# Audio file

[La Colombe Coffee Roasters Todd Carmichael and J.P. Iberti 1.mp3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

# [Transcript](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:00:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hey there. It's guy here and really quick before we start this brand new episode of the show, how I built this isn't just a podcast, but also a book, a book filled with stories and lessons from some of the world's greatest entrepreneurs about the gift of failure. The beauty of ideas and the path to building something meaningful.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:00:21 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You can pre-order the book right now wherever you get your books or by visiting guy raz.com.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:00:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Just a quick heads up before we start the show, there are a couple of swear words in this episode, so you may want to keep that in mind if you're listening with kids. OK, on to the show.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:00:44 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We started the old investor discussions and we landed on one. We did the deal and that lasted 52 days till the 1st board meeting. I said OK, I believe that cold brew is going to be a thing and lock alone needs to be the father of it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And they said, Nah, we don't want.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:04 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To do that, what they.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:05 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Wanted. They wanted us to build 200 cafes, so I just I said we're out of here. We're.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Going to buy you out.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:16 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I'm Guy Raz, and on the show today, how 2 part-time baristas in Seattle became best friends moved to Philadelphia and went on to pioneer the specialty coffee movement in the US by founding La Colombe Coffee Roasters.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:01:48 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Tell me if this sounds familiar to you. You're in your early 20s and you don't really know what you want to be when you grow up, and one day you're hanging out with your best friend. Maybe sharing a meal or a drink and their apartment, or at a dive bar. And then one of you says, hey, you and I, we should totally start something together because we are an.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:02:08 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Awesome team like.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:02:10 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A record store or a beer bar or.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:02:12 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A podcast company.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:02:14 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Whatever it is, you both get really excited and start coming up with all kinds of ideas. The type of beer you'll serve, the kinds of records you'll play in the store, the podcasts you'll make. You can't stop thinking about it, but then a few months later, reality tends to kick in you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Get a job offer with health benefits. Your friend gets into a relationship with someone who wants to move across the country, and the whole idea fades away.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:02:44 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Have you been there? I have so have Todd Carmichael and JP Bertie. Except in their case, it didn't fade away. Back in the late 1980s, Todd and JP dreamed of starting a specialty coffee shop. Well, it took a while, but eventually.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:03:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[They opened it up and called the shop like Colome.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:03:08 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Now this happened.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:03:09 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To be around the same time that two other coffee companies were starting up, one in Chicago called Intelligencia, the other in North Carolina, called counter.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And along with La Colombe, these three coffee brands came to be known as pioneers in the so-called 3rd Wave Coffee movement in the US. The 1st wave was instant coffee and dinner coffee, basically coffee that was cheap and generic, that people drank a lot of after World War 2.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Then, in the 1970s and 80s, places like Peet's Coffee and later Starbucks introduced Americans to the second wave coffee with a more sophisticated flavor profile and European style drinks like espressos and late.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And the third wave? Well, it basically defines what most high end coffee shops are today, places that source high quality beans directly from farms, often roast the beans themselves and have highly trained baristas pulling your espresso drinks lock alone started out as one.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Stop in a run down part of Philadelphia today. You can find it's cold brew cans in tons of convenience stores across the US, and the company is now valued at around a billion dollar.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:04:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But to get there was a long, slow grind, as you will hear them explain.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:04:34 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[JP Alberti, the JP stands for Jean. Philippe was born in southern France. His dad ran a business supplying fresh meat and produce to restaurants. But Todd grew up, literally and figuratively, a world away in Eastern Washington state and at home a lot of times.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[His mom struggled to put food on the table.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:04:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[My father left just as I was born. My parents are both bipolar and so that kind of really dictated a lot of their lives. But my father did kind of come in and out as folks who struggle with their minds do. But my mother was really the constant.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:05:07 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[What kind of jobs did your mom do to support the family?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Well, first, she couldn't maintain an office job for very long, and what was left for her was either typing pool but a typing pool is very difficult for a bipolar person because they're so inconsistent. You know, they could work for four straight days, but then they could not show up for two, right. And so it became cocktail waitress.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Umm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And usually not in the the glamorous places.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[She was a cocktail waitress in, like, truck stop kind of places.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:05:49 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So you were mainly raised by just your mom, and presumably not a whole lot of financial security as.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[A kid. Yeah, yeah, yeah, they I guess they call that food insecure. We just called it kind of hungry back then. And I had three sisters as well. And so we kind of took care of each other.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:03](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Mm-hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And I knew I needed to leave my hometown. I just didn't know how to do it. I had a globe that my grandfather gave me, and I studied it and studied and studied it. Yeah. And I started these dreams, and they weren't monetary. It was more like I wanted to live. I wanted to live a life.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:22 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I knew it couldn't happen there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:24 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What did you do for money to pay for your own?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:26 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[00:06:27 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And whatever you like. What did you? How did you did you have like, side businesses as a kid?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I did a lot of different things, so I had one. My main gig was farming. Then I had side gigs. I'm really good with my hands. I can fix things. And so I started buying equipment and refurbishing it and selling it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:44 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It started with lawn mowers and it got away to large equipment and so there was always this side.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Gig going on?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:49](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Huh.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And then the main job was harvest.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:06:53 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You you got into distance running like cross country. I guess in high school and I guess you must have been a pretty good runner. Is that right?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, it was a state champion team. We won two or three years in a row. I was in top 10 and in 5000. And then I got a full scholarship to the University of Washington.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, and bear in mind, I mean, the so poor kids don't really get great educations for lots of reasons. 1 is that you just keep moving a lot, right? Yeah. So by the time I got into University of Washington, I still, I didn't know how to add fractions. I mean, I didn't know anything about the world. I didn't know nothing I. And so there was this big piece of makeup that happened.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Once I was able to leave and start rural school, so I didn't really start school school until I got into University of Washington.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But it sounds like you were like, really interested in learning. I mean, maybe school was difficult for you, but it sounds like you really actually applied.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:46 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yourself. Oh, yeah. So bipolar disorder really takes hold of you in your early 20s. Right? And and I've seen it in my family. And so I was against the ticking time bomb.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:07:58 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You thought you you. It was just a matter of time before you were diagnosed.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I was afraid it was coming. Yeah. So I wanted to get as much in my brain before that happened as possible. So I was under a time constraint. I thought I remember thinking that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And then I think the desire to apply myself in school that way too was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Just absolute fear.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:18 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Just the fear of failing and the fear of being the 1st to go and not being making it through or I don't want to be poor. Yeah, I just deep fear of being in a trailer and it was real to me.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:32 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So 1982 you are in Seattle studying at the University of Washington.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:37 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you also have a part time job, right? I guess at the time this is this is this is Seattle before like sub Pop and Starbucks and Microsoft. I mean there there were sort of there but it's still like early 80s Seattle totally different place than it is today and you got you actually got a job at Starbucks, right?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:51 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:08:56 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's right. So you know, when I showed up, all I really knew how to do well is fix motors and harvest. I couldn't really work where other students were work.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:08 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I looked into a warehouse, you know, just right off the bus line that would take me to school. And there were these guys dragging these grain sacks around. And I thought I could. That's grain work. I could totally do grain work. I could hump sacks all day long. So I got the gig, and when I went inside, you know, the names on the bags.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:27 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Way different than I expected. You know, there were.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:30 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Like Rwanda, Burundi, Uganda, Panama and I realized that right then this was raw coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:36 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you probably knew nothing about coffee, I'm assuming.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:38 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I knew zero. You know, I knew that. You know, for my ground, for the drink. Instant coffee. That's just about all.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:40](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:44 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know and, but what?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:45 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I liked about.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:46 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was not only was it a gig, but the names.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:09:51 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's the world that I had dreamt of, that these bags actually came from those places was just mesmerizing to me.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[All right, you get a job. I'm at this warehouse moving sacks and beans. Right? What happens? I mean, do you like? I'm trying to figure out how you go from hauling bags of coffee at the warehouse to getting really interested in coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, what I really wanted to do, and it's probably exposes the kid in me.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:19 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But I wanted to be a barista. I wanted to be the cool kid. Right? And Starbucks wouldn't let me do it, you know? Come on. I mean, I was a flannel wearing farm boy, you know, cut my own hair. You.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Know it's just.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was just I probably didn't present as well as they'd like.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And so I I changed teams. I went over to a place called Espresso Roma and they gave me a shot at it. Then I became this barista.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:46 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And and did you learn how to roast coffee?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:10:49 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Not, I mean, I did, but not to a degree that I would call it skillful. Like, not like JP and JP's the master of that, you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[All right, so this is 198283. You're you're working on the coffee place. Your student at the University of Washington, JP. Tell me about where, where you grew up. You you are originally from France?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:09 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's right. I I grew up in Nice in the South of France.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:14 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[My dad was a purveyor of food and vegetable. He started a business and became pretty successful. And my mom was a homemaker, so I had had a good uprising. My I have two older sister that basically were out of the House when when I was growing up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:33 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I think my parents were over having children when I when I was growing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:38 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I guess as a kid you were interested in in aviation flight. Is that. Is that true? I mean, is that?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:43 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. Yeah, that's from you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:45 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know, I I wanted to be a pilot. I was fascinating by, you know, flying an airplane.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:51 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And uh, my sister married.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:11:55 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[An American guy from Seattle. So that was the connection to the northwest.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Got so that so you knew about Seattle from him. And then and I I read that you basically after high school went to Seattle to to go to flight school, right?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:09 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's right. I I did a lot of my flying out of Boeing Field in Seattle and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:16 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It went to a little cafe called Television Italia, which was in Pioneer Square.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:22 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[1st generation Italian family and they basically we became really friends and one day they they offered me the job.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:29 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I took it. I became a barista.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[OK. So you are in flight school and get this job at this this coffee shop, this coffee bar in Pioneer Square in Seattle. And Todd, how did you like, how did you meet JP? Was it through the coffee shop somehow?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:43 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:44](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[1st.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:45 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I'm hearing these rumors that this French guy is working for TI. We called it 25, so Italia is TI.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:51 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And how did you? How did you hear? How? Why would you have even heard that rumor?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:54 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because you got to imagine that there's maybe 6 cafes in all of.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:58 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Seattle oh I.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:12:59 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[See. OK. And to be a barista by then, and to be in coffee was like being like a DJ.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:05 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know, you were known. Yeah. And so TI was like, I have to say, it's the was at that time was the best coffee roasting company in the United States of America hands.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Down. Don't come close.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:15 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, that little shop in Pioneer Square.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Oh, my God. Yeah. Umberto was a very famous roaster in Italy, Nubia before he even started roasting in Seattle. So he came in with like top shelf knowledge that no one really had access to. And so there's this rumor. This French guy is a.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Ground and there's this new sound that was happening at the time, right that they called was called grunge, right? Yeah. And there was a band called Green River that later would become Pearl Jam. Right? Sure. So there was this little venue called Oxford, and they put up the stage, and this band called Green River was going to come on. And so you can imagine the crowd and they, they didn't serve.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:13:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Like beer in a glass, they served Rainier beer in a can. Yeah. And I'm standing at the bar solo, and this guy walks in. He's got a gold, like, looks. I think it's so vast over a white puffy sleeve shirt. And it's this French guy, and he actually reaches over the bar and says.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[May I have the champagne?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Please So what is the champagne?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I said, are you this John Pierre guy? And he goes Jean Philippe and I was like, OK, Jean Philippe, you rose for tea. He goes. Yeah. And then the next question is he goes do.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:25 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You have a.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:26 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Stove let's you have a stove and he goes. Can I use it? And I'm, you know, I'm still. I have very little money.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:33 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I go Nah, you could use it anytime as long as you cook for.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:35 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Two, I thought.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:36 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I could get.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:37 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Some free food out of this and that's how.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:39 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We met and literally Thursday.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:41 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Friday, Saturday night, every week for the next three years, he cooked dinner at my.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:45 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[House. So. So, JP, you is, is that your recollection of what happened?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:47](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:14:50 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I'm not sure about the gold vet. You know, I'm looking back in. In. Yeah. I'm not sure I ever owned one of these, but it might have had some. Yeah. I'm not sure about the gold vest.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:01 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You, you, you. You said you, you, you met Todd and and you asked him if he had a stove like a cooking stove. Like didn't you have an apartment where you lived that had a stove?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:10 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I lived on campus and and it was an.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:13 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Electric though I.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:14 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[See stove. So it wasn't that great and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:17 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know, until I left France, I didn't realize how food was important to me, you know, and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:24 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[87 was a different time in America. I mean, coffee was getting here and getting good. But you know, things like bread, we're not now, we're not where we are today. You know, it's a different world back then so.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:37 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Food was important.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I wanted to, I wanted to eat. So we, you know, we probably talked about food and you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:43 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Back and forth and the question was, yeah, you have gas stove.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:47 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And that's really the kind of beginning of your friendship.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:15:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. And then from there we would we would eat and we would play cards. We would drink whiskey, sometimes remember the tape or like, really cheap wine. And then we began dreaming about the world's best coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:03 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Company. Both of you guys start to hang out and you start to say, hey, we should.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:08 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Maybe one day open our own place.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, it was. That's how it finished. How it started was with ideas like why don't we go directly to the farm? That's what your father did. And I know is working from a farm that if you take the time to come to our farm, you would get the best stuff. So we would talk about.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:28 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This whole concept that later on became coffee sourcing or farm to table.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:33 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And then later on, we just made it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:36 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But meantime, JP, you are still studying to be a pilot.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:39 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was, but it was, you know, it was a good escape to dream. Yeah. You know about about starting a business. And I was not committed at this time, you know, for for me it was still just a.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:52 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Dream. Yeah, you were just.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:53 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Kind.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:16:53 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Spit balling ideas, people? Yeah, 2. Two young guys just hanging out, talking about, you know, wouldn't it be cool if we did? This would be cool with that. Meantime, I'm Todd. You have graduated from the University of Washington. You will. But was. Was that what you were doing working at the coffee place? Was that how you were making your living?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:09 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[No. So I graduated, I'd applied for and got into Business School and so then I I got a job as a tax consultant for a company called Ernst and Winnie. At the time, it was at one of the Big Eight accounting firms.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:23 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I was wearing a suit and I had a leather lunch.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:25 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Box and everything.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:26 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you do that job for a year. From what I understand. And then you took off, you left the US. Tell me the story. Why did you leave the US? Where? Where did you go and why?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:36 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I mean the why is is multifaceted, you know part of it was it was becoming clear to me that I have a furnace in my brain, right, so that I inherited certain traits from my parents and that that sort of environment wasn't safe for me. It wasn't.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:55 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The environment of working in an office.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:17:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I had a lot of confidence in my skill set. I had a lot of confidence in myself. It's not that. It's just that I needed to go and find a place that I could fit, right? I knew I needed to put together $95,000 so I could start this coffee company with my best.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:18:13 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Friend, wait. So you were totally committed to this idea. You really wanted to start a coffee?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:18:14 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:18:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Company with JP and JP went. Todd said. Hey, I'm going to go overseas because he went to Europe and then I'm gonna come back and we'll start this business. Did you take that seriously or did you think, oh, OK, have fun.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:18:33 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I mean, you know this is closer to 8990 at that moment. I moved in working in the afternoon and the production warehouse. So you know, I was really learning the whole thing about you know producing coffee but also serving coffee. And I really liked what I was doing. So you know, I didn't mind.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:18:52 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The dream of starting your own place, sure. But UM, yeah. And Todd ended up going to the South of France.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:00 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Which where I'm from so you know I connected him with all my friends, people I grew up with and it was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:07 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I remember, JP, you took that flight. We flew together, remember?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:11 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, you both flew.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:12 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To Europe together the first time you went out.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, he accompanied me and then he spent a week or two with his family. And then he flew back.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:18 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I stayed. But when you were in France, you did not speak French. Going in there, you just, like, landed there. And. And what did you start to do to earn a living?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:27 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, right away it was pretty simple. I took a train into Monte Carlo and I interviewed and got jobs. I mean, accounting jobs right away because most of were like shipping companies. A lot of companies that are there to avoid tax. So they're not really part of the culture. And so, you know, the operating language is is English. And I did a lot of odd jobs, that's for sure.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Consulting tax work.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Counting no job, too big, too small kind of thing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:19:54 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I found a little boat. I reconditioned it and I lived on it. So basically I always kind of embraced the idea that you know, you could save money by living in poverty. So don't change that, right?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:05 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And JP, what did you do for those three years? Just continue to work at the coffee place and study aviation.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:11 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, so by I I graduated in 1990. So I became a flight instructor and I really, really worked a lot in coffee. I mean, we were getting opening more stores, getting busy and busier and and the business was really blooming so.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:26](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So I was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:27 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Becoming a big part of of Torrefazione Italia and that was really it really became my center coffee. My coffee profession just took over this when I realized, hey, this is going to be my career. You know, my summer was the university and flying for a long time and then he shifted.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:33](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:46 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So so Todd, while you were in Europe, I guess.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:51 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You actually wrote on a a business plan while you were there, right? For for this. This idea of a coffee company that that you've.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:56 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Been dreaming about?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yes, by hand with with the pen, that's.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:20:59 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So OK, so you sat down and what what was the sort of the rough outline of the business plan like what what was it going to be, what was it a coffee shop sells coffee and?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:21:08 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What else? Well, the idea, and it was both JP and is really just written down is that we were comparable being purveyors and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:21:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We want to purvey to the very best of the best of the best.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:21:22 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We had a deep, deep belief that there would be this restaurant renaissance in America. There was going to be this huge inflow of French and Italian high level cuisine and that the coffee in America wasn't going to accommodate it. Coffee in America was just dedicated to, you know, fast to go business, Starbucks style.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:21:43 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That they weren't bringing it to the culling.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:21:44 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Level and we we were that company we wanted to be those people and we would work directly with the farms. We would work directly with the chefs that we would bring coffee to a whole new level. That it's not just like salt and pepper on the table, but it'd be we give it a name of a place, an identity.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[In your mind, JP, do you think this guy's going to come back or was that? I'm just trying to. I'm trying to because it sounds like Todd, you really had a very clear plan. Like you had this?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:13 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Plan. You knew you were going to do.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:15 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[One day, were you kind of, JP, were just sort of waiting for this.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:18 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To happen. I knew you were serious, you know. But I didn't say yes and I didn't say no. Right. You know, I knew a lot about the kitchens. I knew a lot about chefs. I knew a lot about coffee and thought I had the business and the coffee experience as well. And it was just clear.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:35 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was was, you know, I knew that once we both said hey.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:39 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This it was going to be a success, huh?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:43 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Alright. So Todd, after three years, you've saved enough money. Did you just, like, move back to Seattle and and save the JP? Hey, let's do this. Like, what was he? Was he ready to to jump right back in with you?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:22:55 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So I I didn't move back to Seattle, I flew there and I squatted in this closet. Yeah, I had a closet that was big enough for for me to lay in, and I told him I wasn't going to leave until he agreed. Although I did respect how hard that would be on him. We had a long conversation. I could feel that he was leaning.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[In JP's closet.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:16 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because let's get real. You know, there could be no lack alone without GP, there could be no Todd without GP. And I don't think there could be a GP without you know it. It's like it this is. These are the key ingredients.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And so JP, how it took you some convincing? How how?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Long. Do you think it?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:32 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Took you before you said. Alright, I'm in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:34 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I think it was a process. You know, it probably took me to all three years to get there, right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The three years while Todd was away.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:41 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. And really seeing, you know, and something happened with Toy Fashion Italia in 1993, it all came to a a Cross Road and Torrefazione Italia was sold and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:23:54 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was a strange time, you know, I was like, oh, man, this is the end. You know, Berto is going to be gone. All the people that you know are like family to me are going to be gone.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:03 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So then at that moment, I knew that if I wanted to stay in coffee, I had to do something right. And that's something it was clear to me too, that I was not going to do something on my own. I mean, our friendship was already, you know, a brotherhood, you know, and and it was clear that that was the way for me to stay in coffee. And it's it was just there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:24 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know, I had to. I had to do.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:25 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But and by the way, did you have a name at that point for your business?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:29 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, it's we had like multiple names, but JP?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:34 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You threw it out there and it was just.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:35 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So clear to us so.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I come from a new Old Town called Simple Divas who's very well known for the culture that a lot of painters, a lot of writers spend time there, you know, big name, Picasso.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:24:48 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So my teeth painted there and there and there is a new bed and breakfast that became really famous because the artist used to stay there and instead of paying women aboard, they just left sketches. Yes. And it's called like column door and and I have a connection to it because, you know, it was one of my father's account. You know, we he served.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:09 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Fruit and vegetable there. But we also knew the family very well. The family that founded that were friends and you know, I ended up having a summer job there when I was 1314, you know, washing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:20 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Which is and you know. So I think the inspiration of the of the name is connected to the place, but it's also the symbol of what, like Colombia is, you know, internationally.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:27 Speaker 5](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[M.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:32 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because Colombians, it means dove, right? Yeah. Yeah, and. And so that, that sort of evoking that kind of idea.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:35 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:40 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The like alarm was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:43 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was the idea behind it well?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:47 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So here's the amazing thing. This is 1993. You're back in Seattle. Seattle is the epicenter of US coffee culture at this point.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:54](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Epic.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:25:57 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I mean this is it is Ground Zero for the explosion of coffee in America and you guys are in Seattle, we would make total perfect business sense to open up in Seattle at that point. But instead you start you start looking at cities on the East Coast and you end up in Philadelphia. What why?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:26:17 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Philadelphia.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:26:19 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So feeling was a different place then, but we we ended up walking the city and it's a beautiful city architecturally. The way it's laid out is is an amazing city, you know, and being European and walking and cycling everywhere, I still use my bicycle to go to work. It's just, you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:26:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I mean the fact that we could walk anywhere was just like this is definitely making the top of the chart right now and there was huge opportunity in term of getting production space, warehouse space just because the city.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:26:52 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was probably at the.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:26:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Bottom so the two main beautiful, you know, roads in the city right now is walnut and chestnut. They were pretty much closed down. There were no cafes in the city. You know, city of a million, some people. And there wasn't 1 cup of coffee. And so JP and I we went and I said hey, let's remember JP we sat and we had some beers.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Together and I chose to interpret everything that we've seen this way.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[MHM.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:18 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That if you're going to take an elevator ride and you're looking to get altitude, you want to get in on the ground floor, and that Philadelphia was displaying that it is here on the ground floor and it can't stay this way and will not stay this way.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This was a had you either have you ever been to Philadelphia at that?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:34 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Point.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:35 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Never. You've never been there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:36 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Never.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I mean, we saw great opportunities in Philadelphia. You know we saw we saw.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:41 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A city with great.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:42 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Bones.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:43 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And it was, it was fine for what we wanted to do that the city, especially after sundown, there was nobody in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:27:49 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The streets. But you know, it didn't really matter because her idea was to be purveyors and to serve the kitchen. So it didn't really matter, you know, and what thing that was important is at the time the back fun was voted, which is the Philadelphia restaurant was voted #1 Restaurant in the country, you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:06 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was George George Perrier? Was the chef at the at the?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:09 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Place right now that's correct.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:10 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Chef owner. Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:11 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. And also the proximity, the new.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:13 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[York City, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:14 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And and also, presumably, Philadelphia was cheap.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Very insanely so.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So so you find a location on Rittenhouse Square, which is probably the most famous place that in Philadelphia today. One of them. What was it? It was like a, a small storefront that you found.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was actually 2, you know, this area of the town was really suffering. Businesses would calm and go so quickly that there was spaces almost everywhere. Well, but they were all, you know, Philly spaces. So they're really narrow. So we found two side by side.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:44](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[MHM.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:47 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So we took them both and we just smashed the wall between them and started working.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:28:52 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And where did you? You just, where did you source the equipment from? You just bought a bunch of. I mean, you had some money to start out with, cause you'd save that money. So you used all this capital to buy roasting, like roasting machines? Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:04 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, we took an.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:05 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Epic trip during the summer we we traveled from Nice.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:10 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[All through Italy and we bought everything we needed, roasting equipment, espresso machine and painted ceramics years, liners, everything that we.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:15 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Machines, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:18 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Grinder.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:21 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Needed hand paints around because you served your coffee. I think you still do. I've been to that location off Rittenhouse Square, and I remember the first time I went there, I was struck by the hand.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Like the painted earthenware ceramic mugs that you got in the little lights, little saucers that they came on and that was from the beginning. That's how you served coffee there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:34 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:39 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, we were traveling all the way through Italy. I always remember it because we had an envelope. We had travelers check.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:29:46 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we would go directly into a factory and begin negotiating, like on the floor. And we want, OK, we'd like those two espresso machines we want. We negotiate, negotiate. We gotta take the box off. How about if we don't take the box like we were and we would hump these machines into his dad?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:03 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

['S car like.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:04](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:05 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:06 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We found the roaster in northern Italy paid for it, strapped it to a pallet and watched it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Ship.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:12 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So this is 1994. You've got a small location offered in House Square. You're roasting beans there. And by the way, I live in, in, in the Bay Area. So I passed by several roasters on a given week and you can smell that smell. It is really strong. Like when you're by a roastery.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I mean where, where, where any of your neighbors and and the other businesses like sort of, I don't know, complaining it's a nice smell, but it can be overwhelming.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:39 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Now we ran our first load and it was clear that with that environment in that part of town, you couldn't roast in that cafe.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:47 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You had all this equipment in there. You realize you actually cannot roast in there. You have presumably didn't have the ventilation for it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We didn't have the IT was not going to work the way the building is formed, the way the wind comes down and the barometric pressure.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:30:54](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[With.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yep.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:02 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was that moment where I thought we're.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:05 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Like we were.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:06 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We were ready to open. I mean, we had now spend all. I think we had maybe $500.00 left in the bank account. I mean there wasn't anything left we needed to go and we had all the green there. We had, everything was ready.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:18 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To fire up the green was the coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Beans, right? Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:21 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And it was really clear that we weren't.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:24 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Not be able to open. I mean it was just this the nightmare scenario in my mind was like ohh they came this close.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So I went and rented a jackhammer and I jackhammered a hole into a garbage chute that runs the outside of the building. And I think it's about 20 stories high. And I pipe the then cemented the piping into the garbage suit.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And told JP to fire it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:52 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:31:55 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And how it takes forever to get that whole shoot heated up. But once you get hot air to rise, it just sucks it like a syringe.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:02 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Up the garbage chute. The garbage chute is your chimney. Yeah, I'm assuming you did not ask for permission to.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:07 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Do this. No, no, no. In fact, we built the cafe like with no permits. Like I did all the wiring.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[All the plumbing like we asked forgiveness rather than permission on pretty much anything but the the Big deal was if someone would force a giant bag into that chute and it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:24 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Would get lodge.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:26 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And so I would take the freight elevator up, go up on the roof and we.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Would drop bowling balls.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Remember David, to dislodge the trash.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:36 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Didn't anybody complain in the?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:38 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Building. Yeah, we did get a lot of complaints. We got the fire department in, you know, about two or.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:43 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Three times a week.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:44 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because somebody was like something's.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:46 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Burning. Yeah, exactly. Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:48 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And did the fire department cite you or anything, or did they?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:51 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[No. We would turn the lights off and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hide behind the bar.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:57 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We did. I told you I'd.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:32:59 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[There and then we roasted.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:00 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[In the middle of the night, which helped, but it made the life just really, really, really rough. Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:07 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How did you in that initial batch of coffee, where did you get it from? Where did you? Was there? Like a distributor in in the US that you went to. And so we want, you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:17 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[100 bags of this and 100 bags.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:18 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Of that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:19 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Would have bankrupted us. Yeah, we got only.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:21 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A few bags and where?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:22 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Did you buy it from?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:23 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I think the the broker was, I think they're still around. I think it's called the Paragon coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:29 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Out of New York.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And how did you know which coffee to buy? Like which one was going to be good?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:34 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Coffee. We sampled a lot of coffee, right? I mean, hundreds, hundreds.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:37 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Ohh.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:38 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hundreds. We have just behind me. Obviously the podcast folks can't see it is the original roaster. It's a little cylinder. It holds about 1/2 a pound of coffee and you put it on a gas stove. You put your green coffee into it and you turn it by hand and then you dump it all out to a colander and you use some kind of cool air to cool it down. And if you would have gone to.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:33:59 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[3P's apartment to time up in Spruce St. before we settle on all the buys we would make.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:04 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We had hundreds of bowls of this coffee everywhere, right, and we were hand grinding it and cupping it and hand grinding it, cupping it. We built up our.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[First blends there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:13 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And in in 1994, right, even though Starbucks was starting to kind of grow, it was in San Francisco and Los Angeles and and and people were sort of starting to develop a taste for that Starbucks darker roast, which so a lot of people for a long time hated it. They thought it would.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Taste it burnt or.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:29 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Bitter. Or how did you know what?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:32 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[People would want to drink at that point. I mean, it was still.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:35 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know our.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:36 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Our coffee palette wasn't that sophisticated in 1994.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:40 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, but you see, we had the best audience, you know, we had chefs.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:43 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because you were going to restaurants, you were focused on really trying to appeal to chefs.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:45](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[MHM.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Oh yeah, that, that's it. That's and part of it too, is it? It's you. If you love it, then that's the one you should stick with, you know? So first we wanted to please ourself.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:49 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:34:50 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That was it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And then you introduce this to some of the best pallets in the world and they like it. You're you're good. I I think it's really hard to make food and beverage for everybody. It's like Kurt Vonnegut wrote for his sister. He wrote for one person. And I think that when I make food and beverage, I have, like, one or two.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:21 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[People I think about.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:21 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How did you find the restaurants? How did you get into them? How did you? Did you just kind of # the pavement and start to call?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And and, well, I'll tell you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:30 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[About the first one and then that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Started the the whole.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:33 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Of process. So it was October 15th. We walked on the street, we went to the number one restaurant in the country at the time, the big Farm we went into the back of the kitchen. Someone stopped and asked us, what are you doing here? And we said we're here.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To make coffee for chef.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So they just assumed maybe that was an interview and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:52 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, the thing, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:35:54 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So we went, we tore the grinder down, cleaned it, tore this press machine, cleaned that, put our coffee into it, made a beautiful, beautiful coffee and said, we're chef. We went upstairs. He was screaming as a, you know, he was a screamer. It was the 90s, right. Wanted to know. And we said we're here to make coffee for you. And we just put it in front of him and just step back.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And so that's how we got the bachata that day.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:16](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:16 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You mean? He said, right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:16 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Then and there. OK you can.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:17 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Be my coffee supplier.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[For my restaurant.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:20 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[He actually picked the grinder up with the old stuff and threw it all in the trash and said go get your \*\*\*\*. You know, it's like in other words.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:27 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Bring your stuff now. Just true, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you thought, all right, we gotta start with lebec home because that is the best French restaurant in the United States. And if we're in there, then other French restaurants or other high end restaurants are going to want our stuff.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:40 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, the second one was the same day was Jean Marie Lacroix extraordinary chef.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:45 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Also in Philadelphia, I think this he was the.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:47 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Four Seasons, right? Yeah, that's right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:48 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we did the same deal we.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:51 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Just walked in the back.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:36:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So we're here to make coffee for chef. And you said bring it today. So that night we were being brewed in two of the best restaurants in the country.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:02 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And by the end of that week, we're getting calls from major players in New York and everyone say, what is this coffee I want to try. It was all.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:10 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The frenchies? Yeah. And you know the media were not what it is today, obviously. And back then, Chef would only talk to Chef. You know, they wouldn't buy things because they saw an ad somewhere. But once somebody finds something, they're eager to talk about it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:24 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And by the way, what was your price point higher? I mean was it more expensive to buy your coffee?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:29 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[When we arrived in Philly, coffee wholesale to restaurants was about $1.50 a pound, and ours was the mid sevens.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:37 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So we're in some restaurants like, are you out of your mind? No, they weren't.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:40 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Now.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:42 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[No, because we explained to them. I go chef. Coffee is a spice, and that's all I had to say because.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:49 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You could buy saffron for nothing, and you'd have to use like a bird's nest amount in your dish to make it taste anything like safe.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:37:56 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Or you get the stuff from like Pakistan or Afghanistan or you use a pinch. But it's gonna cost you. Yeah. And they understood that and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was it was it pretty clear to to both of you right away that you were gonna have a sustainable business within the first six months that you were gonna turn a profit?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yep. Do you remember JP?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:14 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. And and I don't want to look at it and but say it was this thing here, whatever. But it was so clear because the space between.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:23 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The food that this restaurant were serving the level was so high, the food was so good and where the coffee was in their dining room was such a void. They was so clear. And you know, we got 123 and it started, we got no, it just burned. It just burned.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:34 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:38:44 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[When we come back in just a moment, how Todd and JP started to explore sourcing coffee beans directly from farmers all around the world and later on how a big private equity investment in the company turned into a nightmare and how Todd and JP managed to wrangle their way out of.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:39:03 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Stay with us.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[I'm Guy Raz, and you're listening to how I built this from NPR.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:39:17 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[00:39:36 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[00:39:46 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[00:40:06 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[CVS, Whole Foods and online at get friska that's GETFRIS ka.com.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:40:19 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[From Miss Ann, to Becky to Karen.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:40:22 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Our very own Karen not that, Karen. Karen Grigsby Bates shares the evolution of the nickname for a certain kind of white woman. I'm looking forward to the next iteration. I want my name back. That's coming up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:40:36 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[NPR's code switch.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:40:42 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hey, welcome back to how I built this from NPR. So it's 1994 in Philadelphia, and Todd and JP are selling wholesale specialty coffee to more and more high end restaurants. But the idea of premium and expensive coffee still isn't mainstream. And Todd and JP find that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:03 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It's a challenge just to describe to consumers what's different about the coffee they're making.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:10 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because espresso in America to that point was an abrasive liquid, it was not to be consumed without tons of sugar or milk on it, and we wanted to break that mystique. So we were looking for something that was European, but like 9 levels higher. We wanted something nutty, sweet. There was like molasses. So that's what really guided.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:17](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:29 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Us. Yeah. I mean, the word I remember.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:31 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Using, describing the first coffee we did was balanced.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:36 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We really wanted to achieve a a soft, sweet finish because we felt like the American consumer, the the public at this time needed to be intruders to better coffee, but also not to scare them away. So it was important that the coffee were really clean and this is something that we focused on and we we had a rule it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:55 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was 3 words.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:56 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's right. Remember, it was 3 words per blend.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:41:59 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, to to describe.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:00 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Them and that played a really important role in creating those first 3-4 blends that we made.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:07 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I'm just curious.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:09 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Why you were so focused on on the cafe, I mean, the ceramic cups and and the service in that cafe. If you never intended to open cafes. If that was not your business.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:22](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:23 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[St. Cred yeah, St. cred St. cred. We're serving some of the greatest chefs in the country, and if we were going to have a brick and mortar space, which we really felt we needed one to have some St. presence, we needed to execute on the level that no.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:35](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:38 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[One else could.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And did you get did you get beyond the sort of the the Northeast and the Mid-Atlantic were you distributing to places beyond that?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:42:45 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. Yeah, it's, it's it's a funny thing with kitchen. You know, a lot of people go into a kitchen and then move away to San Francisco, LA then very Miami. And we had such roots in the kitchen with supply that people ended up taking.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:02 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Us with them when they moved, so we we did move from kitchen to kitchen, you know? And it it went when this started. Then it went a lot faster.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:13 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Meanwhile, in the 1990s, were you still buying your coffee from brokers, or were you starting to buy it directly from farms?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:22 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Is the 90s. We started weaning off that because it was clear that, you know, at first we, you know, we were the only ones looking for that type of coffee.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So we had, you know, the everything was easy to get where no one else wanted it and so.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:33 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Easy to get.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:36 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you could pick whatever coffee you want at the beginning, but then it became harder as high end roasters started.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:41 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To come online, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:42 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The demand started picking up and then it was it was clear that we our timing was right. So it dovetailed right into let's go look for ourselves, right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:50 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How did you do that?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:51 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I mean, one of the first ones was, strangely enough, we met a Swiss guy who owned a farm in Brazil.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:43:59 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Remember that what was that Swiss guy's name? Horse horse.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:02 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. Well, and you met.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:03 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Him when you met him.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Where? Where do you meet him? Ohh God, how?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:06 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Did we meet him? We. We met him through 19th St. with the Mel's.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:10 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Cafe you came in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:11 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Oh, that's right. So I think we met him through like chocolate. I think we're playing around with chocolate. He's got a farm. We go to the farm. And once you do that, then you become hungry.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:23 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[For it, so you go to visit this guys farm and he's a coffee plantation in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Brazil. Yeah, yeah. OK, see you guys there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And what do you?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, then you know, you spent time on the farms and we start figuring out right away exactly what's making the better coffee and what's making the inferior stuff right. We start immediately getting interested in varieties and growing styles and all that, which is not a big giant leap. The real key is how do you get all these boxes from, let's say?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:52 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A mountain in Rwanda to Philly, this is the challenge and the processes that it has to go through. So that is the real big first step is like figuring out how to do that, how to put a supply chain together.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:44:56](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yep.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:03 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:07 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And once you get that, then you go. All right. Then you feel confident walking into Haiti and going up in the mountains and saying all right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Let's look for some.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:15 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Farms, so it was literally because the coffee business is very, very I think complex is an understatement, right? There are so many middle men and and the when you go to the actual farmer.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:28 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[They're making pennies. They're not making anything. They're selling it to a middleman who has a couple of connections in the bigger city and then sells it to somebody. The bigger city and the bigger city person is. They're the ones who are.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Selling it to.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[A distributor in the US, so there's a lot of hands that goes through.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:41 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:43 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[For it comes to the the, the roaster and the people at the bottom of that chain get Jelly get nothing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:45:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Nothing very little. Yeah. And you have an idea that that's what's happening. But when you go and you visualize it, you see it and you see the eagerness that farmers have to work with you because that chain of events that you described can sometimes be 10 or more.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:04 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Deeper than that?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:05 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Wouldn't there be middle men who would feel threatened by this? Who would say, you know, who would threaten the farmer, or maybe even threaten you guys? Or didn't that happen?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:09 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, in the case of Brazil, no, Brazil is a very sophisticated country when it comes to farming.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:22 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you're not gonna really run into it there.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:24 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You can go directly to a farmer and say I want to.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:26 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Buy your beans and they say fine.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:26 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, but you you you say El Salvador? Oh, indeed. Haiti. Oh, my God. Haiti. There were times that I felt, yeah, this could be it. I'm. I'm probably going to not make it out of here alive.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:39 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How do you?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:40 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Buy directly from farmers in places like Haiti or in a place like El Salvador. If there are middle men who depend on on that income too, and and who are going to be threatened by you going around them.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:46:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I mean, first, let's use Haiti for an example. What you realize is that there is strength in numbers. Once you get the faith and confidence of farmers, then you can do pretty much what you want. The problem is in places like Haiti or in Africa or or even El Salvador, there are loads of gringos that show up making promises and never come.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:47:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Back, you have to show a resilience that you're coming back time and time and time again, and once you've done that again, Haiti. I was called. I'm blown a white guy, but now I'm called Leblon. I'm the white guy like they know I'll come back so then they can buck the system.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:47:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And traders that are trading over borders, or they're they're, you know, taking big line share and it ends up in some Maxwell House blend. They're looking for giant volumes and we're not disrupting that. We're looking for this creme de la creme and often.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:47:47 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[They leave you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:47:49 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So all right, so you've got this business going, you're doing well. And then in 2006 years in, Todd, you decide to take a three month sabbatical, go to a tiny island in the South Pacific with I guess, 100 people who live on it and just kind of live there for three months. So first of all, Todd, what was going on in your life?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:08 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How did you feel like you needed to take a?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:10 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Sabbatical.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I think that I started to well.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:16 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I was suffering from my brain. Hmm. You know, I was a hard driving guy and I I was just. I was having difficult times. I just said Ohh. And so I actually went to JP and I felt really bad. I said, you know, I was going to end up like my father, right. I.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:30 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Thought I.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:31 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Was going to go mad. Just.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:32](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:33 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Total 24/7 anxiety mania.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:35 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I just couldn't sleep. I couldn't. You know, it's just really my furnace was just burning really hot.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:43 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But I just got into space where I didn't think I was going to be OK. And you know, there was a lot of problems back.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Home.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:48:49 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[With my, my mother and my sisters and my dad. You know my dad had killed himself and it was just like, and it was just loads of pressure. And then I got involved in bad relationships and it just like I wasn't managing well, right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:02 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So I went to JP and I said you can have my shares. I don't want to ruin this thing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:06](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:08 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You can have it all. Well, I was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:10 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And this is the kind of brother this guy is. He could.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Have easily cause I would I mean when?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I was saying it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:14 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[My hands were shaking and when I get that way I stopped eating so I wasn't eating. I wasn't sleeping, so I just drove myself into.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:16](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:21 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This really, really tough place.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:23 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[JP when he said to you, hey, I'm going to leave the business. You you got it. Can you handle it? Were were you like wait.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:29 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What? Yeah, the story is, you know, he was. Todd was going through a a hard time, you know, and you needed to hit reset, you know, I felt like, you know, being.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:40 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And brothers, you know, I felt like, hey, listen, go take your time, you know, it was even to the point where it was like, you know what? I think I'm done. So I told. I said, listen, don't make any decision now. And, you know, it was clear. It was like, you know, you're going.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:55 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:49:55 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Help somebody that you love and not going to take anything from you, you're going to go get.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:01 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Better and come back and we'll talk.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:06 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So you went off for three months and you picked some tiny remote island? Yeah. To just live there. And what did you do for three months there?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:13 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, OK, so I built my own little Hut and I arrived with zero money and just a little backpack and a surfboard. There's a giant wave not too far away called King Kong.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:25 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Finished.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:26 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And I served my brains out. And then I wrote a book, and it was a piece of junk. Let me just tell you it was trashy. I just. You would not make it past the 1st chapter. But I think I did that like chopping wood. And it was therapeutic. And I wanted to prove to myself that I could write something. Right. So I did. And so there was a lot of stuff from my past that I never dealt with.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:49 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And it was. It helped a lot.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:51 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This was three months, or almost three months on this remote island, no Wi-Fi or just 2000, and no Internet. And JP, you were not in touch with.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:50:59 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Them the whole time.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, yeah. And were you not worried? Were you not like you were just like, yeah, OK. Go and I'll figure it out and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And you just ran the the business for while he was gone? No, I mean.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:08 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I was worried that he was not going to go for a while.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:11 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know which would have been bad. So once he went.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:15 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I knew that was the start of of him getting better. Well, and the business, you know, we we work. We always had such a group of very tight people. You know, if you look at the turnover that like Colombia has had over the years it's very low. So we just had that core of of people from the beginning.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[You know, so three months was, you know, felt like 2 weeks. I mean it was just not much, you know, to end though it wasn't like.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:44 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Impossible. So when he comes back was he? Had he seen to you?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:51:49 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Much better and in a different place, completely. I mean, I was just, like completely different person and, you know, happy to see you. And that's for sure, you know.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:01 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You decide 13 years after you open your first location offered in House Square in Philadelphia to open a new location.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:10 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Outside of Philadelphia for the first time, because I think at that point you had like 2 locations in Philadelphia maybe or.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[3 was it 2? Yeah, no deal with deal with it just started. We had two.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[OK. See two in Philadelphia and you decide to go to New York to the most challenging market in the world, right. And by the way, it sounds like the business model at this point was starting to change because.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:30 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Ohh, it changed big time.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The cafe wasn't really the point, but now you're opening a.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:34 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Cafe in New York. So why?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:37 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[2007 and 2000.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:39 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Nate was the major fault line in in the company. Was there a massive shift in everything? See, we thought for a long time that the 19th St. Cafe was just an anomaly. Yeah, it wasn't due to the fact that we're any good at what we do. It's just that we got lucky.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:52:59 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we were really afraid of making a second one because it would prove to everyone that the first one was just an anomaly. Yeah. So be honest with you. We were scared. Yeah. Because what if it were a failure?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And so we finally decided to face our fears, and we opened one in New York. We, like we've evolved in isolation that we've got to this point that we're going to turn this thing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:21 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Into a true business.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:23 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We could become the reference coffee roasting company in the world if we start right now, you know, and if you, if you look at the top line.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Revenue blocks alone is intense. Hockey sticks that started in 2008.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:36 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We just completely decided that we were going to dominate in this area.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:41 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So clearly you're you. You are shifting now at this point, so cafes and does that mean that at this point 2007, 2008 were shifting away from the wholesale side or did you continue?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:50 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Ohh no.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:51 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That, oh, we continue that. No.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[They're called categories, right? So.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:53:56 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You never. You never abandoned the energy that you're giving to one category because you've added a second and we have 5 now and you you realize that you don't have to leave your first child because you're having a second one.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:54:11 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So so you guys are now fully on to this new path of cafes and tell me about how you were able to do this and you have presumably you had to go seek out outside investment, right, which is going to be the first time you were going to get outside money into the business, right?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:54:28 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah. I mean, there's a couple of things that were going on too, is that I became fascinated with this thing that wasn't being done anywhere yet called Cold Brew.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:54:37 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I had this idea that you could brew coffee, put it in a bottle and sell it to stores, so that was just starting. So I knew when GP and I believed in the ready to drink coffee, so we had that we had the cafe, so we looked at each other and went man. So we started the old investor discussions and.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:54:42 Speaker 3](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hey.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:54:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It was so awful because we have different blood types to such a degree that it just it was so difficult.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:05 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we landed on one. We did the deal and that lasted 52 days till the 1st board meeting. I said OK.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I believe that cold brew is going to be a thing and lock alone needs to be the.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Father of it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:19 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We also need to create ready to drink drinks that include milk and hopefully one. If I can invent it. One that's frothy. Yeah. And they said, Nah, we don't want to.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[Do that what they want.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:29 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To do they wanted us to build 200 cafes.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:32](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:32 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[May God bless them.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

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[And this is.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:33 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Your new board. This is your board because you you had to have a board when you bring in outside investors and of course some of those board seats were held by that was.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:38 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:40 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Their private equity.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:41 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Company. Yeah. So it was a private equity company, me and JP. So I just I said we're out of here, we're going to buy you out. I gave him a sum too. Actually. I told him how much double.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:52 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[But in order to buy them out, presumably that you'd have to find like another investor to get the money.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:57 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To do that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:55:58 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's true. You know, first we agreed we would need an Angel investor. It would have to be someone who's craft based.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:56:04 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Who believes in making behaving themselves in the world and and creating value for other people and participating in communities and being decent? Yeah. And so I thought of, hey, there's that handy lucaya guy from chibani, from chibani. I've met him months earlier. He he is as well as.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:56:24 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And are concerned about the refugees coming across the border from Syria into Turkey. Yeah, he's a Craftsman. So you make things you understand, right? Yeah. I mean, he understood, you know, the complexities of Greek yogurt and why that mouth feels so important. He understood the beauty of clean milk. He understood clean ingredients.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:56:43 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So I go in my lab and I create the very first draft latte, drill a hole in the can. I put a volleyball valve in it. I put coffee, I put milk. I seam the can and I Jack the contents up with nitrous oxide to make it self foaming and I bring.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:56:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:56:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[To New York, and I said this is going to be the most expensive coffee you've ever tasted.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:02 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And yeah, he loved it.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:05 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And then what you say, hey, I need a favor from your. Hey, would would you be interested in investing? What? What's your pitch to? What do you say to?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:12 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's exactly how I sit. I don't know how smooth or awkward I was, but I said I want to take coffee into the future and I want you to be a part of it. In order for that to happen, you need to take out this VC.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:25 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And he said, great, let's meet.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:27 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we met him and he did.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:29 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And they had no problem with it. They were like, sure.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:31 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We'll sell. That's fine. Yeah, they doubled their money.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:34 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[In a couple months, right? That's pretty good. So so it did cost quite a bit to get out of that bad decision. That was that I guess you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:36 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:41 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Guys took it. Did. But you know what? In retrospect, it didn't. It was very.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:45 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Helpful.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:46 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We had to go to the next.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:48 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Level of growing up.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:49 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And we ended up getting a lot of really good executive people from it and a real different way of looking at our business.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:57:57 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[So it was like ohh there was a whole bunch of maturity that we got out of that deal that I'd still say I would do again.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:05 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And this the the draft latte cans. I mean, they became an incredible hit. Like they're, I think they're distributed all over the country. I read something like they're like one out of three US grocery stores.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I'd say yes.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:16 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Probably higher than that. Now I'd say we're getting like 2 out.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:18 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Of three, it's close.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:20 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And and JP, what do you think of of the strategy now? I mean, it seems like you guys chose the right path back when you kind of told the the private equity company. Hey, you know we don't want to open 200 locations. We're gonna go in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:32 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yes.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:32 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Different direction. Yeah. You know, I've seen so many good concepts over the years being pushed to really roll out. I'm not saying that, you know, we can't get to a big number of location, but there's a balance of things, right. I'm really, really, really happy that we.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:58:52 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We kept growing the business in different channels than just retail. I mean, how many great concepts have we seen over the years?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:00 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That you know, it just got crushed because VC money got in and and pushed it too hard. I mean, there's dozens of example and it's, you know, I think we were real naive to think that that was a solid plan and we we learned and you know, thank God Handy is with us and that this we went different paths.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:21 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[OK, we are now talking in the middle of the worst economic and health crisis in living memory. You guys reach to hold up in your homes and I'm in.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:33 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Mine.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:33 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I'm assuming you had to shut down virtually all of your locations. I'm assuming you had to lay off or furlough a significant number of employees.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:42 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You do have the draft latte selling in stores, so that's available. People can still buy that. But I mean, I have to assume like 99% of businesses in America, you guys are getting hit right now.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Clobbered. Yeah, yeah.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[00:59:55 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The way I like to think of it is, you know, the day before COVID hit, we had three big motorists on this plane, right? So we had the cafes and hospitality wholesale and we had the ready to drink and grocery and then we had ecom little motor on the back and whatever storm took two of those engines out.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:13 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Which is the cafes and the and the wholesale?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Caffeine. Yeah. And those are the real they really provide a lot of.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:20 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Cash. Yeah, those are the big engines on the plane.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:22 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, big engines. Yeah. So immediately, for part time baristas, we furloughed them. Now a great major.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:30 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Many of them are in New York and Philadelphia, and they come from places that are not New York. They're they want to leave. They want to go home to mom.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:38 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And dad, but.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:39 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Everyone else from all production, marketing, customer service, technical service, everybody, all full time employees, we haven't let anyone go. JP and I, we just we cut our salaries.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:51 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Zero. We went to the executive crew. We caught everyone 50%. We're gonna say we're gonna. We're gonna sacrifice from.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:55 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Right.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:00:57 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The top. Yeah. And you know, we've been really busy and really reorganizing the next phase, which is the opening of the stores and making sure that everybody is safe.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:09 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And well served and and still trying to maintain efficiency and speed. So it's it's been really busy couple months and it's been making you know getting us really close to our team really close to our people and and realize really the the amount of talent.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:28 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That we have on this team, you know, it's it's a I can see that, you know, has brought us really close as a.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:35 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Company. Yeah. This business has made both of you rich, and I know that, Todd.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:43 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You grew up in, like, serious insecurity, food and financial insecurity.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:50 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What does it mean to you to have money? What does that enable you to do now?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:01:56 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Well, I think the the first and foremost is you know, I can guarantee the future of my children and that was that was a big thing for me. I always wanted to have a family and I wanted to be able to provide for.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:09 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What you learned, though, is that there's no such thing as security ever. There's no amount that will make you secure. That's just something that you.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:16 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Then have to live with.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:17 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, it lets me make a change. If I see things I don't like, I could fund programs. I can do things like that, and I I could do more than just \*\*\*\*\* about things. Now I can actually go and move the needle.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:29 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm. And food and food. Food for I.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:33 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I still. I'm 56 years old and I can go to the store with my wife and I walk in the front of the car and I'll spin around and I say to her, I can buy.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:41 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Anything in this?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:42 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Store. Yeah. \*\*\* \*\*\*\* it. That's awesome. I could buy anything in the store, and it was years and years and years that wasn't possible. But I guess the the most important one is that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:53 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[You know, I have a safe home with my kids in it and I like that a lot.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:02:58 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How about you, JP? You grew up in different circumstances. You you grew up comfortable. But I mean, obviously now you are. You are well this.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:04 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Made you very wealthy.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:05 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, you know, and this is one of the things I respect the most about.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:10 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[About the US, you know, it's how people become wealthy, give back and that includes us, you know, and it's a great feeling and it's it's amazing. It's not that way in Europe and this country is amazing. No, not just us like alone. It's amazing. You know, it's pretty cool. So being part of that.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:30 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Doing your share.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:32 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, it's great.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:35 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[JP, when you think about how much of your success has to do with your hard work and talent, and how much has to do with luck, what do you think? What weight to give to each of those?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:45 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[I think love plays a really big part, really big part in the success of luck alone.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:03:51 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[It's. Yeah. Look, please. I mean, the hard work is a given, right? You're going to work hard. If I were going to give you a percentage.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:00 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We probably call it close to 5050. It's I mean if you if you call luck, you can also talk about timing.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:07 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[The fact.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:07 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Did the two of you met in the 1st?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:09 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Place, yeah. And then people you meet along the way and and you know the opportunity that create all that you know I put in the same bag you know for.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:17 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Me that's luck.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:19 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[How about you?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:21 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Yeah, I just, I don't know when he was talking, I I got an image in my mind, it's like.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:26 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[We have these mosaic tables. They're broken pieces of La Colombe ceramic. You know that they put together to make this mosaic top. So I would say that the grout is the luck. It's what holds all those broken pieces together.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:31](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hmm.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:41 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Whatever percentage that is.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:43 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Because obviously they they would, it would mean nothing if it weren't for the grout, right? They wouldn't hold together. So I would say this 35% of its luck.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:04:54 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Or good fortune or destiny. Or, you know the gods, or because it's true, man, that luck begins.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:01 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[With Green River and whether he is wearing a gold vest or not, am I sure is meeting JP huge piece of?](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:08 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Luck.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:08 Speaker 4](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Look.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:10 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Had I not gone that night, there would be no luck alone.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:15 Speaker 2](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[That's.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:15 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Todd Carmichael and JP Liberti, cofounders of La Colonne Coffee roasters, by the way, in addition to founding La Colonne, Todd also once held the world's speed record for trekking to the South Pole on foot.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:30 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Unassisted, there's a whole documentary by this trip called Race to the bottom of the Earth that aired on the National Geographic Channel.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:40](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Hey.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:05:40 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[Thanks so much for listening to the show this week. You can subscribe wherever you get your podcasts. You can also write to us at eachibt@npr.org and if you want to tweet at us, it's at how I built this, or at Guy Raz. Our show was produced this week by Casey Herman, with music composed by Ramtin Erebuni. Thanks also to Julia Carney.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:06:00 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[And the slam Neva Grant, Sarah Saracen and Jeff Rogers. I'm Guy Raz. And you've been listening to how I built this.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:06:16 Speaker 1](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[This is NPR.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[01:06:22 Speaker 5](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)

[What do you do when you have too many Pickles in Alaska and not enough pancake syrup in New Jersey on the next episode of Planet Money Summer School, we send supply and demand to the rescue. It's economics education you always wanted, but never got around to every Wednesday. Listen now to planet money from NPR.](https://ballstate-my.sharepoint.com/personal/wei_hua_bsu_edu/Documents/Transcribed%20Files/La%20Colombe%20Coffee%20Roasters%20Todd%20Carmichael%20and%20J.P.%20Iberti%201.mp3)