

iMessage
3/21/23, 8:50 AM

Hey bud, happy belated. Was just with my parents this weekend. Heard bits and pieces about your solar company. Have time to share more later? I also tipped my toes in Solar recently.

3/21/23, 11:48 AM

Love to catch up brother. Afternoons PST tend to be a bit easier for me. Let me know what works for you.

How about 4pm PST tomorrow ?

That works. What's the best email for you? I'll send an invite. If it's not on the calendar I'll forget 😊

3/21/23, 2:38 PM

Ditto.

Stephen.Boerner@gmail.com

Sent

Cool. Talk then.

3/22/23, 6:11 PM

Any chance you're free to chat now? Look like I'm joining Sarah at this art thing at 4

3/24/23, 3:25 PM

Hey bud do you have any info you can share on the Florida subsidy or gov incentives you were taking me through? Just trying to learn that part. Also any info regarding your new company would be of interest but no worries we can wait a month.

Just looks up the Solar tax incentives in the Inflation Reduction Act, I'll send some additional material. There are no FL state subsidies to speak of. It's a dense read, but well worth it.

I'll have additional info about the Florida operation soon.

Just do me a favor and keep the stuff around nonprofits and low income neighborhoods out of conversations with your clients in SC. I understand they're distributors, but if they encourage their clients to go hunt that fertile ground then it's creating competition. And our first mover advantage is one of our primary edges in 2023.

Stay tuned for some additional reads 😎☀️

You got it. it's in the vault

4/12/23, 4:09 PM

Thought I'd try you. Got a few mins to catch up?

4/12/23, 7:02 PM

My bad! Melissa and I are at a Phillies game. Saved your email. haven't gotten into it just yet. Thanks for sharing

Can you talk tomorrow

All good. Lmk a good time over the next few days. Enjoy the game!

4/13/23, 10:16 AM

Any specific time today that works for you? I'm heading South Carolina this weekend leaving tomorrow and visiting with the solar client I have so I'm reading up on your email resources now. Great content for sure

Does 12:30 or anytime after 4 work?

PST or EST?

4/13/23, 12:23 PM

ET

Apologies for the later response. Does after 4pm ET work?

Yup, how about 4pm PT / 7pm ET?

Yeah. Cool. I'll call u then

4/13/23, 9:57 PM

I'll call you at 5 after

Bedtime running long

Oh shit. I'm thinking 7pm my time!!!

I'm an idiot

It was 4pm your time

So sorry mate

I'm around if you're still awake. If not, we can shoot for tomorrow

<https://www.linkedin.com/in/jidonovan>

4/18/23, 4:35 PM

Great convo with Jim. He's a winner for sure. He plans to share some detail with me over the next week or so. We had some ideas for baby steps in working together.

So glad to hear it. We're building something pretty amazing, so I'm excited for you to dip a toe in the water.

4/24/23, 3:52 PM

<https://www.foxnews.com/politics/congress-gears-up-smack-down-president-bidens-solar-handout>

Curious how you see this impacting things. Supply could be an issue, no?

It still has to clear the Senate and they won't budge on anything that guts the IRA. Also, Texas and Florida are where most of the newest green jobs have been created (300,000+). They essentially freeze Solar and wind in the US by blocking Chinese manufacturers, considering all the core materials come from southern china. The bill already incentivizes sourcing from US or it's partners, with eye towards future proofing our supply chain reliance on China 🇨🇳

Edited

5/20/23, 2:30 PM

Welcome back from NZ. Touch base tomorrow or Monday?

Are you around in the next 30?

I'm walking into a grad party. Tons of Melissa's family all here. Only here for a couple hours tho. Can do later or tomorrow

I land in Florida tomorrow at 6 PM. Do you want to give me a ring around seven I'll be in the car?

5/22/23, 3:34 PM

Still free this evening

Totally missed your text Saturday. I'm free this evening. Any time

After 5:30pm EST I'm wide open

Awesome! I'll hit you around 7

Perfect

5/22/23, 7:20 PM

Call u in 10 mins if that still works

Yup

6/15/23, 7:48 PM

All this good energy combined quickly to surface scenario of "what to do with my current AI business, the traction there, the investors who already clawed back 50 percent (which is a terrible place to start haha), and then I just had such a golden fuckin ticket idea. Inspired by being in that 24 hour "strategic partnership" mindset in st Pete.

Gotta run it by you. Gets me out. Gets me paid

Tomorrow or weekend is free

Excited to hear more bro. I'm pretty free between 9:30 and 11:30 tomorrow ET. Hit me up

6/16/23, 10:26 AM

Can we start at 10:40?

Just checking out

Perfect

I'll call your cell

Great

6/17/23, 12:43 AM

Tech Crest Ventures I LLC

That's the firm my buddy used for his SPV. He really thought they were pros, and super reasonable

Also said this group might be good

<https://www.heycanopy.com/syndicate-co-investments>

6/17/23, 10:28 AM

Awesome. appreciate this

6/21/23, 4:21 PM

Can you chat with Derek and I tomorrow evening? Some exciting developments

6/21/23, 6:18 PM

Yes

any time

6/21/23, 8:03 PM

Great.

Talk tomorrow

Attachment stored in iCloud:
tmp.gif (Image)

6/22/23, 5:09 PM

Hey, what time are we speaking with Derek? Just so I'm not out and about

Ignore that. I see the invite now

See you at 7

Cool 😎

6/23/23, 1:44 PM

<https://www.re-plus.com/solar-power-international/>

Are you guys going to this? Sept 11-14th in Vegas. Biggest solar event of the year

Indeed we are. All 3 of us 😎

Excellent. That solar distributor I built rev-ops for (MegaWatt Group) is a top tier sponsor. They have a LOT of connections there, so I could do some damage out there

Its on the calendar

Amazing!

6/25/23, 10:40 AM

Happy birthday bro!!

6/25/23, 1:28 PM

Thank you!

Gonna be a good year

7/10/23, 6:00 PM

I can schedule the next round of calls for the four sales applicants. Is there a block of time this week that works?

Anytime on Thurs except for 10:30-11 and 2-2:30. Thanks mate

Liked "Anytime on Thurs except for 10:30-11 and 2-2:30. T..."

Afternoon is better. As you'll be on route to the airport 🛫

7/11/23, 4:01 PM

*Attachment stored in iCloud:
Screenshot 2023-07-11 at 4.00.20 PM.jpeg (Image)*

Download the app, and add this number to the AWD section (corperate code)

*Attachment stored in iCloud:
IMG_1694.heic (Image)*

102 East Bay Drive Unit 3, Treasure Island, FL 33706

Thats our Airbnb. 42 minutes leaving now. Can meet wherever

I'll swing by at 6:30, we can go for a bite. Does that timing work?

Yep

I have a call at 6:40 now for 20 mins. Ughh.
Can we meet somewhere for dinner @ 7? I can take my call on the drive-over.

What is Melissa in the mood for?

7 works. Down for whatever. Melissa gonna pass tonight

Why dont we just shoot for tomorrow night then. You two get some rest and have a walk around treasure beach.
You good to kick off at 8 tomorrow?

Ok yes let's do it . 8am it isn't

It is!

Cool. See you in the AM 😎

7/12/23, 12:24 AM

Lets start at 8:30. 😴

7/14/23, 7:40 PM

*Attachment stored in iCloud:
IMG_1705.mov (Video)*

7/14/23, 10:12 PM

That's my future favorite golfing buddy

Great video. Just saved it forever

Edited

7/15/23, 11:03 AM

Javis texted you. It was prime week. He told me that might happen. Give him another chance. He's growing on me more and more.

Cool. Lets find time next week

Booked for Tuesday 1:30pm. He will be ready. And he's flexible to change to later in day if needed.

Liked "Booked for Tuesday 1:30pm. He will be ready. And h..."

7/27/23, 11:53 AM

*Attachment stored in iCloud:
Fairfield Inn & Suites by Marriott Ft. MyersCape Coral - Hotel Listings.jpeg
(Image)*

7090 Cypress Terrace, Fort Myers, FL 33907

Your hotel for Sunday night

Got it. Thank you.

Monday, July 31st (morning) - Thursday, August 3rd (evening)

Sunday, August 13th (evening) - Thursday, August 17th (evening)

Monday, August 21st (morning) - Wednesday, August 23rd (evening)

Sunday, August 27th (evening) - Wednesday, August 30th (evening)

I had myself coming in Monday morning the 31st. Isn't that your schedule? I can arrive Sunday the 30th or Monday morning. Looks like hotel is Sunday night so I can book for that. Just confirming

I'm booking all flights now so easy enough

All good. Saves us the hotel. Its fully refundable

Ok so coming in Monday am and still staying at same hotel just Monday checkin and Thursday checkout. Got it

We've shifted you over to Casa Piotter in the room with the new blinds, if that's ok.

Thats perfect. Save the money please. I can sleep anywhere and prefer to max out the trip.

*Attachment stored in iCloud:
PNG image.jpeg (Image)*

I dont have earlier options on Monday. Thats the earliest one. That work for you picking me up?

Perfect. I will be your Uber driver, so please tip generously. See you Monday!!

Gotta earn it!

5-star service thank you

8/3/23, 2:43 PM

<https://sroacapital.com/about-us/>

8/16/23, 4:02 PM

Joining in 2 min

Me too

2 mins

8/18/23, 5:51 PM

Hey bud, can we set up a quick call for Melissa to ask you and/or Sarah to talk through the benefits questions she has. Melissa prefers that vs the call with Aetna process but any questions you can't answer I will set that up for her through Derek.

Outside of benefits, would like to talk to you about Rick and get an opinion on something I'm thinking through

Sure. Just got back from a hike.

I'm around for the next 2hrs.

Can you please forward the benefits docs. The email I have from Derek is just dental

Will do.

8/26/23, 10:44 AM

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Screenshot 2023-08-26 at 2.29.37 AM.PNG (Image)

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Screenshot 2023-08-26 at 2.29.18 AM.PNG (Image)

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Screenshot 2023-08-26 at 2.29.04 AM.PNG (Image)

Attachment stored in iCloud:
Screenshot 2023-08-26 at 2.27.50 AM.PNG (Image)

Attachment stored in iCloud:
Screenshot 2023-08-26 at 2.28.42 AM.PNG (Image)

Attachment stored in iCloud:
Screenshot 2023-08-26 at 2.28.16 AM.PNG (Image)

Curious to run an idea by you. I don't want to splash it during this weekends prep but it's actually not that drastic or anything overly novel. The business card design above tees up the convo around targeting high-end clientele and is a contingency plan for where our reps are at. Will expand later

I want to talk through if you have time today or tomorrow. I'm golfing today but have a 2 hour drive now and later today

Think Keller Williams "Platinum Realty" ...or Amex Black Card (to a degree) etc

I'm running around with the kids. But I like the idea for high-end buyers. Let's try and connect this afternoon

8/28/23, 12:01 PM

Just confirming that you have a conflict for our Noon call today? I saw you didn't accept

Edited

8/28/23, 1:07 PM

Was supposed to have a lunch so I opted, but meetings dropping like flies with hurricane. I'm with the reps. Just took an inbound lead, qualified on speaker phone, and we are working on it for the exercise before they head out

8/30/23, 9:38 AM

Hey pal,
Let me know when you ahve some time to chat this morning.

I'll be off call with Derek at 10am EST. that work?

No rush. Are you free at Noon ET?

Yes. Cell or google meet? I'll set it up.

I'll call your cell then. I let Derek know so we are good

And chance 11:30 works? I have the kids solo, so my timing is a bit up and down. I can call you. I think our Noon w Derek is canceled, he wanted to give you the time back.

Yes 11:30 works

9/2/23, 5:27 PM

Happy Saturday. Do you mind giving me a rundown on where the Angie's List opportunity fell off. I see the chain ended with you writing to Zak Smrek.

I'm curious the lift to get over the hump and your impression of its value for phase-I. I don't see it adding to phase-I revenue per se, but if its a light switch we can activate, it will be one of many places we're listed in the future.

We need to wait for the State of Florida to approve adding Solar First to Ricks solar license. Everything has already been filed, the average wait time is 2-4 weeks. Once we have it Angi's can start feeding us leads

Ok. I'll add it to the marketing rollout knowing we are eligible shortly

9/5/23, 11:02 AM

Conversionly call starting late. So I can report back on this

Liked "Conversionly call starting late. So I can report b..."

9/5/23, 12:49 PM

You want lunch? I may take Derek's car for a pickup

All good

Thx

9/5/23, 4:09 PM

*Attachment stored in iCloud:
Reservations Avis Rent a Car.jpeg (Image)*

9/6/23, 10:16 AM

Can we change the Avis return location to RSW?

Per Rick 's email I am pitching at his house tomorrow at 9 AM so I'm coming back either late tonight or first thing in the morning

Just changed it. They gave you Dodge Charger?

Yea

Thank you

Not bad for \$53

These are the perks for us working at Accenture 😊

Do you want to stay in St Pete and come back early tomorrow?

I think i have a hotel credit.

Whatever is easiest. Its no problem

Yea that's preferable.

Ok cool. Im booking you at the Hollander Hotel. Its near the office. Stay tuned for the confirmation info

How u feeling?

Thank you brother need that. Not 100 percent but a good day here and prep tonight for tomorrow with Rick and once that's done I'll feel good

Attachment stored in iCloud:
Hollander Boutique Hotel - Hotel Listings.jpeg (Image)

Amazing thank you. Should be good to check in without any tricks or specific cards on your account?

All good. Under your name and paid in full w a credit

Bro thank you. I'll be in touch. Enjoy the day and dinner

You too. Great seeing u bro

9/7/23, 11:45 AM

Had a solid pitch at Rick's house today. Went really well. Crossed that finish line.

Love it mate.

9/11/23, 12:14 PM

Morning!

So I fly to-and-from Florida two more times over next two weeks.

Once this Wednesday to Friday, and similar duration next week.

That takes me to a Sept 24th Airbnb start date through October 31st. Me and Lucy mostly as Melissa can't join me until mid to late October-ish.

Anyway, both upcoming trips are St Pete bound.

Can I please use the Avis rental promo code again through you? Or I can book using it?

Hotel should be good with pricing for 4 nights over next 2 weeks, but let me know if you have any ideas - otherwise i planned to try those BonVoy codes

Edited

The Bonvoy options are pretty limited. I'd go w Hotels.com and pick a boutique hotel near historic downtown (how was the last place?).

Here is the Avis code. B406700

You will need to enter a email to validate upon booking. Use: taylor.durland@accenture.com

That hotel is awesome. Loved it.

Was perfect for what I needed

Noted on Avis. I'll do that tomorrow and let yo u know

9/18/23, 9:41 AM

Hey bro, have time to sync this week? I know you land today with the fam so zero rush. Nothing specific just an overview of everything.

All in all, I have everything heading in the right direction. Feedback is positive, more focus now without the reps up my skirt, and paying off.

I make the long drive to Florida with our dog on Sunday the 24th when my 2 month Airbnb starts. Melissa comes down oct 14th

Anyway let's sync when you can

9/18/23, 11:33 AM

Lets connect tomorrow afternoon. I'll be pretty out of it from the long trip today.

Figured as much so don't fret if it's a busy day back tomorrow . I'll text you to see how you feel tomorrow

Tomorrow is all good. Looking forward to catching up

9/19/23, 11:24 AM

1pm EST / 10am PST work for a quick sync ?

Can we do 12:45?

ET

Yel'll call your cell then

Yes *

Great

9/19/23, 12:46 PM

Call u in 5.

Perf

9/21/23, 3:30 PM

I heard that Melissa had a tough day. I hope she's doing better brother. Let me know when things settle, I'd love to check in tomorrow.

9/22/23, 10:04 AM

Hey bud...how about end of day? Things are settling on our end

Ofc. No rush. Just checking in

9/26/23, 11:24 AM

Morning...I'm all settled in my airbnb house 10 min from the office. What a journey down!

Anyway, I want to kick off a weekly marketing KPI leadership call. Derek agreed. To review weekly metrics like EPC, CPL, CPA, Return on Ad spend (ROAS), etc., strategy overview, etc. etc.

He asked that you be the primary audience and to revolve it around your end-of-week schedule. Is there is fixed time on Fridays that work for 30 minutes? I'll book it

Glad u made it down in one piece.
Noon on Friday works 😎

Got a few mins

Yea give me a ring

10/3/23, 3:25 PM

*Attachment stored in iCloud:
Screenshot 2023-10-02 at 11.42.06 PM.jpeg (Image)*

Fort Myers Chamber of Commerce annual golf outing. Derek is all for it. I can play on this date. He asked me to loop you in on deciding the sponsorship level. My vote is the beverage cart

Beverage cart it is!

Enjoy 🏌️

10/5/23, 12:32 PM

*Attachment stored in iCloud:
FullSizeRender.jpg (Image)*

Just had a very intriguing discussion with this person. Compelling opportunity to partner. Would like to fold you in to evaluating. Their targeting (and Retargeting) approach is very advanced. Open to exploring this with me? Could use a media eye on it

Happy to discuss. Can we schedule some time on Monday. If its possible to outline the potential of the partnership (trade services, use their marketing channels, etc).
Looks cool

2pm Monday the 9th

With her now actually

Booked. There is a Microsoft teams link so you can join virtually I'll be in person

She pitching that we advertise on the Radio?

No much diff . Deck coming soon

High level geo fencing. All digital

I know all about digital geo fencing in the broadcast space. Thats my day job 😊
The good news is we have a lot of room to negotiate on price, as their buy numbers are very fluid

10/5/23, 4:51 PM

I got the right guy! Let's see what she's got. She is impressive so will be a good convo

10/6/23, 9:14 AM

Hey bud Derek said you're in Mexico City. Seeing if you are joining the noon est or Derek gave direction on shifting it this week and pulling you in Monday to catch up which is fine. Treat the birthday girl today !

10/6/23, 10:18 AM

Will do. Talk Monday bro 😎
Thx

10/8/23, 7:50 PM

Can we reschedule the call with the Beasley lady to later this week?
Bash and Rumi are both oht of school tomorrow and im gonna spend the day w them, before i go to NYC on Tues.

10/8/23, 9:49 PM

I'd like to keep the meeting only bc we can have another one this week. She's part of my RGA networking group and having 1:1s with group members is part of the process so I will have the 1:1 with her to learn more about the group, how to leverage it, etc. Assuming I still feel good about the broader B2B opportunity, I'll schedule that for the three of us and likely Jami around your available later this week.

What days/times are best so I know going in.

Cool

10/9/23, 11:17 AM

Ok great. What day and time is best later this week

And for the Sunday night cancellation, I require one great photo of the kids please. Then we are even

10/9/23, 12:59 PM

Agreed. Anytime on Friday

*Attachment stored in iCloud:
IMG_2338.HEIC (Image)*

That's all I need! Thanks brotha

10/9/23, 7:16 PM

Melissa

Melissa is flying into st Pete tomorrow for the final move

Would it be possible to use the Avis code for a week max?

Use it for as long as u want

B406700

Do u still have the Accenture LinkedIn credential?

Attachment stored in iCloud:
IMG_9247.HEIC (Image)

Got it

Thank you

10/11/23, 11:14 AM

Does 2pm EST Friday with Beasley work for you?

2:30 if possible

Confirming. Will send invite

Liked "Confirming. Will send invite "

10/11/23, 1:16 PM

Invite sent 230 Friday

Thank you

10/13/23, 12:15 PM

My calander has gotten a bit turned around. I'm free until 2:30 but then busy.
Does the lady from Beasley want to start at 2?

All good she's sticking with 230. I can bring back the details

Liked "All good she's sticking with 230. I can bring back..."

Also, do you get those push notifications from Angi. Just got a few more this morning.
Exciting stuff!

10/22/23, 8:02 PM

Just seeing your email about the EPA. I can review this evening and discuss tomorrow. Or, I'm free now if you want to talk through some context. Happy to review this in full.

I'll ring you shortly

Liked "I'll ring you shortly"

10/22/23, 9:47 PM

Are we sleeping yet?

Nope.

<https://www.rd.usda.gov/programs-services/energy-programs/rural-energy-america-program-renewable-energy-systems-energy-efficiency-improvement-guaranteed-loans>

<https://www.linkedin.com/in/adel-ebeid-50a3b3b>

I've mentioned this guy to Derek. He's a close friend. Served as my paid advisor in two roles selling into State Government. He also runs a very exclusive angel group in Philly/New Jersey. Previous Philly mayor and Penn Med CEO are in that circle. He knows Ohio, Michigan, etc landscapes very well.

Just throwing it out there if we want to close a round with smart capital

Sounds interesting. Thanks for sending

Lets discuss this week

10/24/23, 2:02 PM

What's your availability late this week and next? I want to book the Beasley Media Group marketing discussion. It will be worth the time

Can we chat about it ahead of booking a call. It would be great to understand why you like it.

I know a ton about digital marketing through radio groups and I'm curious where u see the value for us specifically

10/24/23, 4:19 PM

How about you and I set up a time to talk through the EPA stuff and Beasley later this week.

Can do 15 minutes whenever you're free this week. Will be quick for both topics

How about 3-3:30 tomorrow ET?

Perfect. I'll call your cell then.

I have two proposals I'm taking to homes tomorrow. 3pm is right between the two so I'll be driving.

Gonna close these puppies

I'll call you 3pm

Awesome!!

If timing doesnt line up, let me know, and we can reschedule

Good luck!

Liked "If timing doesnt line up, let me know, and we can ..."

Liked "Good luck!"

10/28/23, 2:34 PM

How is Derek doing? Any updates on your end?

10/28/23, 3:45 PM

He's doing fine. No damage physically, he just needs to figure out why its happening. He cant drive until they figure it out.

Thanks for checking in

10/31/23, 4:24 PM

Let's carve out that 1:1 time soon if we can. Probably easier for me to work around your schedule. I'll set it up.

I'm traveling to Florida tomorrow. I've back lunches and dinners everyday with investors and prospective Solar client, so lets plan to connect the following week in Palm Beach.

Lets look to Thurs AM for our 1:1, then we can set a more regular cadence.

11/1/23, 11:16 AM

Ok got it so starting next Thursday morning PST on November the 9th. What time. You pick

I'll also be in Florida next Thurs. Maybe we try and connect in person (Weds, Thurs, or Fri) on the East Coast.

11/1/23, 9:27 PM

Congrats on the sale brother!! The first of many 😎

Paperwork and check meeting is Friday 3pm. Strong handshake commitment felt good. I'm one more step. The story is a wild one tho.

11/3/23, 1:36 PM

Just got word on a second win. Ending the week with two.

Boom 🌟

How big was the second deal?

First one 37k
Second one 18k

First one was from the mailer campaign

Second one was Angi's. One meeting each. Both leads arrived and closed same week.

Second one small but we were the highest quote of four solar companies. And still got it

Awesome

11/5/23, 6:06 PM

Attachment stored in iCloud:
IMG_9525.JPG (Image)

Austin will love this tomorrow. New chapter, new feel. Got the company values and mission statement up but need frames and few other things but this is a good feeling

Attachment stored in iCloud:
tmp.gif (Image)

Very nice!
That office looks like it belongs to closers 😎

It does doesn't it

12/20/23, 11:58 AM

Hey bro,

I know that you're dealing with a lot visa vie Solar First, and that its probably a very stressful time. As you know, I've been removed from the day-to-day but I dont want you to think that I'm not here to talk and find a good path forward for everyone.

Sometimes no matter how bad everyone wants something to work, it doesnt. But I dont want to lose sight of the fact that we're family and that you and I, devoid of everything else, have a long relationship that means more than any of this stuff.

I'd like to help navigate these choppy waters, but it will require a level set, as I've been pretty out of the loop.

Let me know when you have some time to jump on a call.

Thanks

1/3/24, 2:06 PM

Give me a ring when you get a minute. I'm free between 4-5 if that works

ET

Ok will call at 4 est

1/3/24, 4:02 PM

Can i call u in 10. Something went over thanks

Ok

Delivered

2/23/24, 2:20 PM

Your reimbursements got approved today, the 1,200\$ disparity for Melissa's doc I'm paying out of pocket, I'll get that out to you next week (please send a mailing address), and your commissions will be sent after the release is signed (if you're good with that).

I sent an emailing apologizing for all of this falling off my radar, I hope we can put this all behind us.

We took a shot and it didn't pan out, but that doesn't need to define our relationship going forward.

Again I'm sorry and I hope you have some time to chat whenever is convenient for you.