

# Jennifer Loper – The Junk Drawer

[00:00:00] Welcome to analysts Talk with Jason Elder. It's like coffee with an analyst, or it could be whiskey with an analyst reading a spreadsheet, linking crime events, identifying a series, and getting the latest scoop on association news and training. So please don't beat that analyst and join us as we define the law enforcement analysis profession.

One episode a time.

Thank you for joining me. I hope many aspects of your life are progressing. My name is Jason Elder, and today our guest has over five years of law enforcement analysis experience all with Peoria PD in Arizona. She started working in budgets, grants, and asset forfeiture, and worked her way to become an analyst.

She is the webmaster to both the Arizona Association of Crime Analysts and the IACA here to talk about, among other things, the new IACA.

Please welcome Jennifer Loper. Jennifer, how we doing? We

are well today. Hi, Jason.

Thank you so much for joining me. All right. We got some interesting stuff to [00:01:00] go over let's start it from the beginning.

How

did you discover the law enforcement analysis

profession? So, out of high school, I attended university of California Davis and ultimately obtained what I would call a liberal arts version of a criminal justice degree. It was a Bachelor of Arts in Sociology with a law and society emphasis.

But essentially all of the, the classes were focused on criminal justice and I actually had the opportunity to study under the routine activities theory author Larry Cohen. Oh. I. Pretty intense in college did it in a shorter amount of time. So I wanted to take a break before grad school, which ended up being a 20 year hiatus from Criminal Justice.

So back in 2005, I actually started working for the City of Peoria. Not in criminal justice. I was actually part of the community services department and

worked at the spring training home of the [00:02:00] San Diego Padres and the Seattle Mariners. The Padres were my hometown team, so that was kind of fun.

We were much more than spring training. It was a year round operation event center. And I was fortunate to have my hands in kind of a little bit of everything. I. Two websites for that facility. I did all of the HR functionings. I did all of the financial tracking. So I was there for 10 years.

Loved it, absolutely amazing coworkers. Great job. But it was time to spread my wing. So I ended up transferring to the police department, and that's where I was starting off uh, working on budgets, grants started doing the asset forfeiture, which really got me into digging into these cases and the files and, and putting together that information.

Loved it. Wanted some more responsibility. So I started Doing background investigations on our prospective employees. So I sort of had a joke that I was the kiss of death because if I got your background packet, you most likely weren't going to get hired. . [00:03:00] What I would find felt kind of bad.

But lemme tell you, the ones that the officers we do have, they're great that, that made it past me. So, But yeah, I ultimately, the position, the crime analyst position opened up and I, I really didn't have a great grasp of what it did. It was kind of removed and I had been outta the industry so long.

So my twin sister was actually a police officer. She was a sex crimes detective, and I called her up and said, you know, what do you think about this crime analyst role? Do you think that, you know, is this something that I should do, that I should go for? And she's like, this is like the job you were made for.

She's like, it's all the great things about detective. It's puzzle pieces. Plus you're a data nerd. So all of that comes together and sure enough, I threw my hat in the ring and I got the job. And I, I honestly can't imagine not doing this job anymore. I, it is made for me. I love it. And I really, really enjoy the profession and everything that is involved

in

this.

Excellent.

So are

[00:04:00] you a baseball fan?

Funny you should ask that. , not really. Oh, okay. I actually, I actually enjoy baseball more now than I did when I was working there. I mean, I, I thought it was kind of cool on lunch breaks during spring training. I go up on the roof of the building and watch a game for a little bit, but I'm no into, you know, tracking or anything.

If it's a good game, great. I'm a little bit more of a football girl a hockey girl, so baseball's on there. But yeah, it really had nothing to do with, it just happened to be the, the setting for which the job

was all right. No, , that's fascinating and I wouldn't have thought that it was year.

You had mentioned that the spring training facility was a year round. Cause right there in Arizona, it's what, just a couple of months in February and March that it usually is spring training goes on in the, in the facility. Right. But

then they, they keep their their minor league players or they're year round.

So you go from spring training into extended spring, then you go into the summer league, then you go into the fall league, and [00:05:00] then there's a winter league and suddenly it's spring training again. So it really does go throughout the year. But the we did a lot of other city sponsored events and activities and things like that.

So it's, the facility itself is not just about baseball. Yeah.

Hmm. Now what do you, you had

mentioned how you

discovered crime analysis , but what do you think drew you to the police department

you know, there was a, a logical progression in terms of responsibilities, the types of things that I had been dealing with in the community services department with what my initial role in PD was. So the, the fact that it wasn't just dealing with numbers and financials and that asset forfeiture piece came in that really sort of pulled together.

You know, brought back the, Hey, you know, I actually went to school for this kind of stuff, you know, oh, this is kind of amusing that, you know, here I am tapping into something. Cause I mean, I, I loved my degree. I loved that field of study. I've always kind of, Fascinated with that. And it's never that I had an [00:06:00] intention not to be using my degree or going into that.

It just, you know, life takes us in different paths and that's not where I was at. So to, to be able to kind of marry those two of what I had been doing and, and was good at and that whole number side of things. But then tie in sort of a baby step, which then getting into the analysis role. I mean, I had experience with the investigations, I had the experience with the statistical side of things you know, with the research side of things.

And then sort of that, what I found was interesting with the asset forfeiture role was I was getting the case sort of after the arrest had happened mm-hmm. and then putting together all the information to civilly forfeit, you know, all of the proceeds of their crimes. But then when I moved into the crime analyst role, I was now on

the

front end.

I was doing the background, the, the workup on the suspect prior to making the arrest. So it was kind of fun to have those two full circle.

Mm-hmm. . Now did you work with

fsa forfeiture Support Associates? No. No. Okay. [00:07:00] I, I worked for them for a couple months in between analyst jobs way back when. I'm thinking now, I think they might primarily work federal cases, so they probably wouldn't have gone , through at the city level.

They were basically just the third party. So it wasn't just the government season citizens. Right. All their stuff and not having to due process place in there. But anyway, I was just curious what

about.

Grants , and the budget. What do you think you got out of that from working those two disciplines that helped you in analysis eventually?

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Certainly the, the numbers aspect of things. I mean, anytime you're dealing with money you know, in my previous we had a

7

million budget at the sports complex for spring training revenues and expenditures, and I literally tracked every penny of that, you know, and had to, to have the, the accounting on that sort to come over into [00:08:00] the, the PD side of that, using numbers and how, you know, those are our resources.

We're all stretched thin, we're municipalities. You know, so being accurate with, with numbers, understanding numbers. Then with the grant side Know, it exposed me to a lot of things that, you know, you don't really think in a lot of detail about the different kinds of grants that are out there. But our victim assistant grants and things like that, there's a lot of tracking.

There's a lot of we have a lot of highway safety grants you know, that allow us to do DOI task force and different things like that. And I actually was, one of my primary grants that I facilitated was the for the body worn cameras. So that was really a neat experience to be able to, not only in the, the authoring of.

The application for the grants, but then all of the reports that have to be submitted quarterly typically. But then I also attended the conference in Washington, DC to be a part of the grant and have those conversations about the programs and, and the policies that were [00:09:00] associated and the expansion of the program.

Cuz you know, we started with so many and then eventually, you know, getting additional grants to be able to fund having them per se, all of our officers, and then, you know, potentially expanding to detectives and things like that. So it, it gave another perspective to the functions of a police department and, you know, specifically a municipal police department.

And there's all these different pieces and parts that all fit together. So you may have a very niche role, but that may affect another role in, you know, so I got to see some different sides of that, which was in. It's interesting. I always like learning new things. I always like, I'm, I'm always getting involved in side projects and special projects and things.

I, I'd love to continue to, I don't wanna be stagnant, I guess I'll say it that way.

Yeah. Now, have you ever written a grant while you were

an analyst? Oh, yeah. Yeah. Doing the, the applications and, you know, with some approved, some not approved. But yeah, there's, we, that was part of [00:10:00] what my job was to do.

Oh, no, I as an analyst, did you write, did you submit Oh, no, I'm sorry.

Not as an analyst. No. Yeah. Did you submit your own grant? For, for completion. Okay. All right. Well,

and then let's talk about just you walking into the door

or for the first time as, as a crime analyst. And, you know, as you mentioned, you'd, you'd worked for the police department for several years before transferring over to being an analyst.

So just take us back to those first couple days. Like what, what did it feel like

walking in? It was certainly intimidating. And while I knew that I could do it, it was also, you know, I was green and the, the dynamic of our structure was that I didn't have somebody right next to me that I could just learn from.

So there was a lot of self-training. We did have another analyst who was stationed in another location, so he was a great mentor to me and to teach me you know, a lot of, you know, kind of the concepts on thinking and, and [00:11:00] you know, sort of the history of how we did things. But he would be the first to stand up and say, you know what, I'm not a tech guy.

And, and we were in a position where, You know, you need a certain amount of technology and if you have it available, so sort of some of the technical side of things and some of the recording. I did have to self-teach and figure that out on my own, on, okay, I see this report, how can I recreate this and work backwards in the system to get apples to apples?

And then is this working and moving forward? So it was like I said, a little bit intimidating to be sort of blank slate. Mm-hmm. . But it was exciting too. We have a really, really great network in Arizona and I was so fortunate to be able to connect with other experienced analysts in the valley.

Who I could meet with and be like, okay, what do you do on a day to day basis? How do you go through your workflow? How do you do this? How do you do that? The West Valley specifically, you've got, Phoenix is kind of a large valley and there's sort of the central part of Phoenix and then there's the east side and [00:12:00] the west side.

And they are kind of like two separate worlds sometimes. But on the East Valley there's a lot of very large agencies, Scottsdale, Mesa, Tempe, Chandler, Gilbert, they've got multiple analysts. But on the West side you have a lot of smaller cities. You've got Peoria, Glendale, Goodyear, Avondale, surprise El Mirage.

And, and a lot of them have one analyst. I was fortunate to have two in Peoria. So. That gives a different environment that, like I said, you don't have that person necessarily turn to and be like, Hey, how are we gonna do this? So we kind of band together in the West Valley and that is a great resource.

So I, I tapped into that. I was talking to other analysts who had more experience. I was asking how they did things when I had a question like, oh, okay, I just got this request. Where do I start? And we still do that with one another. We're always bouncing ideas off of each other and networking. You know, it, it's great to have that support.

The other thing I did was IACA classes. I took a ton of IACA classes the, the 12 week online [00:13:00] classes, which were some fundamental stuff. And that's where I had those experiences where I. Oh, yeah, I remember I studied this 20 years ago. Okay. I remember this. You know, but it was getting that foundational knowledge as well as you know, refreshing that for me as well as doing the job and, and learning how to make it work.

Who was the analyst that you started

working with? Mike,

so. Oh, okay.

All right. I think I've heard the next, yeah.

Yeah, he had, he had been sworn and retired and came back in a, in a analytical role.

All right. And then when you started, what was the major issues. For the police department that you were working on?

I think that, and you hear this from a lot of analysts sometimes, is that things had been done a certain way and that's just kind of how everyone got used to doing them. And when I came in, the nice part was sort of that, yeah, this is the way to learn to do it, but they were very open to, is there a better way to do it?

So as a fresh set of [00:14:00] eyes, I had an opportunity there to come in and go, okay, we're doing this report every week, but is anybody looking at it? And is anybody. Using it. The greatest example I have is we had this monthly report that was com stat ish. It was the closest I would say it was, and it was literally 35 to 40 pages and it took almost two weeks to put together.

So you're talking about a significant portion of the month and essentially, It was a regurgitation of what had happened. Mm-hmm. , and it was all of this background information and all of this research just in case you might get asked a question about this one little detail. And so over time I was grateful that my leadership was open and we had some changing of, you know, leadership and chief and things that made this possible as well, that we were able to sort of transition, what do we really wanna get out of this?

What, what kind of information do we need? So we did surveys. I [00:15:00] I, I did surveys at patrol, I attended briefings. I, I talked with the detective, I talked with the command. And really over time, worked to make our processes more efficient. One of the greatest. Opportunities, I guess, that we had is that there was so much time being spent by the analysts on administrative and strategic work that we weren't really contributing on the tactical side.

And so we continued to work towards that, to be that resource for the detectives to be able to run down that rabbit hole and part, you know, provide this information and, and help them in a tactical and a research aspect versus just cranking out statistics for report. So that was probably where I would say there was the greatest opportunities in those efficiencies and really getting to work on the information that would bring value versus doing things for the sake of doing things, because that's how it was always done.

Yeah. You've given me [00:16:00] nightmare. Talking, about that,

There was this one report at Cincinnati Police Department that, oh my, I think since the first time that I did



it, I tried to talk to the executives out of doing it. It was a monthly report and it had 10 different sources, so we never could automate it.

We always were calling up people for data and bringing it in. And it was, it was just really annoying. And I, I wasn't ever sure what the executives were getting out of it, but I could never convince them to, to do something that was produce something that wasn't gonna take so much of our time each month.

But anyway, so I'm glad that you, you have a happier story than I have, so that's

good. Yeah, I, I have, I have a great department. I mean, it really is, you know, we spend so much time in our jobs and, you know, to work somewhere that you're miserable. Is really tough and some, sometimes that's the position that people are in because that's our circumstance.

But we have [00:17:00] a really supportive leadership and department and it's just a really positive place to work. So I'm very grateful for that.

Yeah. Alright, well good then. So

this actually brings us quickly to your analyst badge

story, which for those that may be new to the show, the analyst badge story is the career defining case or project that an analyst works on.

And for you

it's the first six

months that you're working and you discover something. So let's get into that.

Yeah. This may not be the most significant story. I mean, I know there's those, those people that you have interviewed that have just these amazing cracking, these massive cases. But it was really significant for me because it was. within the first six months of being in the role, and you know, as I mentioned, I'm learning, I'm green, I'm kind of like, Hey, am I, am I doing this right? Am I figuring it out right? And I connected some incidents. You know, we, one of the practices that we do that I think is very valuable not only as an analyst but to the department as a whole, is [00:18:00] we review all of the calls for service.

So each morning we're reviewing the calls for service from the, the day prior or the weekend prior. And that's where we're scouring through and reading to see, you know, am I seeing the same white truck or am I seeing the same kind of mo or is something that's happening on the east side of the city, did it just happen on the west side of the city?

That's, that's kind of our 30,000 foot flyover that we as analysts are very good at finding those things that, that no one else would see. So I had made this connection to find these two incidents and I was like, Hey, this is, this is the same thing happening. And it was a, it was a, a male that would.

Target elderly women in like a grocery store parking lot and he would tell them something was wrong with their car, like a flat tire, and they would go around the car to go look at the tire and he would grab their purse and take off. And so, you know, I realized, okay, we've got this guy that's done this.

And then I, again, going back. Great Arizona network put that information out, like, Hey, is anybody else seeing these? [00:19:00] Found out that our neighboring jurisdiction had two incidents as well. So then, you know, the process of putting together a bulletin and getting that information out to patrol. We actually had a, a great, you know, opportunity that patrol actually saw the truck leaving one of the incidents and they got a license plate.

So we were able to identify him and then surveil and ultimately were able to arrest him after six incidents and he was ultimately convicted and is now serving 12 years in prison. So, for me, why that was significant, it was that positive reinforcement that, that I, you know, in doing this job and I'm doing it right and that this.

I could make a difference as well. So it kind of brought those things together and really gave me some confidence in moving forward to yeah, you know, keep on this path. This is what you're here for. Yeah.

Interesting. So do you think you

would've

discovered it through the data alone or do you think that you would've had to read the [00:20:00] narrative in order to get to where you needed to go?

I, I think reading the narrative was important because, You know that, to be honest, that between the first and the second, the first one was in a grocery store

parking lot, but the second one was actually in a neighborhood that the woman had gone to the grocery store. He had followed her back to her house and it was in her driveway.

So without reading through the details, that wouldn't have been an obvious, it couldn't have just been, okay, let's do a query of grocery stores and purse snatches. Sure. And one may have been put in as a purse snatch, one may have been put in, in a robbery because he actually yanked the purse off the woman's arms.

So those are details that you just can't get from

numbers. Yeah. And, and it's, I'm just thinking through this because Right. I, I would think if I'm at the grocery store and I have the purse in the shopping cart and somebody talks about. A my flat tire on the other [00:21:00] side. I don't know how many women are actually gonna then grab their purse to go look.

They might just quickly go look and leave that right. They go around the side and leave that purse in the cart and then that's easy pickings for him to just grab it and go.

And they were little old ladies. Yeah. He wasn't like targeting the soccer mom that just came from the gym, . He was preying on elderly women that he could grab and, and go.

Yeah.

Preying

on my people. I tell you what, geez, .

And the one that where follows them to the house, that's particularly creepy. Right. Creepy. Because then she probably does have the purse in her hand at that point, I would imagine. Right. Cause you're getting outta the car unless you left it in the seat when, when you came up or the

passenger side and the window

down.

Yeah. Yeah. Unless it's one of those deals. But that. . Interesting. Now,

there were six incidents

Did you

catch him in the act or did would it get eventually That was

the final one, yeah. Okay. Yeah. That's how they ultimately arrested him was by [00:22:00] following him and watching him and catching him in the app and, and he had prior convictions.

So that weighed in on those, those 12 years, which was not, it was not an outstanding citizen.

Yeah. Now, maybe I watch too many crime shows, but was there any attempt to work with the victims to look at pictures if they could identify him. Cause he's just walking up to him and talking to him.

Right. I mean, he's

gotta be pretty close to them. Yeah. He would be in his vehicle or he would He would pull up in his, and he didn't use the same vehicle every time. Mm-hmm. , he actually used his son's vehicle in some instances too. So it, yeah, it was, it was a, a well rounded investigation, if you will, because of those, those different pieces.

So not only after identifying him and, you know, doing the, the research on where he lived and what he drove and different things and kind of, you know, sharing the information with the, the other jurisdiction and, you know, working together between those different cases and, you know, photo lineups [00:23:00] with the victims, all of that.

So ultimately successful.

Yeah. Now was it just probably

looking for cash or did he

get into any kind of check cashing? Cuz I know older folks like to have their checkbooks with them.

I believe it was just to get , the cash that yeah, it was, what could he get out of their. Yeah, there may have been some fraudulent credit card use.

I don't remember specifically, but yeah.

Mm-hmm. . Yeah. And I could

envisioning, you

know, you, you'd mentioned that yeah. Overall, this isn't a, a major case, but it certainly let you know that you belong as an analyst. Yeah. And that's, that's good. That's an incredible.

That was good. Alright, so then since then you've been with the police

department now as an ALS for a little over five years now.

What else have you gotten into since then? What have

I not gotten into? ? It actually. Says underneath my name and my title outside of my desk, there's a sticky note that says Junk [00:24:00] drawer . So I'm, I'm kinda the, the residents Excel, which, which is kind of fun. It's, you know, all over the department. Hey, I hear you are really good with Excel.

Oh, okay. So that's fun to, to help. And, and I really do enjoy both with my work on the professional associations as well as in my job, I love to be able to make things more efficient. So if there was a, you know, chicken scratch and pencil method of tracking certain things, I was like you know, we can do this with a spreadsheet, you know, I can set up a pivot table for you.

You know, absolutely. I wanna jump in and be able to help do that. And, and it's been great. Like I said, it's such a, Department and environment that, to be able to work on those extra things. I've done a lot of different committees and been involved in, you know, use, of course, I've been involved in like, recruitment and, you know, attracting employees, perspective employees to our department.

[00:25:00] You know, looking at hiring practices, not only for, you know, my counterpart, but other positions and stuff. So I, I'm a, I'm gonna put your hand up, you know, include me kind of a, a person. And then, but most significantly the the professional associations, the a ACA and the IACA, that's, that's a, a nice side gig that I've been involved in for a while.

Yeah, maybe you make me think about it too. Cause there,

when we had plotters, I don't know if even departments

have plotters anymore, but when we had plotters, somebody would always, can you print this spreadsheet on the plotter . That's one

request that we would get you just to be printing services to print out a poster.

But

, do you even have access to a plotter now?

You know, I think that maybe there's one department in our city that has one. Mm-hmm. like engineering or something, but yeah, we don't have one in pd. Yeah.

Yeah.

It's amazing.

Ah, that's really how it should be, right? The COMSTAT reports, or those reports that take you two weeks to [00:26:00] do and printing out all that paper and then starting all over again and they just, they're printing out posters . Stick 'em on the wall. You're just not really obviously a need to do it anymore.

That's why they're, or dinosaurs basically. When I say plotters out there, so, yeah.

Hello, I'm Barry Fo, the Senior Analyst with Houston Police Department. I'm here to do a PSA for regional associations. If you're an IACA, or familiar with IACA, get in, find out if you have a local association and if for no other reason your crooks don't know you have borders, your borders typically have other crime analysts, and this is a great way to know by name.

Hi, this is Jim Mallard. I'm the Crime Analysis Division Manager for the Houston Police Department. This is my public service announcement. This is a reminder from the people around you. Please don't make us listen to your half of your phone calls if [00:27:00] we're in a line or on a bus or in an elevator or some other captive situation we can't get out

of.

Please be kind and hang up the damn phone.

Let's

get into the IACA and Arizona. I think let's start with the Arizona Association first, and then we'll move into the IACA.

So did you join both at the same time? Yeah.

I joined right as soon as I became the analyst. It was like, become a, a dual member. Is is what we do.

Mm-hmm. , it's so joining through the Arizona Association, we have a dual membership with the I E C, so it's a little less expensive. Doing both separately. And the benefit is that the a ACA processes everything with the I

aca,

so they get everything set up. So I joined right away and at the time that I joined actually they were they very shortly within that time, the webmaster left.

So, you know, they would say, we have a really A really robust [00:28:00] lister for the aca. So we have one that is non-law enforcement and one that is law enforcement. So we may have associate members such as a, a student or somebody in academia that they can be a member, but there's also a separate, restrictive certain parts of you know, trainings and the, the one particular lister that they're not a part of because we need to keep that regulated.

But so they would, you know, put this information out that, hey, the webmasters leaving anybody's in, anybody's interested. The webmasters actually an appointed position. So when the elections came up in January of 2018 for the new roles, that's where the position had been vacant. And, you know, A year into the job and hey, hey, you know, I wanna do this.

I've done websites before. I, I, you know, I'm interested in getting involved and I knew that that was important to get involved. Like, I could stay in my little bubble and just kind of do my job in my agency, but I wasn't gonna grow and I wasn't gonna learn if I did that. So I'm [00:29:00] all more than happy to be a wallflower and kind of sit back and survey, but I, I had to push myself out of that comfort zone and go like, just get involved.

Throw your hat in the ring and get. Plugged into this local association because that's how I'm gonna learn more and get to know people. So I, I ended up getting appointed at the women. They're like, yeah, I don't think there's a lot of people who throw their hand up to do the website . It's, it's not in everybody's wheelhouse and it's not necessarily interesting to other people.

So I didn't have any competition in that, and they took me on. And, and it was a great way to learn just about the association. I mean, I, I was aware, you know, we have monthly board meetings and even though it's an appointed position, I have just as much of a voice as elected positions. We have a couple appointed positions.

But and to really be involved in what's happening with our association, what kind of trainings are we offering to our members? You know, what, what kind of things can we do as an association? And you know, it, [00:30:00] it was a really neat experience. I maintained the website. You know, would update things and, and, and oh gosh, maybe two years ago now, COVID Brain, you know, kind of shifts everything that we don't really know how many years have gone by in the last two or three.

But I wanna say it was about two years ago we ended up revamping the a ACA website. It, it, it was again, making it more efficient rearranging content making it cleaner, making things easier to navigate and find and, and just more aesthetically pleasing. So I took on that project and got through that and that actually.

Sort of segued into IACA, which we can circle back to. But you know, just being involved in a aca, I can't say enough good stuff about that, that it just served with different board members over the years and really learned to, you know, learned a lot about analysis and the association and the analysts in Arizona and how different, you [00:31:00] know, agencies operate.

And it's been a great experience.

Yeah.

So in terms of your webmaster skills, are we talking XML , coding and that level? Minor.

Okay. Now minor. I have had to do some of that, but fortunately it was a WordPress site. I see. So we have a host that like if I really get in a pickle with something or they're like, I can't get this to work, can you make it work?



But great thing about him too is that he, he teach me how to fish. Like, don't just make the change. I wanna know how to make the change later. So show me how to do it so that I can do it on my own. I don't wanna have to ask somebody else to get something done. I like to take care of things myself. So that WordPress fight and learning how to function within that, I, it, the prior sites that I had done, they weren't WordPress, but again, it was sort of within a certain structure, but sometimes you do need to know some of that coding in the back to, to make it quicker and easier to do exactly what you wanted to do.

So by no means am I versed in that, but I can muddle through when I [00:32:00] need to and there's at least Google. Yeah.

Well I think it's, it's interesting too when you mentioned like how. Many connections you make with the association because every part of the association is most likely going to have a web page on the website.

Right. It's part of the dissemination of information of what each section of the association, what their goals are, who they are, what they do. , I can imagine getting involved as a webmaster. For an association is a nice clean path to really understanding what the association is doing.

Yeah, yeah. Even, , I would encourage people to even get involved in just helping to, , event plan. Like we have, we have board members, we have board positions, but then we plan different events. And for somebody that's coming into the role, or , how, how do I get connected? Maybe I'm not ready to run for vice president, but I wanna do something.

I wanna get [00:33:00] involved. There's, we have quarterly meetings. We always do kind of a, a bigger to do at our end of year cause we do our annual awards and whatnot. We, last year was our first year we did a two day symposium. We're gonna continue that. There's always roles for people to contribute. I really advocate for people to get involved and to get, you know, to volunteer.

And it may just be one thing, but it's a starting point. You really will get benefit from that if you have access to a regional association. Get involved, show up at the meetings. Show up at the training.

you mentioned forums. I don't know how many of the regional associations have their own forums.

Right? I I and I don't believe that many do. Right? Yeah. You know, because we had to find a secure mechanism that, and that's where that that management of the, the membership database and the membership of the, those list serves of who, who gets, which. Whose email is, you know, permitted to go [00:34:00] on either one, and when there's membership changes, being able to, you know, turn that on and turn that off it's a manual process.

But it, it, the, the connectivity, the ability to share information is, Amazing. We have so many connections. I mean, we all know the, the, the criminals don't go, oh, I'm at the edge of the city. I'm gonna stop here. I'm not gonna go across the road and commit same crime. And to be able to share that information and be able to find it.

You know, I, I mentioned before that, you know, east Valley, west Valley can sometimes feel like opposite ends of the world, but guess what? The criminals are hitting us in both places. And if I wasn't talking to an East Valley city or they weren't sharing a bulletin with me, I wouldn't know that and I wouldn't know.

And we, I just applaud our Arizona network so often because all of the analysts are invested and committed and willing to help each other and share that information. And we all have the same goal. We wanna solve crimes, we wanna get bad guys off the streets. And we do that by working together.

All right.[00:35:00]

Is there anything you're currently working

on now as a future of, the website, for the

Arizona Association?

That one I'm letting just, it, it's in good shape and I'm gonna let it keep being in good shape for now because I've got other prominent things that I'm working on. So, thankfully with doing the revamp and whatnot mm-hmm.

It, it's, it's in a good spot, I think. And, and maybe in another year or so we'll go, Hey, we wanna add, you know, if something. We'd add a page, we'd add a resource. We do. But thankfully it's in a, sweet spot of more maintenance than, than anything.

All

right. Well let's get to the bigger fish then, I guess the ICA website, which

From what I've heard over the years, I'm guessing was just slightly more complicated than what you had to deal with, with the Arizona Association.

I'm obviously kidding, but a lot there. So where do you wanna even start?

So, I, I mean, just even getting involved in

that,

Part of where I think I segued into becoming involved with ICA [00:36:00] is the websites were on the same platform. They were slightly different version. Our old site was a WordPress site.

Mm-hmm. . So you know, I don't think anybody would be surprised to say that we had some challenges with that site. And, and it is a, it's a massive thing to manage and you look at how large the IACA is as an association. So here's this big custom website with a lot of moving parts and when, when you've got 5,000 people participating in an organization, There's a lot of things that come up, password reset, and I need to update my information and this page isn't working and this information's outdated.

And that's kind of a constantly moving thing. So I joined the technology committee to assist with the website because I had some knowledge of WordPress site. Through that is probably about a year I wanna say, of being involved in that, where we started having some significant issues with the IACA site and it became apparent that we really [00:37:00] did.

Need to do something different. So I, as part of that technology committee became part of the conversation of talking about how do we alleviate, because that, that is such a core piece of our organization and, you know, the forums and all of that, that that really weren't working properly and that was crippling for, for an organization is crippling for sharing the information.

So I was able to be part of those conversations where we started exploring what are our new options. And that's where we came down to looking at couple different companies. You know, we went through the whole. Kind of RFP process of what's out there. What are the capabilities comparing, you know, there was definitely a couple spreadsheets involved.

I was looking at all of what do we need, what's, what's a deal breaker, what's an absolute, what's a, we would like to have it, what does this company provide versus that company? And really evaluate and lots of demos and lots of test driving and you know, no matter how much you think you've thought of everything, you know, once you get into the actual project, there's [00:38:00] always gonna be stuff that comes up.

There's gonna be, you know, perspective, well, we asked about this, but it turned out to be this. It's just the nature of the beast. That's what happens. But yeah, the last year has been really getting that site up and going getting the new site and the, it wasn't just a website, it's a membership database and it's a forward facing website.

And it's a whole social media platform. So it was kind of three beasts in one that I'm very excited that it's actually launched , but there's still work to do. So that, that's a constant thing that we are always, there's a lot of pieces we're still working on and implementing, and we're just going to keep doing that to make it as beneficial as it can

be.

Yeah.

And that's where my next question going to be was can we just briefly talk about. The needs of an association and how it's different from, maybe somebody just [00:39:00] thinking about normal websites or normal website developments that when you're working with these vendors, they're like, oh, there's a lot

to this.

Mm-hmm. . Mm-hmm. and, and I think we were we were probably more unique than our vendor was used to working with in that a we're international and, and yeah, they, they have capabilities for US and Canada, but no, we're, we're 71 countries. I mean, that's, that's unique and, and just the volume of members.

But then we have many different me. Structures you know, a lot of associations have a, you know, you've

got

a, maybe like a professional and a student and an educator or something like that. Well, ours is far more complex. There's, there's aspects to being a part of a

association. There's, there's your individual person who pays for themselves cut and dry

But then there's individuals who are from under developing nation to where we have benefits of reduced, , [00:40:00] reduced membership pricing for those underdeveloped countries. So now you have individuals at two pricing levels, , based on the country. But then you have associations, you have the regional associations that maybe the people pay the regional, like I pay a ACA for my membership, and then they do the dual membership and they do that set up.

But then you have agencies who pay for their members. So, you know, it might be a, a particular. You know, department and they've got 15 analysts and they pay for those analyst membership. So, and there's all these, you know, different layers and I think that that was an eye opener for our vendor and it certainly was for me.

I came into this honestly, not knowing the details of our membership structure. And let me tell you, I know it backwards and forward now, , but, you know, and, and so it, it as much work as it was doing the site, it was really neat to be involved in that and to learn all these things I had no idea about IACA, honestly, I've been a member for several years and I had no idea all of these, these different aspects and all of these [00:41:00] different committees and I mean, it's such a unique.

Organization. And, and you know, that's one of the things that, that with the new website, we really hope that people will tap into that and look at it with a, with a set of fresh eyes and see all that there is to offer. We've got this resource center that's been revamped. There's samples on there of things new updated samples.

There's, there's updated content. We wanna continue to build that. We've got resources for websites and podcasts and different things like that, that our members can take advantage of to grow themselves as an analyst and to get more information. And, and so that the forward facing portion of the site, that's, that's for the membership to get something out of that.

And, and to make that as useful as it can.

The new website went

up a week before the conference. It's been up since the middle of August. And so what's new with the website? So if someone [00:42:00] hasn't been on the

new website, what's different? From this version right now, then what would've been up there and maybe in over the summer?

Yeah.

I think one of the, the biggest features is sort of the self service aspect of the site. I mentioned before about the, the older site could be very cumbersome because people would literally have to email to change their username or, Hey, I switched agencies or certain things and, and it was difficult to, to figure out how to do some of those things.

And now in the new site, you can go in there, you can edit your own details, you can change your own passwords, you can customize your username if you want. But also you have access, and this is where that database connectivity is. There's the website side, but there's also the database, any letter that's distributed through the site, through the association, any forms you've taken, any invoices, any, anything like that is in your profile.

You no longer have to reach out to somebody and go, can I get a copy of this? You [00:43:00] can go in there and you can access it and print it or do whatever you need to do with it yourself. Very self-service, all at your fingertip. It's tracking your membership database in your profile. It's attached to that forever.

With that's kind of concurrent with that is the training records we are now we backdated a certain amount, but certainly moving forward anytime you take a course through IACA, be it a webinar, be it a 12 week online course, and eventually when we have in-person courses, that training record is being put in there as like a ceu and you can go into the membership portal and there's a little link for training record and you.

Access it right then and there so you, you can filter it. So if you see, I only wanna see all my webinars or you only wanna see things in a certain date range. So this can be become beneficial for members that need to say, provide that information for training credits or you know, for their annual review or anything like that.

So all of your training hours and attendance and [00:44:00] everything will be in there. Which is a great feature. The, the store that's that actually was after lunch that we added that it was about a month ago. The i e C store is now on the website. So you can, you know, it used to be you had to be in an event, you had to be at the conference and you could, you know, buy fleeces and polos and pencils and you know, whatever fun stuff that, that we have to offer.

And now that's accessible on there that you can order online. We will be getting to a point of, of some customization as well. But that's a great feature. There's also gift cards on there, so. Supervisors want to give an incentive or a reward or whatever to employees, they could buy an i c gift card that then that employee can use towards something in the store.

So those are some great features. By far what I would promote is the community and forum, and I mentioned before that that social media platform, that is what community is. It's almost like a little website within our website. The forums are within community. So one of [00:45:00] the most important things for IACA members to know is that you have to log into the website and you have to click on the quick links that's on the right hand side of the page.

It's orange, you can't miss it. Community and forums, you have to access that at least once to activate your community account. And I think one of the things that was difficult with the old site is that we had the, the forms basically stopped functioning. Those, those notifications stopped going out. It just, you know, you went from a flurry of emails telling you that, you know, somebody asked a question here or posted a job there or whatever they were posting, and that just went away.

And we had probably six months without those. Sometimes people would get one periodically, but it literally crippled our communication with our membership. So some people may not realize that that's, Back, they may go, oh yeah, there's a site. And they think, oh, I'm just not seeing forums. No, you actually have to go in, click on community and forums and then that activates your community [00:46:00] account.

What is in community and what is beneficial in community is, is connectivity with other analysts. So the forums themselves, we have a couple the forums, there's a couple different forums in there as well. But if you do nothing, if you just click on there and you access the new site, you'll get a weekly digest of all the forum activity.

However, you can customize that. You can go into your account settings and you can change that to daily where you get a daily email that lists all the things that got posted in the forum that day. You can also turn that off if you don't wanna get that weekly form and you don't wanna be notified. You just wanna go in on your own and look, when you look separate from that is you'll see subscribe buttons.

So it's very esque sort of look that social media going in and being able to like things, being able to comment on things. But you can subscribe and you can follow these either an entire topic, an entire forum, such as training, or you can follow a specific post. Maybe [00:47:00] somebody made a specific post about a particular Program that your agency is looking at that particular program and you wanna see the chatter and the responses to that, you can subscribe to that direct post.

And what that does is create these instant alert and that will more frequently, anytime somebody makes a comment, anytime somebody likes that post, whatever, that's when you'll get notified. So as a user, you can control how much or how little you get notified. There's people that they wanna know. The minute something gets commented on, Hey, I wanna know that.

And it, it's, honestly, it's about every 30 minutes. If there's activity, you'll get that. But you can control that. So that is certainly something that. IACA members need to know, go in there, click on community and poke around. There's, there's the forums, there's different discussion topics. If you're part of a regional association, we have groups.

Groups are something that's gonna continue to grow. Or you think of those regionals that don't necessarily have a lister, they don't have a way of communicating with all their members at [00:48:00] once. Well, now they have their own little group page where only their group members see what goes on in there.

They can sha share files, they can post events, they can have discussions within their own little community.

so can you create your own group?

Not right now. I'm not gonna say that won't ever happen, but as of right now, we can't. There is a feature that'll be coming where on your membership profile.

So something that's good to know is that the changes that you wanna make are on. Your regular profile? That my profile on the IACA site. So if you there's a, a portion of that, that is areas of focus and skills and ability. When you mark those, when we roll it out on the community side, if I say mark that I do tactical or that I do gang analysis on the community side, anybody else who has marked those same?



It creates like a little mini group for us to connect. So if I go, oh, I'm looking for somebody else that deals with gang, I can click on that gang [00:49:00] link and it'll show me anybody who has that in their profile. So it really is important for members to revisit their profiles and look at what's in there.

Get it updated, get some information in there, and that's how you're gonna start leveraging. Just like, you know, again, I'll go back to Facebook simply cuz it's, everybody's pretty familiar with it. But you think about like, friends, we call them connections on the community side. Mm-hmm. . So you can make connections with people.

You can also control who makes connections with you if you don't want anybody messaging you or like in your page or whatever, you can block that if you want. But the idea is connectivity, it's about being able to, so you can send messages back and forth with other members. You can post questions on there.

I always advocate, keep your questions in the forums cuz it's easier to find them that way versus that main newsfeed. But poke around on there and look. There's a how-tos and guides for 'em where I post different, you know, answers to questions and there's kind of a, a, a starter guide that's real good that gives you kind of a, a quick down and dirty.

There's also a community [00:50:00] tour that just if you're like, I don't know what's going on in here. Watch that, look at that that quick start guide and you'll have a pretty good idea of how to move and grow on the community side. Yeah.

Hmm. So

you mentioned the profile and the new website does, there's a lot of of parts to that profile.

There's a lot of information that folks can. Answer questions and update their profile , and you mentioned

Facebook. Now is it something where

when I post, it's something that's posting to my page or my area, or is posts only with a forum, you go into a certain forum, click new topic, and then that's the way you

post.

So I advocate that you post within the forums in order to make it easier to get back to and to subscribe to those. However, there's that main newsfeed on the page. Anybody can post in that newsfeed and that, that's a part of your newsfeed. And if somebody, you know, likes that and replies on [00:51:00] it, it becomes, you know, part of theirs.

The only negative to that is that when you think of the amount of traffic and activity in the site, and all of our members and all of the forum posts, if you post in that newsfeed, , unless you've subscribed to it, trying to go back and find that the next day even there's so much else that has flooded your newsfeed, that it'll take you a really long time to go back.

Does that make sense?

I understand that depends on how popular you are and how, what they're seeing , and what they're clicking on.

So

With the old

website, it was a forum and there wasn't this aspect of the profile per se.

And there definitely, certainly wasn't the social media aspect to it. I have to ask this question. Manny would say, of course Jason's gonna ask this. So

what's the, what's the, what's the

moderation process? , if I post something

someone thinks my picture is inappropriate, or if I post something to my newsfeed, does that need okayed before it posts

or how does the whole moderation [00:52:00] process work with this new

website?

So we, we still have a team of moderators, same team of moderators that are moderating the site., there's also the ability for any member to mark something as objectionable. And if you look in the forums the general about the forums, there's the the rules essentially of the forums.

Mm-hmm. and it, you know, as a user, we're all adults. This is sort of my, my perspective. We're all adults, we're professionals, so we should be communicating in our professional site with a level of respect and decorum and, we know right from wrong what we can put in there. However, there's occasionally gonna be things that people are gonna put.

I may be offended by something or find it objectionable or find so I can mark that as objectionable. But we've got the rules that essentially say, Hey, this is, this is what you're signing in to do, that you're, you're acknowledging that you're gonna follow these rules by using this tool that we have available to our members.

So that's something that we have that kind of front and center. It's [00:53:00] kind of tagged to always be there. So it's easily accessible for everybody to understand what they're getting into when they're, they're gonna, you know, participate in these forms, but mm-hmm , somebody can mark something objectable, it gets reviewed.

And also, kind of that general oversight of the site. There may be something that, , is marked. And then we have a process that that's in there as well as we could ultimately suspend somebody who continues to violate the terms of use of the forum. So that can be a temporary suspension of, what you're not gonna have access to posting these things because you're violating these terms of use.

Yeah,

it'll happen eventually.

That's government. It'll happen eventually. Just, it'll .

I won't be looking for your name there. Don't test it. .

I promise I won't. But, so, but, and then in terms of posting though, does it post right away or is

there a validation process to, to that. Cause that how the old forum worked, and that was one of my pet peeves with the old forum, is that I would post something, it would go to the [00:54:00] moderators and

if they didn't catch it just right, it could be hours later that it eventually posts to the website, which was

right now

for me, was

annoying.

So you, you, you hit post it's.

Okay.

No, that's, that's good. And I told you in the prep call, I was like, Manny's gonna be after me

because I haven't taken the chance to really get

involved with the website. And he

knows that, , we put that in there for Jason outer

So I I really need to get in there and really take advantage of a lot of these,

Great bells and whistles that the new website has.

It really has a lot for the member, for the end user. But. Also some of the most significant stuff is, is things that U or I as an end user wouldn't even realize.

The efficiencies and the tracking and the connectivity from the standpoint of managing and association, it really has some amazing features. And one of the best [00:55:00] parts of this project for me is talking to committee chairs and hearing, oh my goodness, this is gonna save me so much time. Oh my goodness, this is so great.

I used to have to track this in two other separate spreadsheets in the past and now it's all tied in and it's their, historically for that member for the long term. So, so there's a lot of really great features. I mean, it was a big leap and it was a lot of work, but I'm really pleased with what we now have and how it benefits not only all of the volunteers that.

Make this organization run, but also the members and all of the, the features that are available to the members. So people just gotta get on there and, and take a

look and, and we're not stopping. There's so much more that we're continuing to work on that we're always gonna be improving this.

All right.

Well, that's my next question. So we're

on the same page here. So

What are you working on? What's

coming? Well, if I tell you, then I'm tying myself into that . [00:56:00] No, we're doing a lot of things. Certification, working with the mentorship committee training there's really a lot of different aspects that little concurrent projects different forms, different you know, processes for, for those.

So I, I won't give like one specific that'll say this is absolutely the next thing that you're gonna have, but there's a lot that we're still working on. We wanted to get, if, if I waited until this site was exactly where I wanted it to be, we wouldn't be launching even in the next six months. Yeah. But we got a functioning.

Developed site for our members. We've gotta get everybody back on there and get using it. And you know, always open webmaster ica.net. We're always open to suggestions. Obviously, we wanna know if there's problems, but suggestions. And that's the beauty of being part of a, you know, a professional association, is that we share ideas and I don't know anything and everything about a website, somebody [00:57:00] may have a really excellent idea and if it's a capability, let's look at it.

So , we wanna hear that from the membership. We wanna hear these different ideas , and, you know, people wanna get involved. That's totally good too. .

Plenty work to go around.

Excellent.

, you

mentioned waiting until it has all the bells and whistles and I was

trying, to remember

Sean Bair when I had him on the show.

He has a saying that if you don't hate your first version of your software, you've waited too long. Like everybody something. I forget what it was. There's a saying there that he has and I'll have to put as the link in his episode in the, in the show notes because you're always gonna hate the first version and you can't wait until it's perfect kind of thing.

So well,

well, very good.

Again, to the audience. If you're not a member of IACA,

please consider becoming a

member. If you are a member,

Get into the website, get into the forums, click on the

community button like Jennifer said, see what all the new [00:58:00] website has to offer.

And we'll certainly put in links in the show notes for additional information .

All right, Jennifer, let's finish up with personal interests.

you

are a concert goer.

And I was talking to you yesterday when we were doing the prep call. I was like, huh, that's, I get that hobby a lot.

It seems like I've interviewed a lot of analysts on this show that are also concert goers. So

what is, your type of music, your type of venue? Let's start

there. I don't have a type mm-hmm. . I love a real diverse I've, I think I was probably 18 years old. No, I wasn't even 18.

I was like 15 or 16. The first concert I went to was Depeche Mode , and I've pretty much gone to everything in between since then. I, I love a lot of country music, a lot of rock music, blues those are probably, You know, spending most of , my ticket monies on. Yeah. I love the big arenas, but at the same time I [00:59:00] love the I'll go back to the 2017 conference in New Orleans.

One of the, the coolest experiences was walking down the street and finding this little kind of open air bar that had a jazz band in there. And we sat and listened for hours and it was awesome. Mm-hmm. , you know, and there's maybe 15 people in the joint. So it, it just, I, I love live music. I love the energy.

That, that's just my go-to. It's just

fun. Yeah. Now do

you go, how many concerts do you go into normally in a year?

I would say, well, we're, we're just ramping back up after sort of covid years, but I would say a really quiet year might be three to five. And a busy year is probably a dozen. Yeah. It, it's, my sister is probably a little bit more of a concert junkie than I am and it's very fun for us to travel around and go places.

So I'll go out, she lives in Southern California, so I'll go catch concerts there. She'll come here. We fly and go all over the place. [01:00:00] So, you know, everything from a couple years ago we went to Eric Church in they set the record for attendance, in least on stadium in Nashville. That was amazing.

And like I've got three concerts lined up so far for 2023 right

now. All right. , well, since you mentioned it, what's on your agenda?

Okay. The first one will be Matchbox 20, which has been rescheduled for three years. That's probably my favorite band. And I've seen them at least a dozen times, either Matchbox 20 or Rob Thomas, so mm-hmm.

that's gonna be in May. And then there's a George Strait, Chris Stapleton concert. There's only six shows in the country, so they're coming to Phoenix and I'll be going to that. And then ed, she in Las Vegas in September. Oh. So I'm sure I'll fill several in between, but

Nice. Well, that is a diverse group that you got there, man.

,

, I really love different musical styles and fun.

Do you have a go-to location that you like to. At a concert. I mean, certainly it's gonna depend on the venue, but do you find yourself, oh, I'm like stage left or stage [01:01:00] right?

Or do you have a tendency to like, one area over the other?

You know, I'm at a point in my life where I'm not, gonna sit on the lawn, I'll tell you that. Mm-hmm. . And I, I don't really wanna stand the whole time. So even though the concept of being right up at the stage is kind of cool, it would be a really unique choice for me to go.

I have to be standing there so that they spit on me. Like, I don't need that , but I, I'm, if I'm gonna go to a concert, I want good feet. I wanna be up close. Yeah. And able to, so if it's like an arena where the stage kind of comes up the middle, I would rather not be, cuz I'm fairly short mm-hmm. , so I don't wanna be on the floor where I can't see over people.

So I'll do like. Either stage left or stage right on the side, but low down. That's kind of the my go-to. I don't wanna do nosebleeds, I don't wanna do lawn. I don't want do standing room on like, unless it's a small venue and that's kind of the of it. But yeah. Yeah. Hmm. That's interesting. I've earned it.

That's kind of how I look at it. I've [01:02:00] earned it. .

Yeah, depending on the concert,

it can be tough to get tickets, right? I mean, it seems the vendors or robots get in there and suck up all the tickets when they go on sale.

We try and take advantage of a lot of like pre-sale opportunity.

You know, you have your Amex or your, you know, CI card, pre-sales or fan clubs or things like that. So we've been pretty lucky. Like I said, my sister is, is kind of pushes it past me a little bit so she always knows exactly when they're going on sale and has access codes and gets gets those tickets very

early on.



Okay. Yeah, so I'm not a big concert person. I do have one concert that I've eyed over the years, I've always wanted to see Jimmy Buffet in concert. I've been a fan of I've played since high school, and I would just do what you said, Hey, if I'm doing it, I'm going all out.

I want to be in the first couple rows. I want to be right there. Right,

right. Go

big or go home.

. Yeah. Do you [01:03:00] have

either , a venue or a person that's on your bucket

list? Let me think. We were just talking about this. So going to Ed, she, I think it was one, I wouldn't have necessarily sought it out, but when I heard he was doing, I was like, oh, I would love to see him in concert.

Yes, we're gonna go do that. Morgan Wallen was one. I just saw him in September. Amazing show. See, I, it's funny, I, I checked off a lot of those rolling Stones was one that I went to the tour a couple years ago this is the final tour. Somebody's gonna die before they go around again.

So I got to go this time and sure enough, there you go. So that was really cool that just, you know, an iconic tour to go to quite a show. Gosh, I think I, I feel like I really have seen. Anybody that I really badly want to see, I've seen it, which is great. So somebody will come up. But I don't feel like I'm missing anything.

I'm very fortunate to say I've really seen my favorite usually multiple times. So I'm always just kinda keeping an eye out on what's coming next and, hey, would they be [01:04:00] cool? And, you know, let's go.

Yeah. All right. Switching gears on you slightly before we wrap up. You mentioned that you're a twin and I grew up with stepbrothers who were twins that are two years older than me, and I have a set of nephews and nieces that are twins.

Were you and your sister the type where growing up, you always dressed alike, always had

the same haircut, or were you looking to be different?

So you didn't necessarily dress alike and didn't necessarily have the same hairstyle?

Yeah. You know, when we were little, mm-hmm. , my mom would dress us like different colors of the same outfit. Mm-hmm. . But then when we, , were kind of old enough to, to do our own thing. We might have similar things in our closet, but we didn't like wear it on the same day or anything like that.

And I think as we got into high school, , we had a lot of mutual friends that we grew up with from kindergarten on, so we kinda had to circle, but then we made our own friends as well. And the first time that we were apart from one another was in [01:05:00] college. She went to uc, Irvine and I went to uc, Davis and we got back together.

A couple months into college was , our 18th birthday. , she came up to uc, Davis to hang out for the weekend. And it was very funny that we got ready in separate rooms and. We come together, we're getting ready to go out to a frat party or something, and we walk into the room together, we look at each other and we literally had the exact same outfit on

We had no idea the other one had it anything. And we kind of went, well you have to change new, you have to change. And then we went, we're gonna a frat party, let's mess with somebody. So it was really kind of fun because they didn't really realize that there was two of us that night sort of thing.

But, and so we've had some fun with it since, and we found that we are so much more similar now as adults than we maybe would have thought when we were younger. And I think just that pressure to really differentiate you know, we just are who we are now and there's, there's a lot [01:06:00] more similarities.

Yeah.

Some twins that I've hung out with, they are. Inseparable where they're just, always two of them. But then some of the, twins that I've hung out with, if there's a party, they decide which one's going to the party because they don't want both wanna be there at the same time.

No. Right. You know, we, we were always friends. I mean, we weren't like besties when we were little mm-hmm. . But we are now. I mean, she, she's my ride or die. She's my favorite person on the planet. I, I think the world of my

sister, she's amazing. She's my biggest cheerleader as well. And, and it's like, there's no, I can't even put into words that, you know, it's literally down to our dna.

It's, she's just, she's my person. It's, it's great.

. Well, very good. Hey, before we get to Words to the World, I just

want to thank you. I know just in talking with you today and your presentation at the I C A Conference, I know that you [01:07:00] have spent a ton of time for the IACA website and getting it to where it is.

So I just wanted to thank you for all the effort and work that you've done on the website to make it great.

Thank you. I appreciate that.

All right, let's finish up with Words to the World, and this is where I give the guests

the last word. You can promote any idea that you wish, Jennifer, what? Are your

words to the world?

All right. I'm gonna say two brief things. One is to find something that you are passionate about and pursue it. And if you are able to make a living at it, you're never gonna dredge going to work. The other is to find joy, even in the undesirable circumstances, your attitude is within your control. So seek to see the good in every situation and you'll tolerate the tough stuff

much better.

Very good. Well, I leave every guest with, you've given me just enough to talk bad about you later, . But

I do appreciate you being on the show. Jennifer. Thank you so much and [01:08:00] you

be safe.

Thank

you so much. Thank you for making it to the end of another episode of Analyst Talk with Jason Elder. You can show your support by sharing this in other episodes found on our website@[www.leapodcasts.com](http://www.leapodcasts.com).

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