeah. So, I would do sugar cubes, or if I had agave now, if I was doing it now, I would probably use agave instead of sugar, but yeah, so you get that nice the way we would do it. And I learned this at the Pig and the Pearl. Before we add the liquor, we build the base. Some people do it back up. Some people put the liquor in the mixing glass first. Then they starting off, I would muddle everything together, then I would pour the liquor in there, and then I would let it, the juices form around the liquor, and so - it's flavor. So, I'm doing that before I had the ice. And so, then I had the ice, I get that shake, and then I would, you know, have it in the Martini, and it's just got this beautiful green. I have to show you a photograph. I think I have it somewhere this green, and then I would take the cucumber. Oh, I'm tripping. I forgot the most important part. This is a Cucumber Martini. Yes, I'm sorry, I'm muddling cucumber. Okay, that's this. That's the first thing I put in there. I'm forgive me. So yeah, I start with the with the slices of cucumber. Okay, then I take my

lemon juice, my sugar cube, then I build that base. So, I got a cucumber, I got the lemon juice later on, and I got to, you know, the sugar cubes of building that base. I had the Tito's. Then I add the saint, I had it all together. And then I keep muddling. I muddle it some more, yeah. Then I add the ice, get that nice shape, and then put that in that martini, guys, I'm telling you about what made it so it's a drink if I made one, just one, yeah, I don't care if it was for service or for guests, if I had high tops around the bar and people at the bar, every female in the building, yeah. And it was a gift and a curse because I knew as soon as I made one, I was like, Damn the service ticket would sound like Chitty, Chitty, bang, bang, yeah. Medusa, Medusa, Medusa, Medusa, Medusa, Medusa, so

--

Sams: You got it down to the T --

Randall: Oh, man, it was like Medusa, actually, when I was the bar manager, because I perfected this drink at the Lord the lobby bar. But when I was hired as a bar manager, that was actually a drink that I had put on the menu at Atlantis, and just like it was at all the other spots, it was very popular drink,

yeah, but yeah, the Medusa that was then when last restaurant I worked before we left Atlanta was the bar taco off of Howard mill, and once again, the Medusa. So that was oh, and then the garnish. So, I would take these skewers, and I would take the roll up cucumbers, and I put them on a roll, and they would just sit right on top of the Martin.

Sams: So, it sounds like a super, like, refreshing.

Randall: So refreshing. Yeah, no, get twisted. The ladies wasn't just drinking, too, the dudes was drinking, too.

Sams: Yeah, super cool. So, getting outside the restaurant a little bit, you've been out of the industry for. A few years now, right? So, what are you doing now that you're outside of the industry?

Randall: I'm a tour manager. I work for various marketing agencies who have a very high profile client. I can't name the clients that I'm on now because it's in the tobacco industry. There are some very particular things that I'm charming starting to get accustomed to. But last year I was primarily -- I worked with an organization, and their client was Coca Cola. And so, we did. We had a national football tour. We had all the fall football games

in the southwestern region and some in the Midwestern region. And then we've concluded that year with a holiday tour. Early in the year, we did the Women's College World Series. I was, actually -- was working with power rate for that and the Women's College final, Women's Final Four in Dallas. Ironically, I did get to see Caitlin Clark, big name in the championship game. I saw that a year ago. Got a chance to see that last 22 is a crazy year because, you know, then we were in Oklahoma and the Oklahoma women's softball team, you know, they had that record streak, and they won the national championship. Well, yeah, that was a pretty big you also did state farm tour. Passing out bobblehead dolls. So, yeah, that's, I love what we get to, same approach that I had in the restaurant businesses now that, you know, I make sure that anyone who comes by our footprint, depending on whatever we're sampling, well, we're not sampling on the tobacco, because we can't sample tobacco, you know, we sell it, but it's all about providing thrilling, exhilarating experiences to whomever, adult, previously, families now, just 21 or older adults, either

because it's tobacco. Well, yeah, it's just this, you know, making whoever, our guests of our footprint, make them want to stay a while or make them want to come back and bring somebody with them. You know? Yeah, I hear real experiences. So, it's the same approach. Still a servant leader, just like I was when I was a bar manager. Now, as a tour manager, I worked in every just like I worked in every single aspect, all connected, all speaking, sometimes you'll do spirits. And actually, my foot in this industry was as a mixologist with a company called MKTG, okay, and I launched the this brand of single grain Scotch whiskey that was headed by the face of it was David Beckham, okay, they needed some very strong, masculine type, present males that I was in a three piece suit at the Atlanta International Airport, duty free sampling Scotch to all of the international travelers. So that was a great experience. I got a chance to meet people from literally all over the world, Brazil, Toronto, Japan, Spain, Middle East, you name it. They were coming. They were in there, and they all hung out

with me and got to try this guy's. Oh yeah, absolutely, oh yeah.

Sams: Kind of full, like, full 360 that was kind of a main thing we talked about this class, is Coke. And that's because my professor, she's from Mexico City, okay? And beginning of the class, she was like, Yeah, Coke's a big selling product because the water is not, like, purified safely and stuff and Cokes, like a big name drink out in different countries. And I thought that was super cool. So, I don't know if you have any intake on that, or?

Randall: No, that's, that's, that's, that's good to know that. Oh, it is global, right? Yeah, yeah. It's crazy, because, you know, in certain areas of the world, certain regions of the country, soda. Instead of saying soda, they say Coke, yeah, but they, but not necessarily, just mean, like a Cola. They can mean any type of soda. I need a Coke, but they mean soda. But that's, that's how much of the market share of soda that coke has, of course, you have Pepsi and these other competitors, but it's how I feel like

Sams: Coke's always gotta be on top.

Randall: Oh yeah. I mean, they Coca Cola smile, yeah, exactly.

I mean, what do you think -- who brought his Santa Claus? Coca Cola? Oh yeah, Santa Claus, the whole, you know, having a little Santa people sit on Santa's lap and yeah, during the holidays that started, I think it was in the 50s. I think you still kind of see some commercials like that, right? Santa's got the coke in his hand saying, yeah. Coca Cola made Santa a global icon.

Sams: I did not know that, super cool.

Randall: I mean, he was around before. That wasn't like marketing. From a marketing standpoint, Coca Cola made Santa Claus.

Sams: I got you so getting down to, got a few minutes left, getting down to the last few questions. Here, how do you spend your free time now? What do you? What do you like to enjoy outside of work.

Randall: Obviously because I travel a lot, whenever I'm home, spending as much time with my family. I have a four-year-old who's absolutely amazing. He's -- we have him in Taekwondo. He does that a couple times a week. Just got him in soccer. He's home schooled. So, I try to spend as much time with him as possible. His mother watches Moby from the house.

And so, whenever I'm home, I try to, you know, give her a little break, because she's managing, yeah, working remotely while being mommy at the same time. So, I try to give her, you know, some relief in that regard. Outside of that, I work out. I work out when I'm home, definitely seven days a week. Now, when I want to roll, that's a little difficult, just because of the sometimes we have early mornings, like, for instance, this Saturday in Austin, we have to be on site at 5am so that's going to kind of interfere with the workout schedule, but definitely when I'm home, I'm up 4AM Monday through Friday. I get up at 5AM Friday, Saturday, and Sunday, but my workouts set the tone for the rest of my day. Yeah, I was a competitive boxer for eight years, and so I still have that kind of, that fighters mentality, and that keeps me I benefit like Benjamin Button. I feel like I'm aging backwards. Literally. I look at pictures from 10 to 15 years ago, and I looked myself in the mirror. I'm like, how so when I post, like a photograph or something on social media, which is not all things, I don't really it's not as active as I used to be. But when I see, you know, people

I went to high school, we college with, and some of them are, like, two, three to four, five years younger than me and I look younger than them, yeah, or people 10 years younger than me ,and I look younger than him. But I know I'm doing something, right? So, it's the lifestyle, you know, yeah, man, I just know I try to, try to eat, right, you know, have good energy. Just laugh, man, yeah. But some of the things I got covered in on the buff of this that definitely scratch off this year. My birthday, I got a chance to do skydiving. Soon. I don't think that -- I'm gonna, be honest this summer. This summer, sooner than later, I already have a place here in Dallas that I've already found. I'm gonna do it. I've seen -- there's a couple tour managers. Then I went to training in Milwaukee as a young lady. She then said she's done over 200 jumps, so she's getting ready to be able to be certified to jump by herself without a assistance. So that's awesome when scuba dive. Definitely do some deep, deep diving. Want to get into some freshwater fishing like saltwater fishing Yeah, and I went fishing for the first time in a very long time when, say it was the end of '22 but definitely want

to do some fishing. Hunting is something that I'm obsessed with. Fortunately, a couple times I had an opportunity to go this year, the trip got canceled due to increment weather. Is it something happens to some of the time it was off, but not on the tour season right now, it's gonna be able to challenge. Able to challenge it come this fall. I gotta get me a white tail deer. That's the thing about that food, though, is you know exactly where it's coming from as a deer, I mean, that's one of the, you know, healthiest food. Oh, speaking of, I we adopt. We adopted this lifestyle that we only eat game meat, yeah, and fresh, you know, wild caught fish. Well, for the most part, okay, obviously you go to a restaurant, yeah, at the mercy what's on the menu. So, I usually, when I go to a restaurant, for the most part, I just order fish, unless they have maybe some imported lamb chops from either Australia or New Zealand. Unfortunately, not to burst anyone's bubble. 97% of food here, here in America is banned in the EU, you know -- not to get political, because I'm not a political person. But regardless of how people feel about Putin, he's got one thing, right. He

considers anyone who produces genetically modified ingredients in this country a domestic terrorist. Yeah, so there is absolutely no manufacturing. There's no food that consists of GMOs in Russia. Yeah, I think that's also kind of you wonder why their kids excel at an early age, you know? But like I said, I don't want to get political. I want -- a ruffle feathers by saying something. Ruffle feathers by saying something about Putin. I'm just talking about --

Sams: No, I hear you. Yeah.

Randall: So yeah, game me. So that's one of the reasons why I'm midway between the workouts and the food proper hydration.

Sams: Yeah, I got you. So last question to kind of wrap things up, what's next for Jay? Into, what's next on the agenda here,

Randall: My objective in in the next one to three years is to successfully replace my income as a tour manager with passive income. Now, that's not to say I'm just going to quit, yeah, but I would like for my profession to be optional. I got you. But with that freedom, I want to be able to own my own time. And with that, I would like to, well, first of all,

how is that going to happen? Investing real estate is definitely something that's this. This a high priority outside of that, since we're on the topic long term, I have a vision to be a restaurant owner. Okay, yeah, I have a couple concepts.

Sams: What would we what would you specialize in the restaurant?

Randall: I would like to have a steak house, okay, that specializes in game meats, okay?

Sams: And how would you -- would you work with other businesses? Or would you kind of be, like, the solo, like, kind of, yeah, Nomad, kind of --

Randall: We would start with, obviously, our staple restaurant, maybe would be developed into a group, a restaurant group, but we would like to make the food. In other words, we want to serve things that are local, okay? And we want to have game meats that are coming from their natural habitat. And so, if we're have a restaurant here in the Texas area, obviously we want to have game meats that are local to Texas. If we have something near some streams of water. So, we have freshwater fish, it would be coming from here. If we have saltwater fish, it would come from the Gulf. But we want to

keep it local. Okay, I don't want to have anything imported.

Sams: Would you like to eventually be a chain or kind of just like a one chain, just a group --

Randall: Restaurant Group, nothing too big, because I feel like the larger you get, the harder it is to maintain the core values. I'm not this is something like, like to honor my father and things that he's been able to accomplish in his career, and to, you know, have a restaurant, something like a partner with him. I guess, may or may not be that that particular concept, but definitely some type of concept where he and I can work together on a project. So that's in the other thing aspect is I like to have always wanted to own my own boxing gym. Okay, so I have a concept for a to frame that as you could be something like a franchise, you know, sorry, small box boxing gym situation.

Sams: That's, that's a big thing like nowadays too, is like combat sports, I definitely think that's like the next up and coming thing. I mean, they were the Ryan Haney or the Haney-Garcia fight. I mean, that was one of the biggest boxing events of all time.

That was most viewers and stuff. And combat sports, I definitely think is the next up and coming thing.

Randall: I just don't advocate it for kids that are too, too young. Boxing, my son takes Taekwondo, but it's -- he's hitting. He's kicking boards and pads and things of that nature. There's no sparring. Yeah, at this age, though I've done some extensive research, I was fortunate, because I got into boxing later in life, I was a month before my 31st birthday, never went pro, so I pretty much spar with headgear. You know, even in amateur boxing now, they've gotten rid of their head gear. Oh, yeah. And so, I'm saying this from the standpoint being a former football player, having former teammates at collegiate level they played professionally, that some of them could potentially have. CTE? Yeah, combat sports, you put your the kid is even at a higher risk of acquiring CTE later in life than even someone who plays football, but the earlier a kid plays football, like pop one, I'll be honest with you, pop one has expiration date on Oh, that's why the NFL has put so much money in the flag football is the reason is that they're getting ready to phase

Pop Warner Football out. So don't be surprised here in the next five or 10 years where there's no more attack of football, oh, yeah, until kids get to high school. Well, that's the thing I like --

Sams: Well, that's the thing? What's the age that your brain is still developing?

Randall: I think all the way up to like, 12 or 14? Yeah? These are adolescents. Yeah, the kids under the like, six eight, even though it's great to look at, is very impressive. Like, oh, they can hit the mitts. Oh, yeah, sure, but there's no reason why a six-year-old is sparring, yeah, going blow for blow in a boxing arena. It's just there's no you. Yes, he could win a gold medal, but at what cost?

Sams: Yeah, you gotta look at the long term.

Randall: Yeah, my son's most valuable asset is his brain. Yeah, functioning, his capability. It's, it's who he is. It's not what he can do. Yeah, for sure. Now what can what he can do, is important, but it's why I should say what he could do. It's not what he looks like. It's not just his athletic ability, like I feel like, unfortunately, in this country, we certain demographics. We only want to celebrate their athletic prowess, yeah, but we don't keep

that same amount of energy. You know, highlighting their intellectual capacity, their character, things of that nature. So, for my son, you know, it's, I want him to be well rounded, you know. So, he's going to be extremely enormous, like I'm six four with boots on. He's probably going to be taller than me. So, I'm not going to sit here and say he's not going to play athletics. You must. Athletics, of course, he's going to dominate, of course, for sure, and that's another reason why I want to own my own time, because I want to be the one coaching. Yeah, you know, I don't, you know type one. I know No, but like, when it comes to a team sport, soccer, he's in soccer. I don't know anything about soccer. I got him in soccer right now. But if he ends up playing, like, basketball or baseball or flag football, I'm going to be coaching, oh yeah, because the competition and it's just it's gotten out of hand, particularly with, you know, AAU basketball in this country, Little League Baseball, it's like a whole 'nother League. Well, you got too many parents trying to recreate. They're trying to live their lives through their kids. They're trying to breed professional

athletes when they're in kindergarten. Let them be a kid. Yeah, I know I got all tangled, but yeah, no, you're good.

Sams: That basically, pretty much sums up everything that I want to get to talk to you about today. I appreciate your time, answered a lot of questions today. But yeah, good talking to you, man.

Randall: Thank you, bro. I appreciate it.

Sams: Of course.

[End of Interview]