

# Nicole McKendree - Three Things

**Mindy:** [00:00:00] Welcome to Analyst 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 at a time.

**Jason:** Thank you for joining me. I hope many aspects of your life are progressing. My name is Jason Elder and today our guest has five years of law enforcement analysis experience. She started as an officer, then an analyst in Arkansas. She recently moved to Georgia and is now the owner and co founder. Consultalytics.

She has a Master's in Criminology. She's an IBM Certified Analyst. Please welcome Nicole Bikendry. Nicole, how are you doing?

**Nicole:** I'm good, Jason. How are you?

**Jason:** I am doing very, very well. Appreciate your time today. Interested to hear your journey and talking [00:01:00] about, in particular, some training, some must haves that you would recommend for police departments, analytical units.

But I don't want to get too far ahead of myself, so let's first start from the beginning. How did you discover the law enforcement analysis profession?

**Nicole:** It was totally by accident, honestly. So I did not really know law enforcement could have an analyst side. I was in graduate school at the time, still on patrol, and the nerdy side of me started coming out.

And so I decided to pursue that a little bit more. And luckily the new administration at my previous agency wanted to start a crime analyst program. And that is how I got started doing it.

**Jason:** , so you started as an officer then. So how did you even get into becoming an officer?

**Nicole:** That, at the I would say the chagrin of my, of my [00:02:00] dad, it was all his fault.

He he was a cop. I mean, I grew up in that environment. I was in college. I had gone in for kinesiology, actually. I could not get along with my science classes. So I decided I was going to switch gears. The sociology department had just opened up criminology as a track, not its own major just yet, but as a track.

And so I was like, Oh, well, that's interesting. So I'm going to go for that. And I did. And I decided I was going to be a cop. And that that was a great conversation that I had with my dad.

So did

**Jason:** he not want, you to become an officer?

**Nicole:** I'm not gonna say he didn't not want me to, it's just not what he expected.

I remember being in the car with him. We were driving home from AutoZone and I told him, dad, I want to be a cop. And he looked at me and [00:03:00] he said, I don't know what you're talking about.

**Jason:** There's no such thing.

**Nicole:** Yes. So yes, but once I went through Academy and started having those experiences, my dad and I would have our battle stories and we just really identified with a lot of stuff.

And so I really, I really liked that. I had that relationship with my dad.

**Jason:** Good. And I think though, too, from your perspective, as you look back now, your childhood, I mean, you're growing up in that environment. You're growing up with. Your dad's stories are talking about work, or maybe it haven't been in parties where there's other officers at the party there.

So you're fully ingrained into the end of this place culture.

**Nicole:** Oh, yeah. Oh, yeah. Because. I really remember his game and fish days. I would go out on calls with him to like bears being out and deer and all kinds of things. So I remember all of that. And so it's so [00:04:00] interesting to me. And then, you know, fast forward to me actually being on the street and I get to work with his game and fish buddies and there's people that like know the name.

It was just. It was just a really cool full circle thing for me. All

**Jason:** right. So is he for an officer for like fish and

**Nicole:** wildlife? He was, yes. So he was he was a game warden for Arkansas game of fish.

**Jason:** Okay. All right. I it's, it's funny cause I had. Drew Dasher on and he was talking about, he grew up in Georgia as an officer and he was talking about humping the calls.

I was like, well, what are you talking about? What kind of lingo? So when you started talking about bears and fish and I was like, is that slang for some kind of officer? Yeah. Once

you started talking a little bit more, I was just like, Oh, I think she's actually talking about bears and fish which it didn't fit what I was envisioning as you were telling the story. So but, and so you didn't necessarily go [00:05:00] in wanting to be.

And you like fell back into it, but I got to imagine that it felt familiar. Like, once you go into that, as you mentioned the sociology and they start developing the, the criminology degree and you start dabbling the waters, it has to feel familiar.

**Nicole:** Oh, yeah. It's, it all clicked with me a lot more than anything else.

And eventually when I got out of college, I got a job at my first agency right out of college and I went through Academy. Everything was clicking for there. Once I hit the street, everything just fell into place. I was, I was comfortable. I was in my element for

**Jason:** sure. Yeah. Any, any funny stories from the Academy?

Oh,

**Nicole:** goodness. Actually, yes. So I went to Academy in Camden, Arkansas. We like to call it the armpit of Arkansas. There's nothing there. And they sequester us all week. So I stayed [00:06:00] down there for a whole week. We were dismissed on Fridays. And then we come back on Sundays and I was there during the wintertime.

So no one really wanted to be there because it was hunting season. And so we all just kind of lollygagged around there as we were outside one day, there was a cat, a little kitten that decided to befriend all of us there. And me a little bit too much because I started giving it Cheerios. And it started to come into the dorms.

We would find it on random people's beds. It would come work out with us in the morning. And then. In December as we were marching, it came out to formation with us and I decided to scoop it up, put it in my jacket and I was squad leader of my squad. So here I am at the front of the pack with a cat in my coat just sticking out as we're marching to the flag formation.

**Jason:** Did [00:07:00] you end up taking the cat home?

**Nicole:** I didn't. So I had a dog and he did not like cats. And so another cadet that I went to academy with actually took the cat home and, and as far as I know, still has him.

**Jason:** Oh man. It is funny for, I think for as impersonal.

As cats, I think have the reputation, the reputation to be, I, I do feel that they like to mingle with strangers type of thing. And and yeah, I have a neighbor here and they have a cat and they found out that the cat gets fed by like. Two other neighbor houses and he's the cat's already overweight, but like the cat just goes around and like friends other neighbors and then they feed the cat because they see the cat there.

They found out he's getting like five meals a day.

**Nicole:** He's not hating it at

**Jason:** all. [00:08:00] No, no, not at all.. I am not a cat person either. I'm a dog person, but it Cats are not necessarily my thing, but I do find them fascinating. Alright, so then, what was the street like as you become a patrol

**Nicole:** officer?

You know, I, like I said before, I really was in my element. I, I had a couple of, of, you know, close calls, like I feel like every one of us have these days. But the community and, like, The brotherhood. I mean, I'm a full fledged woman, obviously, but the brotherhood that I had with all my big brothers on my shift.

I mean, it was really great. I was baby sister to them. There were times that, you know, they really came to my aid. And, you know, I, I mean, I loved it. Even going to the calls. the not knowing what you were going to every day. There was no routine to it whatsoever. I really liked that aspect of it.

Yeah.

**Jason:** Well, let's get into some stories then. Cause you, it's [00:09:00] about 2018 and you got a, you got a situation where you were in a street fight.

**Nicole:** Oh yeah. That happened at just my last agency. That was super crazy. I went to a call And the guy there had some mental health issues and some drug abuse issues.

And fast forward through our contact together, it was determined that he was going to jail. He did not want to go to jail. So, a fight ensued and it was a pretty, it was a pretty gnarly fight. I was by myself for a little bit of it. I couldn't call for help. My radio was disabled. And then when backup did arrive it was just too much, I think, for my backup to handle.

He just didn't have the training or the experience to really Back me up the way that it should have. But the the whole entire county was coming to my aid. I knew that for sure. I could hear all the sirens. They just didn't know [00:10:00] where we were at. And turns out and there's video of it if you really want to go look for it.

But you're the video showing like the last minute and a half of a nine minute long fight is what we determined. It was the whole reason why. My fellow officers knew that I was in a fight was the guy that we were fighting the suspect. He had a phone that was actively on a call with 9 1 1. And they could hear me.

My dispatch could hear me screaming. So that's the whole reason they knew that I was in a fight.

**Jason:** Man, let's get the tail of the tape here for a second. I'm trying to envision this. So at the time, what is your height and weight? And what do you think his height and weight were

**Nicole:** oh, he was Six foot, maybe a little bit more and easily like 250 280 in that range. And I have stayed the same. I am five, five and in the one tens.[00:11:00]

**Jason:** Twice your weight, man.

**Nicole:** Wow. Yeah. And I mean, he's hyped up, you know, on some stuff and I'm just, you know, trying to like figure it all out. I tried tasing him. That didn't, that didn't help. He got ahold of my handcuffs at one point, put them around his his knuckles and chip my tooth scratch my head up.

Yeah, it was, it was a, it was a crazy fight. He hit me with my baton. He tried pulling my gun out of the holster. Yeah, it was crazy. And then to wrap it all up he stole my police car. Went for a little tiny pursuit. They, I mean, they were right on his tail. As soon as he pulled out of the lot in my patrol car they were right on his tail.

So, it's not like he was out gallivanting in my patrol car. Pursuit lasted for a few minutes and he tried to pull my rifle out of the lock in my patrol car but that didn't work out. He didn't know how to control it. So he was, he was caught though. He stayed in jail for a little while. [00:12:00] And that case actually ended just earlier this year, actually.

He finally, he finally, finally pled guilty. So, it was a, it was good closure for

**Jason:** it. Yeah, now, was this part, of a traffic stop or how did you come in contact with this individual?

**Nicole:** Original contact was for him calling 9 1 1 repeatedly for no reason, so miscommunication of 9 1 1, or misuse of 9 1 1.

And, the second time that I contacted him, which was just a few minutes after I had left the original call he that was a traffic stop. By that time he had gotten to a car with someone and was still calling 9 1 1. So, and I found, I found them and stopped them.

**Jason:** And what was he calling 9 1 1 for?

**Nicole:** Nothing. No reason at all. He would just call, stay on the phone, say some gibberish, and then hang up, call right back.

**Jason:** Yeah. Before the skirmish started, , what led up to the skirmish? What were you wanting them [00:13:00] to do? And

what was he doing in reaction to what you were trying to get him to do?

**Nicole:** You know, I think this is a fault of many officer. I had a mindset that He was misusing 9 1 1. I gave him a warning the first time, the second time, and he kept doing it. So that second time I made contact with him, he was going to jail for it.

Between the first and the second contact with him, I found out that he did have a active warrant. And so no matter what, I mean, he, he could go in on the warrant. So, I had the mindset that, by God, I'm the police, and you're getting out of this truck because you're going to jail. And, so, I tried getting him out of the truck, he wasn't coming out of the truck, and when I tried opening up the door which it didn't, he was on the passenger side.

I tried opening it from the outside. It wouldn't open from the outside. The driver told me it could only be opened from the inside. So I go over there in the, in the cab of the truck. And it was a little bench seat, [00:14:00] just a one bench truck. And I tried opening up the door from the inside, and he bit me, and it just kind of ensued from there.

**Jason:** Oh, okay. I'm actually glad that it, ended as, I know you said you got a chipped tooth and a couple of cups and scrapes and, and everything, but it certainly could have ended way worse than that.

**Nicole:** Oh, yeah, but lessons, lessons were learned and, and definitely a experience for the books.

**Jason:** Yeah. And I mean, nine minutes is a long time.

**Nicole:** Yes. Yeah. You don't, right. It doesn't sound like very long for some people. Mm-hmm. , but you don't know how long that really is. A minute is, yeah. Until you're in a fight like

**Jason:** that. Yeah. No, that would be, that would seem like an eternity, nine minutes in that situation, so, all right.

So that was 2018 and then in, in 2019. You win a couple of life saving awards for the sheriff's office. So what did you do to

**Nicole:** earn that? So those were [00:15:00] two the NARCAN life saving awards. So, I went to an overdose and I used quite a few doses of Narcan on someone and our Department of Health sends out, anytime we use Narcan successfully, they send out life saving awards to the officer that distributed the, the Narcan, or administered the Narcan.

So yeah, that's how that happened.

**Jason:** Yeah. Yeah. Yeah. I've heard the term Narcan . It's an overdose situation. But what are you actually doing when you administer it?

**Nicole:** Okay, so have you ever used Flonase? Like one of those little nose squirter thingies?

Yeah, yeah, yeah, yeah. That's exactly how Narcan is administered. It's just an anti opiate mist that's in there. So I spray that up someone's nose and it's like a jolt. It's almost like an adrenaline shot to their bloodstream and it just jolts them back to life essentially. Yeah.

**Jason:** Okay.

So [00:16:00] in this situation, they're pretty much lifeless, right? That's not like they're fighting

**Nicole:** you. Yeah, the, the two here they were, they were out, they were unconscious. They had taken heroin and they were, I mean, they were well on their way to leaving this earth. So Narcan, I believe one incident was eight doses of Narcan that we gave someone.

Which is, it is quite a lot normally someone that's ODing, I say normally, it's not really that normal, but one or two doses, maybe three will do it but this person in particular took eight doses, and on the street, we only carried two doses, each, like each officer only carried two doses. So it was a go ahead.

**Jason:** So what does that tell you? Does that does that tell you that it's prolonged use for on hit on his side? Or was that deal with the size of the person? Why did it take eight? Do you think as [00:17:00] opposed to only a couple?

**Nicole:** I'm not, you know, a DRE drug recognition expert. I just I feel, and I did not know this person, this is my first time ever coming into contact with them in one way or form The, you know, I feel like any, any number of things could happen of why you give multiple doses to someone, but if, if they took enough I feel like it would take more to curb that reaction.

So, I just think that maybe they got a hot dose. Maybe there was something, maybe fentanyl in it or something. And it just didn't didn't do what it was



normally going to do for them. And so they needed a little bit more of a comeback administered.

**Jason:** It's got to be such a incredible feeling, right?

As you mentioned that the, they're, they're pretty much lifeless and you're administering whatever this, this medication is. And then watching them come back. Yes,

**Nicole:** yeah, it's you know, [00:18:00] I'm giving people CPR and it's a completely different beast than administering something like Narcan. CPR, they just kind of come back out of a sleep, if you will.

Narcan, whenever you administer that they're gonna pop up like a daisy, like ready to fight .

**Jason:** Oh man. Really? See, I don't know that either. That's like tv, that's like what you see in the movies type of thing, wouldn't they?

**Nicole:** It's they pop up ready to go. So yes, it, it's, it's a completely different beast and it is it's a feeling.

You say that it must be a good feeling. It's, it's, it's a feeling

**Jason:** I mean, I, yeah, that's gotta be pretty shocking from your point of view, especially if you're just, you're kneeling on the street or whatever is beside them and all of a sudden they pop straight up, that, that has to be quite a shock.

**Nicole:** Absolutely.

**Jason:** All right. Well, good. So, all right. Let's transition then. It's eventually go from being an officer into [00:19:00] being an analyst.

**Nicole:** Right. So, I mentioned before, I had a new administration come into my Sheriff's office and they wanted to.

They were traveling around to all the districts and visiting during shift briefs to let them know, like, Hey, here's who we are. Here's how we hope this term will go kind of a thing and one of the things that the sheriff mentioned was starting that crime analyst program and that piqued my interest. I, I was already starting to get interested in it because I was that program.

done with my masters and I was really trying to figure out what the next steps were going to be for me. I never, I love being on patrol. I actually miss being on patrol. I'd be lying if I said I didn't, but it was never a career for me. I, I didn't want to All of my days on patrol. [00:20:00] So when he said that I just kind of bided my time, I waited.

And then they came out with the announcement that they were going to be hiring for it. The sheriff expressed interest in me starting that up. Now mind you, I had never. been a crime analyst before. I hadn't even, like, done any kind of, like, analytic work before that outside of academia. And then he's wanting me to start up the very first full time crime analyst program at the sheriff's office.

So, it was a huge leap of faith on both of our parts, I believe, mine and the administration's. But they, Luckily gave me that chance, which I'm really, really grateful for. And I think tootin my horn here, I think I excelled in it. Pun intended, but I, I don't know. I, I really, I really liked it a whole lot.

Now it was. So stressful. It really was just starting up a program from the ground up. And then also doing it for a sheriff's office, because you have to think a [00:21:00] sheriff's office is two different sides of the house. Essentially, you have the enforcement side, which I was familiar with. And then you have the detention side, which I was not familiar with, so I'm dealing with a bunch of things and even the politics of it and all of that stuff that I had no idea about because I'm just coming from being a lowly patrol officer so it was, it was quite a change but I, I thrived in it I learned a lot, I was, so.

I self initiated a bunch of projects and training and meetings and networking and, you know, you fast forward after I'd built the program up for almost two years I was so good at it that the fusion center in Arkansas actually offered me to apply to one of their open analyst spots. So.

**Jason:** . Were you the only analyst when you first

**Nicole:** started? Oh, yeah. Yeah. I was the only one. I was, I was the only one the whole time.

**Jason:** [00:22:00] Oh, okay. So that's always my next question. Like, what did it grow into? And what about the jurisdiction? Because I hear from a lot of analysts that are part of sheriff's offices like when you talk about the whole county. I mean, it's . Large, large space. I mean, did you know,

**Nicole:** I'm coming off of patrol and I know Pulaski County. I've grown up here. I've been here my whole life. So. I worked on the street. It takes on a good traffic day 45 minutes to get from one side of the county to the other. So it's not the largest county Arkansas has. But it is the capital county. And so it's a lot.

It's the hub of the metro area. And so we do have a lot of You know, crime, violent crime, property crime, and everything else that comes through here. It's [00:23:00] also a major thoroughfare. You've got I 30, I 40, all of that going through here. So the trying to, trying to navigate all the aspects of the enforcement side and detention side when it comes to the whole entire county is, it is, it's, it's difficult.

And trying to figure out your role all at the same time. And build those relationships with, you know, your inside agencies that are in the county. And then also your neighboring counties and their agencies and all that. Ugh, it's a headache.

**Jason:** Yeah. So, , what was your goal?

Were you given any directive from, from the supervisors as to, because I was trying, I'm trying to get like, how did you know what success look like?

**Nicole:** Well, that was solely evaluated and determined by me, basically. I wasn't really given any kind of direction. Like I said, I self initiated a bunch of things.

I self initiated networking and relationships with other agencies [00:24:00] meetings to try and get programs my training. I paid for basically all of my training out of pocket, so, it, success to me looked like, oh, I was the very first analyst in Arkansas to get the iAtlas DDEX analyst award, or certificate.

So, that, that was success to me. Success was also building a database that the whole agency could use and get data from that would then in turn, Turn into well, I guess, answers to constant questions that I would get asked from the administration on the detention side of the house. Every division commander, it's just, anytime I could go to a person and successfully answer their question based on the analysis that I put together, I counted that as an X as a success.

**Jason:** Yeah, well, it sounds like [00:25:00] you really are starting from the ground up even more even before. Analysis, right? It sounds like the data is need some work even before you get to the analysis

**Nicole:** piece, right?

Absolutely. And this sheriff's office, we actually, so while I was still working on the street we got a new RMS or record management system and I mean, it was brand new and it was awesome. I thought it was awesome. Just being on patrol. Well, then. Okay. I get to the crime analyst spot there were so many balls dropped and the development of this alarm mess.

It's ridiculous. So there was a lot of talking that we had to do with the company to fix those issues. There was also a lot of some data cleaning that had to happen. And there were times that I had to flat out tell the sheriff. To his face, like I can't get that answer for you because of the way the RMS is.

And it had, it was no fault of his, it [00:26:00] was no fault of the agency. It was no fault of anyone really. It's just, we don't know what we don't know. But once we figured out what the problems were, we fixed those. I mean, quickly. I, I think every single problem or issue that I, brought forth was dealt with and now we can get those answers and we can provide the administration and the community with those solutions.

**Jason:** Who is this really responsive RMS? That

**Nicole:** would be Zerker.

**Jason:** If I didn't know any better, I would highly question that name, but it doesn't

**Nicole:** surprise me. Central what are they Central Square Technologies is who owns Zerkr. I loved it. I love working with Zerkr. And they had a lot of nice little shiny tools that I didn't even get to use. That was awesome.

**Jason:** So, yeah.

So, but, and then how about, connecting [00:27:00] the data that's from the RMS from the CAD into the detention

**Nicole:** site. Right. So it was all on one platform. So Zerker ran for the whole entire Sheriff's office. So it was just a clear just. Here's one tab for police reports. Here's one tab for calls for service from our dispatch.

And here's another tab for bookings, releases. I even had access to all the warrants. Oh geez, I had access to the fleet records training. I mean, all of that,

everything that flows. Through a sheriff's office. I had access to those reports to provide data in an analysis with all of those reports

**Jason:** that was there a point in time where you were like, all right.

I got all the data there. Now I can start studying and doing analytics.

**Nicole:** Yes because like I said, I built databases off of [00:28:00] this just because we couldn't get some reports or some answers from the RMS itself. And so then I would have to export that data and clean it up. You know, every analyst's greatest thing is cleaning.

And so I would do that and it would take weeks. You're talking about years and years and years of worth of data that I had to data clean. And me being me I would sometimes. Do it two or three times until it was perfected to the best that I could possibly do it So it it was very a tedious and grueling tasks But I got it done Thankfully those databases were really crucial into providing some Some, some outcomes that close cases and I think it made the agency come a little bit closer to, to the chest on how analysis could help them.

Yeah.

**Jason:** Now, when you're cleaning data, Are you, [00:29:00] is it addresses or what data are you cleaning?

**Nicole:** Everything. For, so I'll give you an example for detention. There was a grant that I was helping with for the detention side. And so that data cleaning looked like cleaning up even just the inmate names. There were several, of course, you know, we got people coming in and out and the same people coming in and out of the jail.

So I got to get rid of duplicates. I got to fix their address. Sometimes their address, it would be the same, but someone would spell it wrong. So I'd have to clean that. And then they had multiple social security numbers in there listed for them. And so I'd have to clean that up. You've got different date of births.

You've got sometimes their race and their sex wouldn't be in there. So I, it's just whatever field you could possibly think of and whatever thing that you, that everyone would put in on a report. If there's a box and you write something there or you enter in something there. [00:30:00] That's what I had to deal with and cleaning and making sure that it was all all good to go for the analysis

**Shawna:** Hey, this is Shauna Gibson from the Pacific Northwest. This is to all you crazy Pemco drivers out there Do you know what a zipper merge is? It is when you let somebody else Get in front of you and then somebody comes in behind you. You really don't have to push everybody out. So may you all learn the zipper merge and may the 405 and I5 be a little bit more pleasant to drive down.

Good luck with that. All of you crazy drivers.

**Matthew:** Hi, I'm Matthew Zakariewicz, and I have something for you to think about. Be grateful for what you have. The grass is rarely greener on the other side.

**Shawna:** All

**Jason:** right, well, let's get into your Analyst Badge story for those that are maybe new to the show, the Analyst Badge story is a career [00:31:00] defying case or project that an analyst works. So here we are, 2021, .

**Nicole:** , so This was from whenever I was at the Fusion Center, I had just started.

It was, oh, let me think. April or May. So I started the Fusion Center in March of 2021. And so fast forward to, may, I believe it was May, it was the end of May, there was a case that came out in a local city here in Arkansas, and they, there was a infant that was taken from his father, but not custodial parent, and they were on their way to New Orleans.

I don't know why New Orleans. But they were on their way to New Orleans. And so there was a bulletin that I had put together very quickly on the car that the, the father and his friend were in. And, [00:32:00] and on a hunch, you know, usually we, we send out. Stuff just default to statewide just to Arkansas LE or law enforcement.

And so on a hunch, I was like, you know what, I'm going to send this to Louisiana's fusion center as well. So this was late afternoons, probably right before I got off and left the office. I sent that out just before 4 30 in the afternoon. And then late that night, a Louisiana state trooper. Saw the vehicle and got that baby baby was safe and transported those other two back up here to sit and think about their actions.

**Jason:** So, and then, so what do you think made you share it with Louisiana?

**Nicole:** They were headed to New Orleans and so I was like, you know what, I'm going to send it to Louisiana's Fusion Center and that was completely on a hunch too, because I'm going to assume that all Fusion [00:33:00] Centers do the same thing we do and send out stuff that comes in that has to do with anything in their jurisdiction, they send it out statewide.

Luckily, yes, they did, and it was a trooper that saw my bulletin and stopped that vehicle and got them.

**Jason:** You see those every once in a while on the highway, whether it's an amber alert or maybe a silver alert where it'll say, , here's the car and here's the license plate.

, most of the time, , to be honest with you, I can't memorize license plate. So even if I saw that vehicle, like right after that sign, I, I might not even realize that that that car in front of me is wanted. But that's a good story. I, I like the data sharing and then the, the happy ending, of

**Nicole:** course.

Right. And I mean, you're right too. Being in this position of an analyst, especially a law enforcement analyst, and coming from working on the street, I think it really helped me because here I am, I'm making bulletins [00:34:00] half the time, and I'm thinking about, okay. If I am in my car and it's two o'clock in the morning, am I going to look at this?

And if I'm going to look at it, what, what am I going to pay any attention to the information in it if it's not structured a certain way? So anytime I make a bulletin, I have that mindset. I want it to look like is if I, it's. It's two o'clock in the morning. I'm in my patrol car. I want to go home and I'm looking at this bulletin.

So just relevant information, just real quick and send that out. And I think it's, I think it's helped a whole lot. It, you know, it gets rid of all the fluff.

**Jason:** Yeah. Now, did you get any feedback from them regarding your bulletin? Yeah, absolutely.

**Nicole:** That's how that's how I found out that. Because usually we just say, Oh, hey, can you cancel this bulletin?



Yes, we got a cancellation for the bulletin. But I I was told by my major that the, The trooper saw the bulletin and that's what made him stop the, stop the vehicle. [00:35:00] And you know, license plates too, like you said I remember being on the street and I was really good at it. Whenever I was on the street, I'd remember three, four, five license plates for the whole entire shift.

But now I'm in, I'm in the boat with you, Jason, I can't remember.

**Jason:** Well, I mean, even with the bulletins, I mean, you can get hundreds of bulletins a day, right? I mean, in terms of email, in terms of all the information that might be out there to that particular trooper. And it's. So that's why I was wondering, was there something about your bulletin that stuck with the trooper to kind of make him take notes, maybe more than the other bulletins that he might have received that day?

I

**Nicole:** would hope that the emphasis of, hey, this person is heading to New Orleans I would hope that any officer that would see a bulletin and say, Hey, this person is [00:36:00] heading to X and if that passes through your jurisdiction, you're going to give it its due diligence. And I believe that's what happened there.

**Jason:** Yeah, well, it applies to if you know it's coming from Arkansas. There's only so many highways. Exactly that goes from Arkansas to Louisiana.

**Nicole:** So, and I think they were, I think they were right over the state line whenever they got stopped. So,

**Jason:** yeah, yeah, that's good. It's it's good. When the system works, you always hear those horror stories.

Well, the data was there, but no 1 picked it up or no 1 paid any attention to it. And then it's only in the aftermath. That you realized what should have, could have, would have type that all right. Well let's get into your consulting gig, Ben. First off, where did the name come from?

**Nicole:** Oh my gosh, funny story. So Consultalytics actually came from AI.

**Jason:** Just [00:37:00] like everything else eventually.



**Nicole:** Exactly. I was my family at the Fusion Center, I always ask them for advice, and I decided to ask them, hey, will y'all help me with a business name? Here's what I'm wanting to do, and that's Law Enforcement Analytics Consulting, and someone here, another analyst suggested to use AI.

And so I did. I put in my keywords, and we spent, I don't know, maybe half the day looking at what logos it made for us. And Consultalytics is what stick. And so I, I liked it. There were many... Many choices. Oh, good choices. A. I can. I understand is is a beast. But I I like the choices that it gave me

**Jason:** now.

Now you know why there's all these Hollywood writer strikes and actor strikes because they want to. Make sure that [00:38:00] people aren't just using AI to to write all their stuff and do all their work. Right. . Now with that, did you have to, I guess it's your own business.

So it's not necessarily that you would have to tell people that, Hey, this was. Created using AI technology, but

**Nicole:** no that you just put in I mean, it's the same if like I was writing a paper for one of my classes and you say, I, I'm not going to put that citation on there. But no, I, so you just put in your keywords and it gave me a whole bunch of names that it created off of those keywords.

It told me I chose consultalytics. Out of the pack, because it would tell me on this certain AI platform, it told me domains, website domains that were available for that name. And I really wanted a a net or a org. And Consolidix was one of the, it was, I think, that one and another one that had a org available.

And so I was like, sign me up, I want that

**Jason:** [00:39:00] one.

Now, you mentioned Logo. Did you go with the Logo, too?

**Nicole:** No. So, the original look of it that AI gave me, I didn't like, and so I decided to do another another platform for the Logo and went that route. Was that

**Jason:** AI, too, or was that human?

Yes. Ha ha ha! There you go. There you go. So you don't have to have any employees. You just you can just do AI.

**Nicole:** Exactly. Yeah. Thank you, technology.

**Jason:** All right. So then I guess with this consulting company, I guess, what are your goals? What do you, what do you hope to achieve?

**Nicole:** There's, there's so many things, you know, it's still, it's still in its infancy.

But there's a lot of good things that have already started to happen out of this. Some good collaborations with some companies. We've got some, I've got fusion center contacts that are coming in to partnership with it and collab with it and really grow it. [00:40:00] I'm really looking forward to what I can do with it.

I, my main. Vision with it. Whenever I clicked, yes, make this business. was, I already a lot of public safety personnel with training and analytics. And I teach those courses and everything through another company on a contract basis. And so I, I was already out there helping all these public safety personnel to, to really excel in all of that.

I wanted to broaden that. I really wanted to say, okay, well, you need training and here's what I can offer you. And if I can't offer it to you, let me help you find a resource that can help you with that. Not only that, but. There's a lot of agencies out there that don't have a crime analysis element and I really, starting the Crime Analyst Program at the Sheriff's [00:41:00] Office, I feel like that could be implemented in so many other agencies so that's, that's my other half of, of a of Consultalytics is to go out there, meet with these agencies saying, hey, if you're interested, which most, most people that are reaching out to me they already want to start a real time crime center.

They're already wanting to start a criminalized program. They just don't know where to start. And so I.

**Jason:** , the real time crime center , it seems to me that is more of a daunting task because there's so much collaboration. I feel with an analyst unit, I feel that you could at least start small and work your way up. But, and you can just correct me if I'm wrong with like a real time crime center or a fusion center.

It seems like go big or go home. There's no, baby step in it

**Nicole:** and you're right. So fusion centers are already thing, you know, they've been a thing for a while. And so their [00:42:00] SOPs, I mean, they may change, but they're kind of like set in their ways. So this is by no means trying to change something that establish it's to really The real time crime centers are what are starting to pop up and all over the place and I like to think that real time crime centers are true to their name, and so they are the tactical side, while you'll see, at least in my old fusion center, it was more strategic.

So, your crime, your crime analyst programs and your local agencies or sheriff's office, , they will kind of focus on both sides of it. So they're administrative, they're tactical, they're strategic, they're all over the place, and they really don't know what they want out of the program.

And so it's good to go ahead and lead them on that path because if you take Like my example, when I built that program, I was getting all kinds of requests from all directions [00:43:00] and I was that administrative analyst. I was that tactical analyst, strategic analyst all of those things. And it was, that's, that's the reason why it was such a headache.

Now I loved it, I did, but I loved it too much. I, I was never, I was never 10 7. I was always working and my husband hated it. So, I don't want other analysts to be like that because you, that's what causes burnout and I, I don't like, I'm very empathetic. I don't like seeing other people like that and so that's, that's a pretty big goal of Consultalytics is to make sure an agency, if they, if they want to help their community, help their own people, then there I am.

I'm going to help them down that path, hold their hand and come in whenever I am needed.

**Jason:** In terms of creating a, a new unit, do you have a general philosophy or maybe a series of must do's [00:44:00] in the beginning or or even something like, hey, this is based on my experience. I feel you should do X, Y and Z before you do A, B and C.

Yes,

**Nicole:** absolutely. There's there's a few things making the decision for it is already a huge hurdle because of course you got to get funding for it and you're looking at like this isn't going to happen overnight. So you're looking at, you know, real time crime centers can take up to a year to really get into the swing of things, but a crime analyst unit, you could really do that in, let's say.

say six to eight months. You could really build it into something once you check off all the pre planning boxes saying, yes, I want this unit to happen. Yes, we have the funding. So where do we begin? There's three things that I really, really think that the agency should focus on and it's leadership training and the community and agency needs with a stress on the community part.[00:45:00]

It's not just your agency that needs to benefit from this. It also needs to be the community. But your leadership, that's everything. I mean, it trickles from the top down, right? So, you need to have that firm foundation. Or the unit is going to fail in and of itself and you can build up a unit all day long, but if you're not backed, if you don't have that buy in from your administrators, your other stakeholders, nothing's going to go forward with it and then go to training.

There's no such thing as too much training. There are so many different trainings, even in the amount of time that I've been an analyst there, there have been so many new. Technologies, new trainings that have come out there on just little subject matter areas. There's so much training out there that a new analyst and even experienced analysts can do.

So having an agency to say, yes, I want you to do training. Okay, well, what training? All right. Well, [00:46:00] I would. I think agencies should provide either resources to go get that training or they should have that standard of saying, yes, I want those that are going to be in this unit. I want them to be certified in this.

I want them to have this foundations training. I want them to have this certification or this subject matter certification within this amount of time. This, we're going to get a new program like celebrate, for example, I want them to be able to get certified in that and head that head that platform for the whole agency and all of that.

So I think that any kind of startup for a unit should also have that aspect. And then, of course, your, your needs it's. The agency will focus whenever they have it's just like starting a business. You have your business proposal, your business plan, your, your roadmap. The agency will, I feel most often if when, when you meet with them, they're going to [00:47:00] say, okay, well, here are needs.

And I'm going to come right back to them and say, okay, well, what is your community needs? And hopefully about 85% will say X, X, X, and X. But. Somehow I feel like it's not going to be like that. And that's where you, you go out to the community, you ask them like, Hey, what do you want from the agency?

What transparency can we provide? And you know, you'll see a lot of agencies now, especially on all social media, Facebook, LinkedIn, Twitter, they'll put out their stats every day, every week or whatever of traffic stops and arrests and they'll put out those press releases on significant arrests and all that.

That's exactly what I mean. The community needs to come into it. It doesn't need to be an us versus them thing. They, we're all a collaborative effort. So definitely that, that the analytical unit is only going to thrive. I feel if those top three things are in there.

**Jason:** I like the community [00:48:00] step that you, you have there.

And I think that's one that may be overlooked in, in certain situations. It is difficult, I think, with certain neighborhoods for, for them to feel that they do have a voice. Right? I think, you know, if you have something with, like, an, and you have people that leaders in that community that are willing to speak up and go to council and that, I mean, it's that that voice is naturally going to be there.

But if the. Yeah. The communities that are more disorganized that don't have that voice don't have that established group like an or community leaders. That's where it's going to be the biggest struggle because there's not. Just a couple people to go listen to or one, one, even a couple of meetings to go.

Listen to you. It's something that you're [00:49:00] going to have to almost establish yourself in order to try to get a group together. That is going to be representative of the whole

**Nicole:** neighborhood. Right? And why not go out there and do that? What do you have to lose? I mean, you're either going to build that relationship or you're not.

And you can't make people come. Right. You can leave a horse to water, but you cannot make it drink. So, just go out there. Try to at least make those relationships, especially nowadays having that law enforcement presence in a community, maybe even a community that hasn't seen it in a positive way.

This starting up a crime analyst unit where it's the civilian side and also the sworn side, that's a common ground. I feel that can be between law enforcement and the community and you just don't, you don't have anything to lose having your, your unit go out there and try to make that relationship and build that relationship.

It's just, [00:50:00] I mean, do it. You have literally nothing to lose from that.

**Jason:** You mentioned training. And I am on a soapbox recently about training and because I feel that Too much analytical training is observation. Oh, it's lecture based. You have, you go to this big auditorium person lectures

and then the analyst goes home with some type of awareness there's not much X's and O's. There's not much tangible. Skills and abilities that's taken back from the training. I think most conferences are like that. I think that less things have changed now than when I was going through training in the arts.

That's how most of my training was in the arts. I think it might be a little bit different if you're training on a particular software, you know, you talk about so bright, or if you talk about pen [00:51:00] link, or if that's the train, if you're going to look for train on a software, yeah, it can be X's and O's, but if it's a.

Just a general analytical training. There's I feel there's not a lot of exercise.

**Nicole:** Oh, yeah, I see what you're saying. And I do see that too. And, you know, I said it before too much training. There is no such thing. You know, you can go to 5 different. Social network analysis courses, and they're all gonna be different.

And they're gonna tick off boxes for one analyst that for the next analyst, they don't check those boxes. So going out there and doing those, those trainings are. No matter what, I mean, as long as your agency is paying for it and there is something to gain from it, then why not? However, those trainings that lack that hands on and applicability to your actual function in your agency.

Yeah. Those. No one's going to pay attention to those. [00:52:00] So, and I think also, and I have this currently in my classes, those trainings that you're made to go to they're already not going to be paying attention. So, yes, it is a, it is a hurdle for an instructor. It's also a hurdle for a student to try and figure out what training but no matter what that training is important.

It's just trying to find that. That good training is sometimes more difficult than what it should

**Jason:** be. Yeah, there is a little bit on the attitude and effort. Of the analyst, right? Because some of it can be what you make it, right? You go to a social media training there. And if you're, you're hungry and eager and want to learn more, you're going to network.

You're going to ask the right questions. You're going to be searching for more information. You're going to be that sponge that wants to soak up all that knowledge. Whereas on the tail end of that, if it's something you're made to do. You're going to check [00:53:00] in at 8 a. m. and you're going to check out at 4 p.

m. And that's probably all the more you're going to think about that day.

**Nicole:** Absolutely. Yeah. And, you know, I, I don't do that with consultalytics and the other courses I teach. I make it enjoyable. Even the ones that I'm not going to say that I don't like teaching them, but the ones that I don't like teaching, such as let's say critical thinking.

That's a difficult. Class for anybody. But I've kind of gotten into it just because of the way I teach it. I try to make it as entertaining as possible, even though it's not the most entertaining subject. And I feel , it's on the instructors for the courses. , if they can make that, if they actually enjoy the subject that they are instructing on.

Then the students are all are gonna buy into it even if maybe they didn't want to be there in the first place I have had trainings like that But that's that's what you kind of strive for. I think any instructor strives for is to have a student that [00:54:00] Will take home some kind of skill or new piece of knowledge from their courses No matter what it is

**Jason:** Yeah, and it is, you know, it's just a lot easier.

You know, it's just a lot easier to just have a lecture or something like that than to break up into groups and have something more tangible, right? You can have something more tangible. You need smaller groups. Yes, I mean, it's, it's, it's too difficult to feed, feed the masses knowledge and something other than a lecture style.

Event so I mean, I get how we got there. I just just I really think there's just too much of it. It's not. It's not that I'm against the whole concept thinking that should be all thrown away. I just think that there's there just seems like there's only usually 1 type of training and especially at these conferences there's just The same type of training over and over and over again.

**Nicole:** Yeah. It's [00:55:00] like a, it's like those documentaries on Jeffrey Dahmer or John Wayne Gacy that you keep watching. You watch every single one of them thinking that you're gone. It's going to be different.



**Jason:** Never is. No, no, no.

My wife, my wife said that though. She just watched the Jared from Subway one. I don't know if that's on that, Netflix or what. And then she was watching another one about. Alabama sororities. Like it doesn't have anything to do with crime. It's nothing to do with crime, but it's about these sorority girls and their perspective on trying to get into these sororities and the University of Alabama.

And she's like, it's, it's so cringy that she had, she had to watch it. So anyway, I got off on a tangent there, but anyway, so but all right, well, let's Move on to advice section . So one of the questions I like to ask is my, what I call the return on investment question. And this is something [00:56:00] that an analyst can study today.

That will be important 5 years from

**Nicole:** now. Absolutely. It goes back to all that technology that all of us is. The coming out have, I have a good example. Apple air tags are fairly new. When those first came out, people really didn't know anything about them, but criminals did and criminals very quickly started exploiting Apple air tags.

So we developed and tell products on Apple air tags to send out to law enforcement and. You, you can't even begin to imagine the feedback and questions we got some that we could answer and some that we couldn't but just being out there, you're faced with something new, go out there and do the research and find out more about it, because especially if it's something like Apple hero tags that criminals are going to exploit, find [00:57:00] out ways to it.

deter to mitigate that new thing. So any kind of advances in that, in our world, that could be exploited with some kind of criminal element, I suggest going out there and learning

**Jason:** about it. Yeah. No. What were they doing with those air tags? Were they their own air tags that they were using or were they targeting people?

Other people's air tags.

**Nicole:** No. So they're putting air tags on vehicles for human trafficking. They were people. Yeah. And then, I mean, we'll do it also for narcotics trafficking. Yeah, it was it was a pretty big thing, especially down here in in the southern part of the United States.



It was a really big thing for a

**Jason:** while. That's scary stuff. All right. All right. Good. And then another question I like to ask these days is what I call unpopular opinion. And this is basically [00:58:00] your take on a law enforcement analyst topic that maybe go against the grain. So do you have an unpopular

**Nicole:** opinion?

I sure do. And I actually got this yesterday after talking with a colleague of mine from the FBI. He, we were discussing and products and assessment versus judgment, and he said something that resonated with me and it's. You know, us as analysts, we live in a world of uncertainty, right? Why can't we be comfortable with that?

If you're like me, I don't like that uncertainty, but as an analyst, I do live in that world of uncertainty. There's something that I'll come out or I'll make a judgment on today that tomorrow, a month from now, a year from now, five years from now, it could. Make it different. It could change that judgment or it can completely expel that judgment altogether.

And that doesn't mean [00:59:00] that we were wrong in the moment. It just means that. There was an advancement. There's new information out there. Maybe it's something that we missed by accident. And so living in that world of uncertainty, analysts should be comfortable with it. Don't be uncomfortable with it. Be comfortable living in that uncertainty.

It's totally OK to be uncertain about something.

**Jason:** Yeah, I know. I don't necessarily appreciate the journey, right? I

to me, if I don't see a path, I, I, I, that is a very uncomfortable. If I, if I know the path, if I know, okay, I can, I can most likely get there. Even if it takes time, I'm, I'm, I can be comfortable with that. But it's this idea of working on a task that is full of uncertainty to the point where, like, I don't know where this is going to go.

I have no idea if this is going to end in anything, even remotely positive, right? It's that, it's that, is there going to be any return on investment or is it [01:00:00] going to be all loose loose? That is, is something that even as I, most of the time is concentrating on keeping the end in mind and not, as I said, don't really necessarily enjoy the hunt, enjoy the journey.

Of, whether it comes up with something positive or not, there's that experience of the hunt. And I, I do fall into that thing as like, I don't like this, this uncertainty feeling or living in that, in that world. I like to know, I like to keep the end in mind and have a direction.

**Nicole:** Yeah, absolutely.

And I do too. I'm too FCD for that. So whenever he said that yesterday, I was like, Oh, you know what? You are totally right. Because whenever we we make a judgment on any kind of Intel product or any kind of analysis that is based on information we know in the moment. That information is going to change at some point that information is going to change and that's the uncertainty and that's where the uncertainty comes in.

[01:01:00] And so just being comfortable that there is some kind of aspect of uncertainty to our analysis. It's totally okay. It's okay. It's gonna bug you OCD people just like it bugs me, but it's okay that it's there.

**Jason:** Yeah. Another thing that I'm thinking of this week Penlink

**Shawna:** bought Who did they just buy?

**Jason:** We just talked about it. Penlink bought, well, Penlink

**Nicole:** bought Geotime, you said, last

**Jason:** year? Yeah, Penlink bought Geotime last year, and then this week they bought,

**Nicole:** they collabed with Cobwebs.

**Jason:** Cobwebs. maybe I assumed that Penlink bought out Cobwebs, but yeah, there's definitely some collaboration going on there.

I mean, that's, that's. If you, if you're part of that circle of technology and go to those any conference, usually those three entities are in the last past year have been part of any conference. So but it's exciting. I understand business wise why they're doing [01:02:00] it.

You're, you're, you're bringing together a situation where you're going to have the, you know, the peanut butter and jelly and having something really good in

terms of the merging, the collaboration. I think my first thought though is like every time it gets a little bit bigger, it's going to be more expensive.

And for smaller departments, it's already difficult , to purchase. Some of these big modules. These big platforms that these companies are putting together. So that's my first thing is like, okay, bigger is automatically going to mean more expensive. Probably.

**Nicole:** Yeah. Bigger isn't always better. I like the club.

I like the club. I really do. Cause I've got success stories using cobwebs. I haven't personally used. Pinlink or PLX but I have collabed with agencies. I know those success stories and I know the applicability of it. I've taken trainings with it. We just don't have that platform.

Now, [01:03:00] putting those two together, I can definitely see some really, really good things coming out of that, especially you know, hot topic right now is human trafficking. I can see a lot of good success stories coming out of that collab. Having cobwebs and pin link on the ground for an operation and human trafficking.

I can definitely see some good stuff coming out of that. I just don't know. When the announcement came out, there wasn't a whole lot of information. So I'm very curious to see just what direction it really goes. I hope that it is the the positive, but also that there is that negative side, like you mentioned of like funding and the price.

I would hope that them knowing how. How good of an outcome this collaboration could be. I hope they don't take advantage of that. And, and make it to where, you know, you do have that restriction for some agencies, because these smaller agencies or.[01:04:00]

Bigger metro places,

**Jason:** so yeah, it's, it's, there's probably politics, there's politics and everything, but I would, I would like to see states statewide get in the game and say, look, we're at the state. We're going to pay for this. Software for your jurisdiction, and then you have every jurisdiction in the state being on that platform.

You know, it's just but it's hard because it's you got all these separate. You got 17 18, 000 agencies out there with 17 or 18, 000 budgets and different people making decisions on it. It's hard to get everybody on the same page. So it's I

mean, I, I, At the end of the day, I think you are right. I think the product that they put forward will have be more convenient and be able to leap over more hurdles.

I just, I think my thing is just that lack of. [01:05:00] Cheaper alternatives as a stepping stone, right? And I talked about this on, on my conversation with Dallas Knight. It seems like either you don't have software or you have 100, 000 software. I mean, it just seems like there's not, I'm, I'm exaggerating. I understand that, but it just seems like everybody's going to that platform model that you have to invest this huge amount of money.

At the end of the day, all I want to do is create a link chart or do something fairly simple, not, you know, connect everything to everything. And, you know, invest half the budget on this platform.

**Nicole:** Exactly. Yeah, I agree completely.

**Jason:** let's finish up with personal interest then. And you are a video gamer, which I love.

So I know you have a, a wee one, so you're not so playing as much as you used to. If you're playing right now, what game are you playing?

**Nicole:** Well, I am trying to make that a hundred percent on Hogwarts right now. . [01:06:00] And let me tell you, those field guy pages are kicking my butt.

God, nerding out so much right now. But I do have that little one, and I ended up having to get him a little, like, game controller that looks like our PS5 controller so that he doesn't turn his

**Jason:** So he's, he's playing with you. I got you at least pretending. So, all right. So you got the, you're into the Hogwarts words game then.

So yeah, that is I I've heard some, some good things about that . Particular game and actually was was surprised. My son didn't ask to get that, but it's like it's it does seem like a huge investment of time because there is a lot going on

**Nicole:** with that game. It really is. It's a true open world game.

And so I that's what I really like about it. I like games like that. Because You know, until they make another Tomb Raider game, I'm just kind of here in limbo. So,

**Jason:** oh [01:07:00] man, you know, I, I, I'd say I'm old enough to remember Tomb Raider. So, but Tomb Raider is one that I really enjoyed, but there was still even back in the old PS2 days, it's like, how was I ever supposed to figure that out without a guide?

It was like so hard, like there would be no reason I would even go over there normally, like, why would you expect us to do this double flip, hang on, backflip, and then fall? And then figure out that that's what you were supposed to do to get to the next level.

, in the, the Hogwarts thing, are, what level are you in?

Are you, are you a wizard or what?

**Nicole:** I'm a witch and I tried to be bad. I made bad, like, whenever you can, you can choose what you say. I tried to be bad, but it's like, it kind of makes you, it doesn't really change it for me, or at least for me, it didn't. It didn't change the outcome of anything. I'm, [01:08:00] what level am I?

37, I believe is where I'm at right now. So, I'm one of those where I like to explore. My husband is not. He is one of those like, go in, guns blazing. I, I like to explore and get all the treasure first and find the little, the little knickknacks before I finished the main story. So I kind of I've kind of delayed on, on the big hype of it.

But there's, there's some stuff that like, I can't I can't do now, I guess, because I didn't follow the storyline. So I'm gonna have to restart it.

**Jason:** Oh, bummer. . So 37 and you said you're trying to get to a hundred? Oh, no,

**Nicole:** I'm, I'm at, like, my, ooh, Jason, you need to learn some

**Jason:** things.

Yeah, oh, I need to learn a lot, yeah.

**Nicole:** You've got what level you are after, like, you get all your XP points, and so I'm at level 37. The percentage of how much, how done I am with the game, I'm at 99. [01:09:00]

**Jason:** Okay. Okay. Well, see, I heard you say a hundred before. So that's why when you went back to 37, I was like, man, you, you do have a long way to go if you're at 37 and need to get to a hundred.

So, all right.

**Nicole:** My, my hog works people out there will know

**Jason:** what I mean. Like, so do you have like a username?

**Nicole:** Oh gosh. Yeah, it was like one of the ones that like. PlayStation just gives you. I never changed it. Yeah, I think it's like amazed boredom or something like that.

**Jason:** Excellent. All right. Well, our last section of this show is Words to the World. And this is where I give the guests the last word. Nicole, you can promote any idea that you wish. What are your words to the world?

**Nicole:** Your guests have really harped on this and it's something close to all of our hearts, but that's your mental health.

Everyone out there, take care of you first and your job last. There is nothing more important in this world than you yourself and then your [01:10:00] family. So definitely take care of you first.

**Jason:** Very good. Well, I leave every guest with you giving me just enough to talk bad about you later.

**Nicole:** Absolutely.

**Jason:** But I do appreciate you being on the show, Nicole.

Thank you so much, and you be safe.

**Nicole:** Thank you so much for having me, Jason, and you too.

**Mindy:** Thank you for making it to the end of another episode of Analysts Talk with Jason Elder. You can show your support by sharing this and other episodes found on our website at [www.leapodcasts.com](http://www.leapodcasts.com). If you have a topic you would like us to cover or have a suggestion for our next guest, please send us an email at leapodcasts at gmail.

**Nicole:** com. Until next time, analysts, keep talking.