



**ACCURATE
GLASS**

**The Lake Effect | Episode #14 - Jesse
Kerr - Sandbox Centre and Business
Consult Professional**

00:00:00.980 [Music]

00:00:06.319 Welcome to the Lake Effect podcast.

00:00:08.000 We're shooting today at the Sandbox

00:00:09.440 Center in downtown Berry. I'm Mike from

00:00:11.200 Accurate Glass and this is a podcast in

00:00:13.920 regards to fine home building and

00:00:15.759 cottage building in Miss Cookberry. So

00:00:17.760 today I have with me Jesse Kerr uh from

00:00:20.400 the Sandbox Center, the senior

00:00:21.600 innovation manager. Welcome. Thank you,

00:00:23.519 Mike. Um and we'll be asking him some

00:00:26.080 questions about what uh why we shoot

00:00:28.080 down here, what what's available here

00:00:30.560 and what services uh he provides. So uh

00:00:33.600 tell us a little bit about about um what

00:00:35.600 that position does, the innovation

00:00:37.680 manager and uh how you help businesses

00:00:39.920 and what you do. Yeah, for sure. So in

00:00:42.719 my role here at Sandbox Center, for

00:00:44.879 those who aren't entirely familiar

00:00:46.640 familiar with the Sandbox Center, what

00:00:48.399 we do here is we really help businesses

00:00:50.160 get to where they want to go. The

00:00:51.600 simplest way to put that, right? And we

00:00:53.600 do that really in three ways. So the
00:00:55.680 first way I like to say is when people
00:00:57.440 come and use the space because uh
00:00:59.280 outside of here we uh outside of the
00:01:01.120 walls in the room we're currently
00:01:02.320 sitting in, we have uh lots of drop in
00:01:04.799 space. So it's not quite co-working. You
00:01:06.640 can't bring your stuff and leave it
00:01:07.920 here, but you can definitely show up and
00:01:09.840 drop into work. And so with that, you
00:01:11.840 get to network with the other
00:01:13.520 individuals who are doing the same
00:01:14.799 thing. We do have meeting rooms here as
00:01:16.960 well, too. And so it the idea originally
00:01:19.200 was that you might be here working and
00:01:22.000 then someone I haven't seen in a while
00:01:23.439 may be like Mike where have you been?
00:01:25.439 Right? And so just by virtue of the fact
00:01:27.360 we're both in the same spot, same time.
00:01:29.200 So social in a business context. Social
00:01:31.600 in a business context, right? I think
00:01:33.280 that at the core of the other two
00:01:34.799 examples I'll give you here, Mike,
00:01:36.240 really what it is is it's exactly that.
00:01:38.479 It's the networking effect, right? It's
00:01:40.320 connectivity to different individuals at
00:01:42.400 different times but within the realm of
00:01:44.479 business, right? So Sandbox Center,
00:01:46.720 that's what we do. We help people in

00:01:48.640 business get to where they want to go.
00:01:50.479 But listen, we don't have all of the
00:01:51.759 answers and we're not the only answer
00:01:53.200 out there. This is about the collective
00:01:55.600 group and sharing. Right. Fair enough.
00:01:58.320 So um that's and that's one of the
00:01:59.920 reasons I'm here. I'm doing this podcast
00:02:01.600 is because I dropped in to see somebody
00:02:03.520 who was operating at a um and you know
00:02:06.960 they involved in social media which is
00:02:08.639 Trevor who did the last uh episode with
00:02:10.800 us. Okay. And um we saw the room, we saw
00:02:14.160 the podcast, a professional studio and
00:02:16.080 said, "Hey, we want a piece of that. We
00:02:17.440 want to try that out." So it does work.
00:02:19.520 I mean, here I am, right? That's the
00:02:21.440 second part of it. Absolutely. Is so the
00:02:23.520 use of space is really going to feature
00:02:25.280 in these first two examples. But uh the
00:02:27.200 first use of space, right? So just
00:02:28.640 dropping in, coming in, being here. The
00:02:30.640 second one would be using the room. So
00:02:32.560 just like we're doing right now, the the
00:02:34.400 podcast studio is one opportunity. We do
00:02:36.800 have a couple other boardrooms and a big
00:02:38.400 event space in the beginning. And then
00:02:40.400 the third and final way in which that
00:02:42.239 you're going to connect a community here
00:02:43.920 is really through uh the different

00:02:45.599 actual activations. I like to call them
00:02:47.440 activations but programs, workshops,
00:02:49.920 events. So really at the core of it all,
00:02:51.920 it's just people coming together and
00:02:53.360 that's what we do here with a business
00:02:55.200 lens. So if I wanted to be a
00:02:57.080 hypercritical business owner, which
00:03:00.080 watching my expenses and looking for
00:03:02.560 return on investment on, you know, the
00:03:05.840 next breath I take, right? So not that
00:03:08.239 I'm like that but sometimes you have to
00:03:10.480 be like that in order to stay alive,
00:03:12.239 make a profit and keep the company
00:03:13.840 moving. Um why why would somebody engage
00:03:18.480 in the services that you offer you know
00:03:20.480 as far as business coaching is
00:03:21.840 concerned? Yeah. So in the business
00:03:24.560 coaching uh realm I would look at it
00:03:26.800 more as peer learning style than
00:03:29.519 business coaching. Now we do have a lot
00:03:31.519 of uh coaches um available that come in
00:03:34.319 are part of the membership here in the
00:03:36.159 space but from the sandbox lens and
00:03:38.879 we'll talk about the regional innovation
00:03:40.400 center um piece of it where more of the
00:03:42.400 direct um programmatic pieces come in
00:03:44.640 and we have an accelerator program that
00:03:46.159 I run as part of my uh job here as well
00:03:48.879 but in the ideal idea of the original

00:03:52.159 sandbox center it was really about that
00:03:54.319 connectivity to the business community.
00:03:56.239 So, as an example, when you first walk
00:03:58.080 up the stairs, we have uh a lot of our
00:04:00.400 partners and sponsors whose names are on
00:04:02.080 the wall. They have all sorts of
00:04:04.400 knowledge that I don't have. Right? When
00:04:06.080 we look at somebody like uh one of our
00:04:07.920 good partners at the BDO as an example,
00:04:10.319 I mean, I know that tax exists. I know
00:04:12.239 that accounting exists, but uh I only
00:04:14.480 know enough to be dangerous about it.
00:04:16.399 So, that when we're having a
00:04:17.720 conversation and if you had something
00:04:19.759 about tax or accounting you wanted to
00:04:21.120 know to, I can refer you to an expert,
00:04:23.520 right? But I also bring them in house
00:04:25.600 here. So to your question of like why
00:04:27.440 would I want to engage in that fashion
00:04:29.280 is a because we have those people here
00:04:31.120 and they're people at the sandbox center
00:04:32.880 we don't lead with the business card we
00:04:34.479 don't lead with the sale I'm not trying
00:04:36.240 to sell you something I get to know you
00:04:37.919 right much like we're doing right now we
00:04:39.919 get to know each other where you're at
00:04:41.520 where it is you want to go even if
00:04:43.199 you're hyperritical about something then
00:04:45.440 that's where kind of the training piece

00:04:47.199 comes into play. Uh so here at the
00:04:49.199 Sandbox Center uh we we have recently
00:04:51.680 become this thing called a regional
00:04:52.880 innovation center and regional
00:04:55.040 innovation centers for those who are
00:04:56.320 unfamiliar uh are funded by the province
00:04:58.960 of Ontario and it's really a
00:05:00.720 programmatic funding that they offer um
00:05:02.720 for us and so there are 17 of these
00:05:05.199 regional abatement centers across Ontario
00:05:07.360 and so the sandbox now joining that
00:05:09.919 network does a couple of things and so
00:05:12.400 if I was that business owner and you're
00:05:14.639 asking why would I come to the sandbox
00:05:17.039 center? Well, what we do um in terms of
00:05:20.720 the regional innovation center is
00:05:22.080 actually to help more specifically guide
00:05:24.280 programmatically through the journey of
00:05:26.560 you know where you want to go, right?
00:05:28.160 Where are you now? You come in the door.
00:05:29.919 Whether you're someone who's already in
00:05:31.520 market, I'm in an inmarket business and
00:05:33.520 I'm either spinning my wheels, I'm
00:05:34.960 turning the light on, I'm turning the
00:05:36.080 light off every day, not really gaining
00:05:38.000 any traction or maybe I'm gaining lots
00:05:40.479 of traction and I'm actually having a
00:05:41.919 growing and scaling issue. Right?
00:05:43.360 There's no shortage of people who have

00:05:44.639 scaled themselves to death before.
00:05:46.840 Specifically, if I was talking about uh
00:05:49.360 you know in the trades in
00:05:51.160 Mscoa, one of the issues that most will
00:05:54.000 face will be I had an employee but they
00:05:56.240 thought they could do it better so they
00:05:57.759 left and started their own company but
00:05:59.600 they didn't get any of the
00:06:00.400 insuranceances but then the person hired
00:06:01.919 them because they were cheaper and then
00:06:03.840 oh no they did something wrong and now
00:06:05.840 actually that person has tainted my
00:06:07.759 industry period because they did a poor
00:06:09.600 job of it in the first place because
00:06:10.880 they weren't a professional they weren't
00:06:12.400 an expert but they led someone to
00:06:14.400 believe they were. So when I walk
00:06:15.840 through the door on the second uh the
00:06:17.759 next guy in, they don't believe me.
00:06:19.759 They're looking at me negatively. And
00:06:21.680 also, oh no, I don't have enough
00:06:23.120 employees to manage all of the business
00:06:25.120 that's happening right now. Obviously,
00:06:26.720 in MSCOA, there's a lot of seasonal work
00:06:28.319 that happens, too. So, like, how do I
00:06:30.720 how do I become more sustainable year
00:06:32.800 round? How do I retain my employees? How
00:06:34.960 do I keep my overhead down? How do I get
00:06:37.440 my name out to the customer? Because

00:06:38.880 there's a huge market with lots lots of
00:06:40.880 uh lots of resources up there, right?
00:06:42.639 Okay. I mean the the story you're
00:06:44.639 describing definitely happens from time
00:06:46.960 to time. Um uh you know as far as trades
00:06:50.240 are concerned in Mskoka. Uh there's I
00:06:53.600 mean there's a mix of things going on
00:06:55.120 from my knowledge. Yeah. Tell me more.
00:06:57.520 Um yeah for what I see. Okay. So there's
00:07:00.720 there's companies that are have grown up
00:07:02.400 in Mskoko started small built up that
00:07:04.880 you know took advantage of whatever you
00:07:06.400 know growth when growth was happening.
00:07:08.560 Um there's people who bring trades. If
00:07:10.960 we talk about trades specifically,
00:07:12.720 there's people who bring trades from the
00:07:15.120 city. Um, and usually that's yeah, you
00:07:18.319 know, I don't know how you would gather
00:07:20.520 statistics other than just to have
00:07:22.800 experience and talk to people and and
00:07:24.479 see the the the traffic and the travel.
00:07:27.199 Um, and from that lens, I can say
00:07:30.759 statistically in my head, uh, it seems
00:07:33.759 that guys who come up from the city
00:07:34.960 maybe do one job or two jobs and then go
00:07:36.960 home. Um, they don't live there. they're
00:07:39.120 not they they have to go all the way
00:07:40.400 back to the city to to for their
00:07:42.319 resources um or for their home or to get

00:07:45.039 home at night or whatever. Um and that
00:07:48.240 presents a disadvantage to anybody who's
00:07:50.880 doing repeat business in Mskoka. So um I
00:07:54.400 mean there are people in Mskoka who look
00:07:56.080 at my company accurate glass and there
00:07:58.080 so oh you guys are from Barry you know
00:08:00.720 you know not Msoka you know like Barry's
00:08:03.280 the big smoke or something right it's
00:08:04.879 more like it's the little smoke really
00:08:06.960 but it's only an hour and a half down
00:08:08.639 the road I mean it literally takes as
00:08:10.560 long to get from Barry to Mskoka as it
00:08:14.400 does to traverse Mskoka right you so um
00:08:18.319 but we we send trucks there every day
00:08:21.440 where you know we've got somebody in the
00:08:23.039 area. Um, the reason we base ourselves
00:08:26.800 here, we haven't moved the whole company
00:08:28.879 up to Mskoka, even though that's the
00:08:30.639 core of our our work zone, is because of
00:08:33.120 our fabrication plant and we're making
00:08:35.039 glass in Berry. It's a long-term, I
00:08:37.360 mean, the company's really has roots
00:08:39.120 back to
00:08:40.039 1969. Uh, yeah, you know, it's a
00:08:42.559 well-established business and our
00:08:44.800 fabrication shop is, you know, very
00:08:47.040 effective and it serves other businesses
00:08:49.120 as well. as far as you know the the guys
00:08:51.200 who are doing installations um we did

00:08:54.000 buy Mskoka Glass and created a
00:08:56.480 relationship. The the best part of that
00:08:58.560 relationship has actually been being
00:09:00.000 introduced to all the very
00:09:03.160 um cooperative and realistic people that
00:09:05.920 we've met at Mskoka Builders
00:09:07.519 Association. Um so we attend their
00:09:09.760 meetings. Um a lot of their meetings are
00:09:12.160 driven to give advice or present
00:09:15.200 information for business owners. Um,
00:09:17.600 which is kind of nice because you're
00:09:19.440 you're you're you're surrounded by, you
00:09:22.560 know, um, uh, people who are in the
00:09:25.839 experiencing the same struggles that you
00:09:27.279 are as a business owner, right? So, I
00:09:29.680 imagine that the sandbox center is kind
00:09:31.839 of the same. I I know the I I have met
00:09:34.880 Craig uhh before who established the
00:09:37.680 sand sandbox center I think 2016
00:09:39.760 somewhere around there, something like
00:09:41.040 that.
00:09:42.000 Rumor has it that it was uh on a napkin
00:09:44.320 sometime in 2014 and then maybe they
00:09:46.640 actually incorporated 2016 and we uh I
00:09:49.120 came on board in 2018 with the team.
00:09:51.519 Excellent. So you've been here quite a
00:09:53.120 while. Yes, I am the oldest remaining
00:09:56.519 employee on all fronts. Uh fair enough.
00:10:00.080 Uh I mean to me 2018 maybe it's because

00:10:02.640 of my age it doesn't feel like that long
00:10:04.800 ago but a lot has happened since 2018.
00:10:07.760 In fact, it was a very I think anybody
00:10:10.240 who did anything um between 2002 and
00:10:14.839 2007 made money. I all you had to do is
00:10:17.600 not be stupid and you would make money.
00:10:21.120 Um and then there was a little bit of a
00:10:22.640 break. Um and then somewhere around 2010
00:10:26.040 2011 if you existed between 2011 and
00:10:29.959 2019 in a trade business in a
00:10:32.320 construction business you had any kind
00:10:34.480 of sense of the fact that you just need
00:10:36.399 to bring in a little bit more than you
00:10:38.160 let out um then you did okay and you you
00:10:40.640 had growth and um it's funny when you go
00:10:44.399 beyond that and you look at 2020 and
00:10:46.720 beyond and the challenges that were
00:10:49.640 introduced not just co's one thing. Um,
00:10:53.760 but I think a lot of people see I can't
00:10:58.480 I can't be the only, you know, business
00:11:00.720 owner or person in my position or even
00:11:02.560 in this region who doesn't see that
00:11:04.000 there's a macroeconomic situation taking
00:11:06.800 place where you you've reached a this
00:11:10.160 change of the rules and now all of a
00:11:12.560 sudden I mean this is being shot the the
00:11:14.399 date will be there as you know uh uh
00:11:16.560 what are we in the second quarter 2025
00:11:19.680 um there's now rapid change rapid change

00:11:22.959 and a lot of it's forced rapid change
00:11:26.320 and the assumptions um that people make
00:11:29.600 about recessions um and recovery are I
00:11:34.399 think they're when people are like
00:11:36.320 falsely optimistic I think they're wrong
00:11:39.120 in my opinion but as a business owner
00:11:42.480 who is effectively producing a luxury
00:11:45.120 product which we are okay some of it's
00:11:48.240 uh falls under the uh category of
00:11:50.800 necessity I would Okay. Um there are
00:11:53.360 elderly people who need a decent shower.
00:11:55.920 Um there are um you know hospitals,
00:11:58.480 airports, uh public buildings that need
00:12:00.800 glass. Um we we're very proud to produce
00:12:03.839 glass for not one actually many um
00:12:06.800 aluminum boat companies who are using
00:12:08.880 those boats for emergency services, fire
00:12:11.120 departments, that kind of stuff. Uh we
00:12:13.600 are also producing um a lot of railings
00:12:16.720 and office partitions which of course
00:12:19.440 you know are part of our world right um
00:12:23.120 uh and and may or may not fit into the
00:12:25.680 you know necessity category. I'm sure if
00:12:27.519 you were on the balcony of a 20th floor
00:12:29.839 building that you would want to have a
00:12:31.760 railing if you went out on the balcony.
00:12:33.920 Wouldn't mind that one at all. Actually,
00:12:35.440 I've been trying to push to get one on
00:12:37.120 the top of the rim outside of the

00:12:38.399 sandbox there for a while to knock the
00:12:40.079 wind down. Maintain the view. It's
00:12:42.800 totally possible. I'm sure it is. I've
00:12:45.440 seen it done. Yes, you can have a
00:12:47.519 windbreak. You can have a windbreak that
00:12:50.079 um you know is very tall. You can have a
00:12:52.480 windbreak that is uh very tall and if
00:12:55.519 you want uh reduces the sound. You can
00:12:57.920 have a windbreak that is very tall,
00:12:59.360 reduces the sound and and is bullet
00:13:00.959 resistant. And you can have a windbreak
00:13:02.639 that is very tall that reduces a sound
00:13:04.079 that is bullet resistant that changes
00:13:06.200 color. Yeah. Yeah.
00:13:09.279 Where have you been? Yeah. It's um you
00:13:12.959 know to address some of the the timeline
00:13:14.959 that you were talking about and even um
00:13:16.959 when I was talking about the trades and
00:13:18.399 some of the problems that uh that I've
00:13:20.320 seen that they faced uh I have lots of
00:13:22.480 friends who are in the trades. I have a
00:13:23.920 couple of friends who have long-standing
00:13:25.760 generational businesses up in MSCOA
00:13:28.240 particularly the Gravenhurst area as
00:13:30.240 well.
00:13:32.440 And in my realm of supporting businesses
00:13:37.360 particularly and taking them from where
00:13:38.880 they are now to where they want to go.
00:13:41.320 Um there are a few realities that are

00:13:43.920 just universal around business, right?
00:13:45.760 And uh some of those are that at the
00:13:48.800 core of it all it's it's the people and
00:13:50.720 the execution component. You you'd kind
00:13:52.560 of alluded to the fact that there was
00:13:53.920 some boom times and if you knew enough
00:13:56.079 about uh being able to, you know, just
00:13:59.279 to simplify it, like put the nail on the
00:14:01.040 board in the right place or knew how to
00:14:03.040 cut the glass properly that there was a
00:14:05.120 market for you, right? There had to be a
00:14:06.720 market. There's people with money. They
00:14:08.079 wanted the product. They're ready to
00:14:09.440 buy. It's very seasonal up there. The
00:14:11.839 businesses are quite seasonal. So,
00:14:13.279 sustainability becomes an issue
00:14:15.279 depending on the market that you're in
00:14:16.639 and you're you're facing. Um the
00:14:19.440 customer base comes and goes as the the
00:14:22.160 biggest proponent for what
00:14:23.360 sustainability looks like for your
00:14:24.880 business model too. Unless you can get
00:14:26.320 into, you know, changing the model into
00:14:28.160 a long-term contract kind of piece,
00:14:29.760 right? The sustainability for us, I
00:14:32.000 mean, uh we're just right now we're
00:14:34.079 working on the program which is an
00:14:35.360 extension of what the previous owner had
00:14:36.959 had built up to that point is that we

00:14:39.279 decided uh or he decided at one point to
00:14:42.079 fabricate his own glass rather than rely
00:14:44.800 on suppliers from the Toronto area to
00:14:46.720 fabricate glass. And the fabrication
00:14:49.600 reached a point I mean it's now at a
00:14:51.600 point where about 95% of our glass that
00:14:53.839 we produce is for other companies. So it
00:14:57.120 only takes about 5% of our production to
00:14:59.519 supply our own installation crews. Um
00:15:02.000 and we're very proud you know to supply
00:15:06.160 basically our direct competitors. We
00:15:08.000 have uh call them frenemies if you want
00:15:10.560 to. Um we just you if you live in a
00:15:14.000 smaller community the smallest community
00:15:15.360 that I lived in for any time period for
00:15:17.279 you know anybody's interest is to right
00:15:19.760 which in the dead of winter is 500
00:15:21.600 people and my wife comes from a small
00:15:24.000 town in at Alberta called Edson. Okay so
00:15:28.000 uh you know you you can't you you you
00:15:31.839 can't let little things bother you. You
00:15:34.320 know you need some glass fine we'll make
00:15:36.079 it for you. You're going to take the
00:15:37.440 customer. You're going to make all the
00:15:38.560 profit. That's fine. at least we get to
00:15:39.839 make the glass and we and we've always
00:15:41.600 been good with that. Um the 5% that we
00:15:44.079 produce for ourselves allows us to
00:15:46.720 control that production and make

00:15:49.120 absolutely certain that when we do get
00:15:51.120 hired to do the job, which we don't
00:15:52.639 always get hired to do the job, that we
00:15:55.040 are providing value to that customer. Um
00:15:59.279 not all people value value. They really
00:16:03.440 just want the bottom price and that's
00:16:05.279 it.
00:16:06.240 um they they don't value the
00:16:07.920 professionalism and that's
00:16:09.959 fine. They can be somebody else's
00:16:12.399 customer. We're good with that, right?
00:16:14.639 As long as there's people out there who
00:16:16.480 want um somebody who's kind of going to
00:16:19.199 take their shower seriously, take their
00:16:20.800 partition seriously, design the glass
00:16:22.399 properly, listen to their designer,
00:16:24.000 their uh listen to the homeowner, listen
00:16:26.000 to the architect, listen to the general
00:16:28.040 contractor. Um care about the clock and
00:16:30.720 the watch and get it done on time. um
00:16:32.959 not whine and complain if we have to put
00:16:34.639 it on a boat and take it out to an
00:16:36.000 island or something like that. Um so
00:16:37.920 that's the service that we provide. What
00:16:40.240 that's allowed us to do is is it's
00:16:42.399 allowed us to have this awesome
00:16:44.000 fabrication facility. You know that um I
00:16:48.399 I I'm still answering or you know
00:16:51.199 focused on the sustainability aspect of

00:16:53.120 it that gives us sustainability so that
00:16:55.920 over the winter we have something to
00:16:57.880 do and then we end up with the same
00:17:00.240 person trained the following season. So
00:17:03.199 it seems to me, you know, if I was to be
00:17:05.199 unpacking the accurate glass model here,
00:17:07.280 then you have a couple of streams and
00:17:09.439 I'm sure, you know, you've already
00:17:10.959 thought about these pieces, whereas
00:17:12.400 you're the supplier for almost the
00:17:14.199 industry or at least your competitors in
00:17:16.559 your area, right? If you're we serve the
00:17:18.079 trade. We serve the trade. We serve the
00:17:19.599 trade. And so if I was to unpack your
00:17:21.679 business model, then I might uh, you
00:17:23.439 know, lean in to take a look at what
00:17:25.199 serves you better. What's a bigger
00:17:26.799 profit center in what you do? Serving
00:17:28.400 the trades or actually providing the
00:17:30.480 direct product yourself, right? Right?
00:17:32.080 And then I might ask those questions.
00:17:33.840 Now, it's important to have um you know
00:17:36.240 a presence in market and it's important
00:17:38.000 to be able to serve maybe perhaps your
00:17:40.000 higherend clientele while also serving
00:17:41.919 the industry itself. And you might just
00:17:44.080 ask yourself those questions. Um and I
00:17:46.000 think there's a lot
00:17:48.280 of not only you know your yourselves as

00:17:51.760 a fabricator but even the service
00:17:53.200 providers themselves in the end
00:17:54.640 everybody asks these questions like
00:17:56.080 where is my market right? If I am going
00:17:58.000 to build am I gonna build a high-end
00:17:59.280 home and I'm only building high-end I'm
00:18:01.120 only building high-end log like what
00:18:02.720 segment do we want to serve and how best
00:18:04.880 represents us in the market in Mskoka um
00:18:07.679 who's aware of us and how do we do this
00:18:10.720 versus am I just going to try and build
00:18:12.960 you know something else I don't want to
00:18:14.320 do high-end homes because it comes with
00:18:15.679 high-end problems and high-end budget
00:18:17.200 issues and I can't manage the people and
00:18:18.880 I'm not saying that's you but I'm
00:18:20.480 talking about businesses business owners
00:18:23.039 and the individuals when we talk about
00:18:25.280 how people show up to serve you you
00:18:27.200 know, it's very clear that at accurate
00:18:28.960 you guys are are more focused on
00:18:30.640 quality, right? You mentioned, you know,
00:18:32.720 people who are serious about
00:18:34.160 professionalism and they're really it's
00:18:36.640 important to them what it is they get
00:18:38.640 versus the price sensitive piece or they
00:18:40.720 just want the cheapest thing, just get
00:18:41.840 it in, get it done, right? And so these
00:18:43.760 are just questions, you know, people

00:18:44.799 would ask themselves from a business
00:18:46.240 lens or that I would in conversation
00:18:48.160 with people here at the sandbox. I'd
00:18:50.080 start asking a little bit few more
00:18:51.440 questions around um where you're seeing
00:18:53.520 your most amount of success, why you
00:18:55.440 believe you're seeing that cess, what
00:18:56.799 your customers are saying about that. So
00:18:58.400 do you do you do it as a consulting
00:19:01.000 service like for pay? Well, at the
00:19:04.559 sandbox center, the answer to that
00:19:06.080 question is no, as a matter of fact. So
00:19:07.679 at the sandbox center, this is part of
00:19:09.280 the uh the pure knowledge uh peer
00:19:11.200 sharing. So we do have these uh these
00:19:13.120 groups that we call peer circles and
00:19:14.559 this is where I don't know if you've
00:19:15.919 attended any of the peer circles yet um
00:19:17.919 but where people come together over a
00:19:20.559 subject matter. So we have like an
00:19:21.760 operations group. So we come and we
00:19:23.280 talk. Yeah. What what I did attend was
00:19:25.440 um it was like a cyber security um uh uh
00:19:29.039 seminar. Yeah. And the and you you guys
00:19:31.679 were able to bring in um I think it was
00:19:34.120 a a PO regional police officer, right?
00:19:37.280 If I remember correctly. Yeah. And it
00:19:39.200 was fantastic. It was like it was like
00:19:42.880 these are the hairs on the back of your

00:19:44.480 neck that should be standing up and if
00:19:46.160 they're not then you you you know brush
00:19:49.039 them, right? And and he was just went
00:19:51.120 through these examples of how people
00:19:52.799 come running to the police and they come
00:19:55.280 after the fact when there are so many
00:19:57.440 things that somebody could have done
00:19:58.640 from a business standpoint to nail the
00:20:00.799 cyber security aspect of it. So, one of
00:20:03.760 our one of our guests that we also had
00:20:05.039 on the podcast, if people want to look
00:20:06.400 up the previous podcast, was Joe from
00:20:08.400 Computer Elite, who's a local business
00:20:10.240 here, and and that's basically we did a
00:20:12.240 deep dive into his um recommendations
00:20:15.120 for cyber security. But the only reason
00:20:18.080 I was able to have a competent
00:20:19.200 conversation with him about it is
00:20:20.880 because of the seminar that you guys put
00:20:22.240 up.
00:20:24.320 Thank you. You're you're quite welcome
00:20:26.240 for that one. And I I think that what
00:20:28.000 you've touched on there for me is
00:20:30.120 that we have a community of individuals.
00:20:33.919 So I talked earlier about the three
00:20:35.360 different ways that you can connect into
00:20:36.799 individuals here at the Sandbox Center
00:20:38.400 and then kind of started a little down
00:20:39.840 the road at the regional innovation

00:20:41.120 center which is a bit more focused. So
00:20:43.919 the the three ways I talked about
00:20:45.520 connecting at the Sandbox are really
00:20:46.960 more around that community and that peer
00:20:48.559 sharing, peer knowledge. You mentioned
00:20:50.159 you'd met Craig. Uh part of the original
00:20:52.320 vision for the sandbox center itself
00:20:54.799 before it became a regional invasion
00:20:56.320 center long before that was a community
00:20:59.840 hub, community knowledge. There's a lot
00:21:01.679 of knowledge in our community in Mskcoa
00:21:04.320 um two traditional commuter towns where
00:21:06.960 everyone gets in their car and leaves in
00:21:08.480 the morning with all their knowledge and
00:21:09.679 all their skills and they go down to you
00:21:12.480 know Vaughn area, Aurora, New Market,
00:21:15.520 maybe Alist and then they use their
00:21:18.000 skills there and then they come back
00:21:20.000 home to Barry where they lay their head
00:21:21.760 down. But what happens if we could pull
00:21:24.159 those individuals back into a central
00:21:26.960 hub, which would be the sandbox center,
00:21:28.799 where they're sharing with each other to
00:21:30.720 then help build and grow better
00:21:32.720 businesses here at home, not just from
00:21:34.799 the top, but also from the um the
00:21:37.679 management and the staff as well. And so
00:21:39.600 that's what we like to try and provide
00:21:41.120 through those workshops with our

00:21:42.799 partners. We don't know everything,
00:21:45.039 right? Our partners, we have they have
00:21:46.880 expertise for a reason. They offer
00:21:48.320 services. We bring it together. So in
00:21:50.240 the conversation that we've had today
00:21:51.600 and the conversation we had just prior
00:21:55.039 um you seem to have a pretty sharp sort
00:21:58.080 of arrow uh you know how to hit the
00:22:00.240 target as far as you know um uh what
00:22:03.280 subject matters or what format to bring
00:22:05.360 up in order to move a business forward
00:22:07.200 or discuss with a business person where
00:22:09.039 do you get that expertise?
00:22:11.360 Yeah. So that
00:22:12.919 uh I've also come from a background uh
00:22:15.919 so most of my prior careers were frontf
00:22:18.559 facing. So I was the the knocking on the
00:22:21.919 door front making sales, business
00:22:24.080 development, uh customer success, you
00:22:26.799 know, all the front-facing touch points.
00:22:28.640 So I've had trial by fire over I don't
00:22:32.000 know, you just made me do some math here
00:22:33.520 on that one. Trial by fire for over 20
00:22:35.360 years now. And uh so just that learning
00:22:38.320 is one piece of it. the natural
00:22:39.840 component. The second bit is I'm now 6
00:22:42.159 and a half years in here at Sandbox. So
00:22:43.840 within what I like to call the
00:22:45.200 innovation ecosystem or within the

00:22:47.360 business ecosystem, what I've benefited
00:22:49.679 from, you mentioned that you came and
00:22:51.120 you got to hear, you know, a cyber
00:22:52.799 security component. I I've heard that
00:22:55.360 I've heard the finance, the account, I
00:22:57.120 know enough to be about pretty much
00:22:58.480 everything to be dangerous and a little
00:23:00.880 bit in a few realms where I can
00:23:03.360 definitely point you in the right
00:23:04.400 direction. I think I think people
00:23:05.520 undervalue that. Um, and it's the reason
00:23:07.919 people have like you can't just Google
00:23:10.000 everything. Uh, you chat gpting. You you
00:23:13.360 can't you can't you can't. It's don't
00:23:15.440 chat gpt everything. It doesn't know
00:23:17.520 everything.
00:23:19.200 Well, it it it knows what it knows. Um,
00:23:22.080 you know, if uh one question if people
00:23:24.720 are going to Google or chat GPT or LMA
00:23:27.039 or whatever they're using for AI, ask it
00:23:30.400 how much human know how much of human
00:23:32.559 knowledge can you access or you can
00:23:34.240 contain, right? And and and first of all
00:23:37.760 the answer that the last answer I got
00:23:40.080 was less than 1%. Okay, it was actually
00:23:42.640 I think less than half a percent of all
00:23:44.320 all written knowledge. And how much
00:23:46.880 knowledge from people's experience and
00:23:48.799 people's heads can you gather? Zero.

00:23:52.480 Right. You AI cannot tap into your
00:23:55.280 brain. It can only tap into things that
00:23:57.120 you may have published or
00:23:59.360 um there's yeah there's a yet aspect to
00:24:01.600 it. But I think um you like human beings
00:24:05.120 tap into other people's knowledge if you
00:24:07.200 if there's lots of things that go
00:24:08.559 unrecorded. Right. Oh, absolutely. Yeah.
00:24:10.960 There's there's also I mean if any any
00:24:12.880 student of history will tell you that
00:24:14.799 people's lives now and people's lives
00:24:16.960 500 years ago and people's lives a
00:24:18.880 thousand years ago and people lives
00:24:20.960 3,000 years ago um we're basically the
00:24:23.840 same. I mean a bear shits in the woods,
00:24:25.360 right? Human beings are human. So we're
00:24:29.679 when you recognize and willing to
00:24:31.200 acknowledge the fact that we're living
00:24:32.640 in
00:24:33.400 a sort of repetitious um cycle and
00:24:36.720 there's really you know nothing is new
00:24:39.200 but it's not not new because we're now
00:24:41.360 it's new because it hasn't been new for
00:24:43.279 80,000 years and this is your ride just
00:24:46.720 enjoy it right I just finished having
00:24:49.360 the same conversation actually um just
00:24:52.240 hosted a workshop really around stress
00:24:54.080 testing desiraability of your your
00:24:56.159 concept

00:24:57.200 uh in business, right? So, do people
00:24:58.799 want accurate glass products? How do you
00:25:01.400 know? Problem is still the problem is
00:25:03.679 still the problem, right? The problem of
00:25:05.279 glass since the invention of glass or
00:25:08.320 prior what was what was before glass,
00:25:10.480 right? What was before that? When we get
00:25:12.480 to the problem of glass, I have an
00:25:14.080 inherent issue I need to be solved right
00:25:15.840 now, right? That you are purporting to
00:25:18.559 solve through your business
00:25:21.240 offering. You're not the only one who
00:25:23.279 does it, right? There are other people
00:25:24.960 who do it. Now, you do have a a strong
00:25:26.720 foothold. I'm coming to learn here in
00:25:28.400 our area as the uh as the fabricator,
00:25:31.120 but the problem is still the same
00:25:32.480 problem that the problem will be in the
00:25:34.240 future is that people need whatever the
00:25:36.159 true issue at hand is. So, what do I
00:25:37.919 need the glass for? I don't want water
00:25:39.840 to spill over and ruin all of my floor.
00:25:42.400 Right? These would be some of the
00:25:43.679 questions I'd start asking. If I have a
00:25:45.200 glass in a shower, what happens if I
00:25:46.480 don't have glass in a shower? Floor gets
00:25:48.799 wet. Right? Is that a problem for me?
00:25:51.360 That's a problem. Is there a deeper
00:25:52.640 problem on that problem? what's the next

00:25:54.159 problem behind that? And we start asking
00:25:55.919 those questions till you get to the core
00:25:58.159 of what it is that you're actually
00:25:59.679 solving for. Yeah. It's a kind of
00:26:02.679 um Toyota
00:26:05.080 way. Why why why right you get the five
00:26:09.440 W. Five W. Yeah. So you want to be a few
00:26:11.760 layers deep, you know, from your
00:26:13.039 customer's perspective. Yeah. I think
00:26:15.120 it's a great those kind of exercise are
00:26:17.279 great exercises for business. um you and
00:26:20.159 there's no it's never the loop is never
00:26:22.640 complete um it's always I mean the the
00:26:25.120 things that we operate on the on the
00:26:26.559 most um basic level the strategy of
00:26:30.960 business that we adopt is plan do check
00:26:36.640 adjust plan do check adjust plan do
00:26:39.840 check adjust right the mistake that I've
00:26:42.240 seen a lot of people make is they either
00:26:43.919 skip it's only four things but they skip
00:26:46.000 one of them right um or they work the
00:26:49.679 cycle too fast without they make a plan
00:26:52.240 but they don't do the plan long enough
00:26:54.159 to see if there's anything to check. You
00:26:56.960 know, there's nothing to check because
00:26:57.919 they get they rifle through it too fast
00:26:59.760 or they make adjustments too fast,
00:27:02.080 right? Um we all know our own
00:27:04.559 personalities and when you're working a

00:27:06.640 cycle like that, you know, when you're
00:27:08.159 coming up to your week cycle, right?
00:27:10.320 Have you given this enough time? You
00:27:12.559 know, have you have you planned this
00:27:14.159 adjustment well enough? You know, or are
00:27:16.159 you just adjusting and adjusting and
00:27:17.440 adjusting, which means you're never
00:27:18.720 actually doing. So, when you woke up
00:27:21.200 today, did you think about that when you
00:27:23.120 started your day? Right. Nobody thinks
00:27:24.799 about that. Generally, not nobody, but
00:27:27.039 most people don't consider that. You
00:27:28.960 know, as a business practitioner, as a
00:27:31.039 professional, as an owner, you know it,
00:27:33.919 but you don't always think about it. And
00:27:35.440 that's why you may abandon cycles. And
00:27:37.120 so a place like the Sandbox Center or
00:27:39.120 even the Mskoka Builder Association, as
00:27:40.960 you mentioned, what they're really good
00:27:42.720 for is helping you remember and consider
00:27:46.559 and think about those things so as
00:27:48.320 you're moving forward again, you don't
00:27:50.159 abandon. It's like a business plan,
00:27:51.600 right? Do you have a business plan?
00:27:53.039 Yeah. When was the last time you looked
00:27:54.240 at it? In my mind or in reality? Yeah.
00:27:58.000 Either of those two things. Most people
00:27:59.840 in my mind daily. Yes. Well, that's good
00:28:02.399 because most people write that plan and

00:28:04.080 they usually write it because they're
00:28:05.279 going to need to get some money. They
00:28:06.640 need to get something. They need to
00:28:07.760 prove to somebody this this exists and
00:28:10.480 that's why I have it. But do I go back
00:28:12.080 to it regularly? You that's a
00:28:15.039 personality thing, I think. And and and
00:28:17.960 and if I'm guilty of anything, it's I
00:28:20.640 wrote a plan and I'm going to stick to
00:28:22.960 that plan. If it takes me 25 years to to
00:28:25.440 to make it's only three pages long.
00:28:28.399 Well, see now that's fantastic. Three
00:28:30.720 pages is good. 40, 50, 60 pages like
00:28:33.279 most programs have you write. I tried
00:28:35.120 that before. I tried that before. We use
00:28:37.039 the onepage canvas in in our model. I
00:28:39.279 used to say that people So, um, friends
00:28:41.360 of mine who probably should have been in
00:28:43.360 business, but they wanted to proceed
00:28:45.039 forward with something, I always told
00:28:46.000 them, just give me a one. You want me to
00:28:47.840 review something for you? One page plan.
00:28:50.640 If you can't put it on one page, you
00:28:52.720 can't put it on 50. Give me a one just
00:28:55.600 what's the general 30,000 foot view of
00:28:58.480 what you're trying to do, right? and and
00:29:01.919 uh I I had to use three
00:29:05.000 pages. So, but but I I get it right. I
00:29:08.799 get I get the the philosophy. Going to

00:29:10.799 thank uh very much thank Jesse Kerr from
00:29:13.440 Sandbox Center for being with us today
00:29:15.120 on the Lake Effect podcast. Um and uh if
00:29:18.080 you need to get a contact with them,
00:29:19.360 what's the best way to get contact with
00:29:20.480 us? I live in my inbox js at
00:29:23.799 sandboxcenter. That's ce
00:29:26.360 nt.com. Perfect. Okay. Okay. And if they
00:29:28.559 want to just look up a website, Sandbox
00:29:31.279 Center, same spelling, s a n db ox. Ce
00:29:34.640 nt re.com. Sandbox center. Don't forget
00:29:38.000 the re is important. We're in Canada,
00:29:40.480 friends.
00:29:41.320 Yes. Okay. Uh, I'm Mike from Acurate
00:29:44.240 Glass Products. Thank you for watching
00:29:45.679 the Lake Effect podcast and uh we'll see
00:29:48.159 you on the next episode.
00:29:52.800 [Music]