

## SEEKING THE EXTRAORDINARY

# Ep 3 - Ty Law: Why this Pro Football Hall of Famer and Successful Entrepreneur Bets on Himself

FEB 9, 2021

**[00:00:00] Michael Nathanson: [00:00:00]** Welcome fellow seekers of the extraordinary. Welcome to our shared quest, a quest, not for a thing, but for an ideal, a quest, not for a place, but into the inner unexplored regions of ourselves, a quest to understand how we can achieve our fullest potential by learning from others who have done or are doing exactly that. May we always have the courage and wisdom to learn from those who have something to teach. Join me now in seeking the extraordinary. I'm Michael Nathanson, your chief secret of the extraordinary. Today's guest is the founder of the highly popular Launch trampoline parks, a serial entrepreneur.

He's now an equity owner of V1 vodka, but you may know him better for his 15 years in the NFL. He won three super bowls. As part of the New England Patriots, he was selected for five pro bowls and was a pro bowl MVP. His 53 career interceptions are among the [00:01:00] best in NFL history, making him one of the best cornerbacks of all time. He's a member of the 2019 class of inductees into the NFL Hall of Fame, joining only 325 other members in this most special achievement, please welcome the extraordinary. Ty Law. Ty, welcome.

**Ty Law: [00:01:21]** Thank you. I like the intro. I liked the intro.

**Michael Nathanson: [00:01:25]** I worked pretty hard on that. Although I got to admit as a New Englander, I've certainly been following your career for some time.  
So welcome. Thank you so much for being here.

**Ty Law: [00:01:35]** Thanks for having me.

**Michael Nathanson: [00:01:36]** So first, let me just congratulate you again on making the Hall of Fame and I have to ask, are you used to that now? And can you ever get used to that? You're a member of the Hall of Fame.

**Ty Law: [00:01:46]** You know what it was something that, it was always, I was always striving before dreaming about, when I was a kid got the chance to grow up, spend my summers with Tony Dorsett, my uncle, another Hall of Famer.

So I used to just stare at that bus and I was [00:02:00] like, just all the accomplishments come from where we come from. And Aliquippa was like, it was always a goal. And to finally achieve that, after playing 15 years getting passed over for the first couple of years, I was like, you know, that's kind of like the icing on the cake.

I feel like I can still hold my head up high with with my accomplishments on a football field and the career that I had, but it was that piece was missing because that was the goal. I said, I set the goal high. To be a Hall of Famer from day one. You know now this, you might know him. Name is Mike Reese, ESPN working in Boston.

I told him what, like one of my first interviews as a Patriot my introductory being ... my goal is to go to the pro football Hall of Fame. And I felt like if I set the bar there, even though a lot of people's why, like, what does this rookie you talking about? You know what I mean? You ain't even suit up yet, but it was one of those things that I felt even then as a youngster, that if I set the goal here as a Hall of Famer, the pro bowl, the [00:03:00] Superbowls, the individual accolades, all that'll come.

So just set the bar here. It wasn't like, okay, let's go out there and have a great year and go to the pro bowl this year. Let's do this year. Let's give you this many interceptions this year and that no, I set the bar here. And in order for you to get to that one, you have to do it game me and game out season in season out.

So, there was no ...for me, at least my thinking, and that's just how I, that's how I'm wired is like, Hey, let's shoot here. And then, If you shoot here, we'll settle what's in between in order to get to this goal, these things have to happen. I can't just have one great year, I can't just go out there and just lead the league one time and think like, okay, that's a Hall of Fame career.

No, it doesn't work like that. That's why it's only 325 people in there in the last hundred years. So, and it was even less, when I came, you know what I mean? So when you're sitting there shooting for something, Hey, Yeah, you [00:04:00] got to go hard to go home. You know what I mean? Why shoot for second?

You know what I mean? Nobody remembers second place. That's just how I am as a competitor. You know what I mean? I know life is different. In a sense, things don't always work out, that way, but I'm a goal setter, try to achieve those goals. Sometimes you fall short, you don't get, you don't achieve everything all the time, but if you work hard and you, whether you're studying whether it's business and you go through the ups and downs of anything, because every game wasn't a great game, I've got beat plenty.

My goal was to win more than I lost. You know what I mean? And if you do that and don't get discouraged and understand that those guys get paid to when you do get beat and you get pissed off, you know what I mean? But okay. Do it again. That's just the competitive nature, that I have. And I kinda took that, from where I come from an Aliquippa when it comes to the football field, right? The same mentality when it comes to business. Yes. A little bit different, you can't just depend on your, on yourself and your athleticism and beaten the guy across from you. [00:05:00] But the lessons that I learned as an athlete in an organization, like the Patriots that, it takes a team.

And now coming from the individual sport, basically as a it's like you're a boxer because. It's just me and that guy. Yeah. We had a game plan, but pretty much a tie. You got him, you know what I mean? So I had to win that battle against the other team's best receiver week in and week out. But when it comes to business, when I started, Launch, that was a whole different experience.

But you still have to put the same type of work in and get people around you that can do the things that you can't do. You know what I mean? And that's how, it was a learning curve to that. I was a rookie again; I'm going from a 15 year veteran playing football from seven years old to 30 straight years of football.

Now I'm coming into a whole new arena in business. Okay. So, what kind of, what can I take in? I used to put different analogies in my head, but I put it. From, I take it from football, but I put it in a business sense. So [00:06:00] I understand, you know what I mean? That's just a psychological thing as I did for myself.

**Michael Nathanson: [00:06:04]** So, so let's take apart some of those introductory remarks. And you've mentioned Aliquippa a couple of times I have to admit when I first learned your story, I had to look up where Aliquippa was. I'd never heard of it before. Can you talk a little bit about Aliquippa and about your upbringing?

**Ty Law: [00:06:20]** Yeah. Aliquippa was everything to me.

If you go back, even though I know I love my school university of Michigan, but born bred, I bleed red and black, and that's where I'm from. That's who made me what I am that produced a product that people enjoy to see on the field. You know what I mean? But it was tough, so when I got to college and pros, that was nothing, because the coaches were harder. In high school. I heard more four-letter words than high school than I ever did in college, in the pros. You know what I mean? But just that bringing the expectations, the level that you had to play at to succeed, it was constant.

It was constant pressure [00:07:00] from the community, from the teams before you, because we're not used to lose them. And if you lose, I think I lost two to like three games in high school. And wow. You feel like the end of the world. What's happening when you lose those games. Yeah, because that's, you're talking about even old ladies on the porch when you're walking home.

Ah, you got, yeah, you got jazz with ya. You gotta do better. You know what I mean? They'd be really, it'd be really like that, and you're a young kid, so just the expectations and it just molded me to want to go out there and be great at whatever it is. I wanted to be the best athlete, I want... I got a chance to talk to Magic Johnson, sit down there and say, Hey, how was the transition to be an entrepreneur?

Taking five hours out of this day, but then just talk to me,

**Michael Nathanson: [00:07:45]** When was that? When did you speak to Magic Johnson?

**Ty Law: [00:07:48]** Right when I started Launch, I was in my first year and we had a, it was Jeffrey Osborne's or the golf tournament. And he had a celebrity softball game. So I had Joey, my mascot out there and it wasn't [00:08:00] ... of course, I'm promoting Launch while we're out there, do they be like, what is he asking Magic? He was a part of it as well. Like with a lot of other celebrities, athletes, entertainers, Jeffrey Osborne, he was one of the best golf tournaments for a charitable organization.

And Magic came to me. He was like, Hey, you said that's you. Yeah. And I was like, yeah, he was like, he's like, man, that's awesome. And then you just start talking. I said, you know what I mean? I know it might not be the time, but I would love to sit down and talk to you. I'm doing this and we just talk business a little bit, but like I said, we were there to do something else.

But when he found out that was my company and wanted to know about it, and I got an opportunity to talk to him in that extent. Maybe it was like two weeks later, I'm in LA. You know what I mean? I have a daughter in LA, he say, just give me a call. So, I'm saying, okay, I gave him a call and sure enough, he took the time out.

And it was like four or five hours, just hanging out in his office and talking business, tell him, my story where I'm trying to go with Launch, you're telling me about, he is he encouraged me saying you are a [00:09:00] lot further along than what I was.

When I started, after I kind of, share with them, some of the things that we're doing, some of the numbers we were doing, he knows Magic Johnson. He has confidence, but hey, let's imagine it ain't that much money. You know what I mean? So, he was like, he was a, really a big help as far as the motive, from the time spent.

So I always say, even though I didn't talk to him a lot afterwards, I talked to him a couple of times afterwards, I'm doing, but, I know he's very busy. But just that time alone and saying where he's at today. A lot of you don't even think about Magic Johnson as a basketball player, even though we know he's one of the, top five greatest of all time to ever do it. You talk about magic Johnson, the man is a businessman now. And that's where, when I want to be, I got a chance to talk to Junior Bridgeman as well. You know what I mean? He's a former all-NBA player and one of the most successful businessman ever for athletes. You know what I mean? And owns a lot of restaurants Chili's and [00:10:00] Wendy's, he owns like over 300 franchises, worth about \$500 million.

You know what I mean? It's like, Roger Staubach. And I look at those stories because we all played football. But to be able to leave football and still be successful and transition to business is very, it's very hard. It's not as easy as people think, just because you made decent money, playing ball that doesn't necessarily transition in the business.

So I was always trying to be a student. Saying. Okay. What do I do? I don't, I know I'm going to retire at a point where I'm still going to be young. Yeah. I still have some, a couple of dollars in my pocket, but at the same time, how is that going to sustain me? How's that going to, how am I going to leave?

You got to get up and have something to do. And I always wanted to be a businessman. I always wanted; I've got a funny story. My, part of my business. And this is just the competitive part. I was like, you know what? I got cut three times in the field, after going all pro because of no guaranteed contracts, that's the business side of it [00:11:00] as a business, I was like, you know what, I'm going to say my money.

And I say, I can't wait till I get to do all the hiring and firing. I ain't got up. You know what? I'm bringing a pink slip, but you know what? That was the hardest thing that I haven't had to do. Because as I was looking forward to in my mind thinking, like, I can't wait to finally fire me, somebody, because I say I've been fired three times.

I say, you got released. Dammit. I got fired. You know what I mean? Three times I went all pro led the league in interceptions. Guess what? They still let you go. Yeah. For whatever their reasons are. So, when I started Launch to get this and some people just don't fit, they're working hard. They're trying. But the hardest thing for me to do was have to have bring somebody into my office and tell them that we got to let you go.

Yeah.

**Michael Nathanson:** [00:11:50] But I do want, I wanna actually just touch on that and certainly follow your lead in this conversation, Ty. So You were let go from the Patriots [00:12:00] because you didn't fit. You're a Patriot for life. And everyone you've said that yourself and everyone in the Patriots organization, I assume loved you.

That I assume that was about money.

**Ty Law:** [00:12:12] Yeah, it was it's always about money, where your cap number is at. And, I came off of a broken foot, even though I, I came back the next year, which they didn't know. And, but I was in the last year of my contract. People usually don't even get to the last year of the contract typically because that's where the money just goes up.

But I was still one of the top corners in the game. I happened to break my foot in Pittsburgh. So that kind of changed the narrative. So, it made it easier for them to let me go with my injury. But then when I got to New York, I come back that same year and I led the league and went all pro in New York.

I had 10 interceptions, the only person on the team to go to the pro bowl. But even after that, I got released. The only pro bowl and [00:13:00] led the whole league in interceptions and I got released anyway from New York, because guess what? The way the contract was structured, they knew they was going to have to pay me this money because I met all my incentives and the best thing for them to do is to release me from their standpoint.

If they're going to rebuild, they release me. Before this other money kicks in, because I made all my, I played on an assumably the contract and I've always been on my side. So, I took a lot less base salary and I said, you know what? I believe in me. All right. So I'll make my money, whether it's interceptions, improving the defense, efficiency, QBR and all that.

I had all these different things in my contract, and I was exceeding, and I said, my goal was to make the same money. That was it. Cause I had to make it, my big contract, but I had to earn it. And I say, when you earn it, it felt good because it wasn't one of those things that if I put it to you this way, I was used to making 6, 7 million as far as my salary, my contract.

And that's where it wasn't [00:14:00] in the contract. When I went to New York, I had to take a base of three in order for me to get that other, three and a half million I had to hit every mark and what they call it. And there is not likely to be earned incentives. It's likely to be there. Isn't it's not likely to be there.

Yes. I hit all the, not likely to be earned because it's hard to go out there and lead it, teaming essentially to improve this, talk about the QBR on your side and stuff like that. When you took my break and all those things down, coming off of a foot injury that people thought was career threatening.

I probably, wasn't never the same player overall but I had enough knowledge and still enough skillset. And I played here, and I hit all those things and that's how I was able to do it because you know what, I'm going to always bet on myself. I felt that I can do this. And. That's just what drives me when people say you can, or you won't, it just drives me, man. It just, I mean that competitive fire still burns [00:15:00] in the sense where you want to be successful at whatever you do know what I mean?

**Michael Nathanson:** [00:15:04] But after all your success, it sounds like you still felt it gets something to prove.

**Ty Law:** [00:15:08] Oh yeah, absolutely. Because that's the, then you get to the point where you're trying to earn the respect and then once you get the respect, you have to, it's still pressure to maintain the level of play because when you're a young guy, like the mind games, that way... I'm going against Jerry Rice.

Now I'm a rookie. This is the GOAT. The greatest of all time. Yeah. A lot of people don't have scared, damn well, right? Yes. What? Oh, I was comfortable as I want to be. Yeah. You know what? That's Jerry Rice I'm supposed to lose. If I lose. It's no pressure on me. It's more pressure on him. If he let me, a nobody from the University of Michigan, having made a name for himself. I was like, let's go. So, I went out there, Jerry Rice, you were just another receiver to me. Cause that's what I, that's what you do as far as your mind games. Guess what? Jerry Rice [00:16:00] beat me for a touchdown. I'm a rookie. Is anybody going to sit there and play?

But now on my standpoint, if I go out there and ball and I go out there and guess what? Hey, I'm the man. Yeah. You know what I mean? So, it was a no lose situation, an opportunity. It was opportunity and no-lose situation.

I'm going to take advantage of this opportunity. Now it's a different set of circumstances.

Now, when you're expected to play that, but guess what? No one's expectations will ever meet mine when I'm on a football field. There's nothing, there's no bar that you can sit, as my teammate, as my coach that'll be harder a bar that I've already set for myself. Yeah.

**Michael Nathanson: [00:16:41]** That, that seems to be a theme for you that, set the bar as high as possible in all the success will come as you ultimately get over that bar.

**Ty Law: [00:16:51]** Right, right, right. Absolutely. You know what I mean? So, but that was a different type of pressure. Then when you go and now, you're on a back end of your career, you get [00:17:00] released, you're getting a little long in the tooth. Now the Firebirds, like I got to prove to everybody. That, Oh, you must forgotten. I can play.

So, I had to take that approach. And then, so you have, I was fortunate to play long enough that I had like three stages of my career. In the beginning or I was young, and you had to earn a big contract and then once you earn the big contract and you maintain the big contract and live up to the expectations of the contract, and then once the contract is over, you get released now.

You're basically trying to find your way. Yeah. You're still you, but you're not the old you and you always had to, it was always something to prove, always something to prove, then you retire. All right. People talk about the Hall of Fame and then you get, and okay. I get that recognition as far as being mentioned, but not getting in, you know what I mean? I had to sit three years, for, yeah, exactly. So, and that was like, But it was a story of my life that's okay. [00:18:00] I was just unfortunate for me at the time when I'm sitting there going through all these emotions, I can't go back on the field and do anything else. Yeah. I laid it all out there.

What I had; you know what I mean? And it is what it is. So I feel good about my career, but I wanted that because that was my goal, and you always want to achieve your goals yet. If you get close, you make a settle, and I would have settled just fine. I would've been totally fine with my career because I set the bar high.

But to actually accomplish that goal, it was like everything just left my body. It was like it was a surreal experience, you know what I mean? But after that life goes on. Yeah. You never get tired of saying the Hall of Fame because sometimes I forget, I really don't think of it cause I'm more of a Patriot, you know what I mean?

Anything. They was like, former Patriot, they don't say former Jet, former Bronco, former Patriot. This is where I made my bones. I understand that, I'm in New England right now. You know what I mean? This is where I still live here in Florida, I'm always going to be a Patriot.

But before that I was Aliquippa. [00:19:00] And that runs deeper than anything. Yeah. Patriots, Michigan. Aliquippa rising me deeper because I would have never been who I was at Michigan. Yeah. At New England and in the NFL, in the Hall of Famer, if I didn't have that background and upgraded that tough upbringing and Aliquippa in my opinion,

yeah,

**Michael Nathanson: [00:19:20]** There's a Latin expression, temet nosce, which means know thyself and Ty it sounds like you very much know yourself. So, I have to. So just all this talk about the NFL. I, and I am going to get to, to Launch in V1.

Oh, yeah. But before we do that though, so I, I was spending some time doing some research on you before our talk. And and I was going through the coaches that you had while you were in the NFL.

And let's say you had Bill Parcells, Pete Carroll, Bill Belichick, Romeo Crennel, Herm Edwards. Those are some of the best coaches in history. So, were they mentors for [00:20:00] you? Were they teachers for you? What was your relationship with these people?

**Ty Law:** [00:20:04] I had a great relationship with them. Coming in to the NFL, I couldn't have had a better coach and a good Christian buy into the NFL.

Then coach Parcells, he was. Oh, a master manipulator to mind. You know what I mean? He, he's going to push you. He's probably going to push you more to most coaches and see what you're made of and try to get into your head. It was, I used to always tell me that chubby, you can't either, Hey, this guy will run by you, this and that. You know what I mean? You need to lose this weight. Can you run? Yeah. Like you can say one time I can eat. Like, you know what I mean? And I was in there like chubby ups and they're like, I got like a little full pack, nine, six pack and a little full pack, you know what I mean?

But that was both for ourselves. And he would always challenge you, and I had to get him the Gatorade, that was my job in the first-round pick. So, to have that type of relationship with him and to get the job. And he even told me one time, he said [00:21:00] to you, you're going to be the first rounder in NFL history to get cut, and I'm sitting there like, no, he didn't, but he didn't realize the type of young buck he was talking to him, at the time, which I would recommend guys do is now.

I was like, well, you already gave me a million fine do what you gotta do. You know what I mean? I came right back at it. You know what I mean? But he, but actually he loved it because Bobby Grier who was GM at time and he was like, he really got a kick out of you coming back at him, biting back at him.

Cause he did cause he does that. Cause he, we had another corner by the name of Jimmy Hitchcock, and they said, he said he did the same thing to him. This was Bobby Grier telling me now I was the Jim after he left. And I didn't even know he had put me in his book, broke a few words about me in his book.

I didn't even know it until my told me. And he was like, you did the same thing, Jimmy, he kind of put his head down. I couldn't play, cause he was, cause was hey, so he would try to get in your head like that. And he got in mind to where it just pissed me off at the receiver that I'm covering.

So, the more you talk, the more this is going to be on him, [00:22:00] you know what I mean? He did have me meet with Mike Irvin. Like he didn't coach anybody. And that was kind of like my breakout game playing against Dallas and Okay man. And coach Parcells pulled me into his office, and he was like, Hey, I got, we got to be playing somebody and scared of you this time.

You said you got all these other people scared of you and this name, he gonna kick yo ass. He said, I'm telling you, you said, you see, you said, you see what he did do is William who's another Hall of Famer. And he had it like big numbers that he was like, man, I guess were like two 11 or something like that.

He looked at me. He said, guess what? You're damn sure no Anaeas Williams. Tell you that, so imagine what he's going to do to you. And so he told me this before practice and did he, he was, he wrote me, I'm like, do you, could you please go coach somebody else? He wrote me all weekend, went down there to Dallas.

I didn't have nobody, but Michael Irvin and my target. And I ended up getting, two interceptions. And that was like my breakout game, play at a week, everything and. Well, that was Parcells. [00:23:00] I went into that game pissed because you doubt my ability. You told you ... will kick my ass.

That's the rest. All you had to do. That's all you had to say to me, but to come to find out that he loved that you know about me. But that's just who I am and we've been great. Ever since I actually, I just talked to coach Parcells a couple of weeks ago is said, wouldn't get back to Florida and play a little golf.

That's what he does now. So, I'm going to drive down and see him.

Yeah.

**Michael Nathanson: [00:23:21]** So you call him a mentor of yours as well as a coach? Yeah,

**Ty Law: [00:23:24]** Yeah. Yes. He w he was that and another little story was when we were going down to the Super Bowl to play Green Bay and the first, well, we lost.

Walking out of the bubble, and he just put his arm around me. And said, know, I love you. Right. And I'm like, nice. what the hell? Yeah. He, like he said, yep. You get you get, everybody's scared of you. Now. You said what? You better never hope you play against me. And I said, from that moment, cause you heard all the chirp...

I knew he was gone. Yeah. I knew he was gone right after that moment. He was telling me, man, and then. Yeah. Yeah. And then next [00:24:00] thing you know, we get Pete Carroll, he came in and I gave him a lot of credit I, mentioned him in my speech at the Hall of Fame because Pete Carroll was the one who really set my career off by believing in me enough to assign me to the best to our opponents and best receiver weekend and week out man or zone.

You got him. You know what I mean? And I can't thank him enough because I gave, it was awesome that he has so much confidence in me to do so. And it also gave me the confidence. I wanted that challenge; you know what I mean? I want it to be, like the Deion Sanders that go in there and just take away your top guy.

And he gave me that opportunity. So I'm always forever, thankful for Pete, because it helped me grow, as a quarterback, as a competitor, as athlete, it was always in me, but he was like, You get it part sales did it first as far as, okay. You got him this week, but when it, when Pete came, no matter who the top dog was, I [00:25:00] knew where I was going. Yep.

**Michael Nathanson: [00:25:01]** Are you still in touch with him? Pete Carroll?

**Ty Law: [00:25:04]** Yeah. I invited him to the whole thing. Unfortunately, he wasn't able to come, but I talked to him before, I went into, the Hall of Fame and, we've always had a great relationship, even when he left, I was one of the, actually one of the, advocates for Pete because I liked Pete, you know what I mean?

And maybe I had my own reasons, he's a DB guy. You know what I mean? He was definitely pushing for me when I signed my contract, he was definitely behind me 100%, you know what I mean? So I'm always, I feel like so indebted to him, I earned, my paycheck, but when you get the advocate, like a coach, that's saying that he's the best in the game.

He deserves his money and put it on ... Like he did, plenty of times in press conferences saying how much I meant to the team. It gave me a lot of confidence and I'm always be fond of Pete and his enthusiasm. You could still see his enthusiasm when he's out there now.



The guy really has fun.

**Michael Nathanson: [00:25:51]** , I think he's the oldest coach in the NFL and he acts like he's the youngest coach in the NFL.

**Ty Law: [00:25:55]** Exactly. Man, he has an incredible energy [00:26:00] and presence about him. I was pretty upset that they let him go because we did go to the playoffs. You know what I mean? And, but. Hey, that's why Mr. Kraft is who he is, you know what I mean? He made the decision and, coach Belichick, which was okay if he's gone. At least I got a relationship with coach Belichick because he was my DB coach during the Super Bowl in my second year, when in '96, I came in '95.

So, coach Belichick was my DB's coach. I was with Bill every day and all the meetings, when everybody goes, he would the DB's we would build. So I'm like, Hey Belichick's coming back. You mean, me and Lawyer Milloy, I might add, because we didn't know, we just called him, but he's like, you ain't really supposed to call.

He's like guys. I can't talk. So, we played damn, but when he finally got hired, he told us that, even though we had a relationship, we can just because of the situation was going on. He wasn't really supposed to talk to, us and stuff like that. But when he came, we had a tough time, but he continued [00:27:00] to do what Pete already set in motion and saying, okay, you, this is what you do. You get the best guy. But when it came down to game planning and things like that, he just on a whole nother level than anybody else. Yeah. As far as the preparation. And like I said, when you go, we don't we don't know what we're going to be doing week to week on defense.

You know what I mean, even though he wasn't technically the defense he's head coach, but he had his hand on all that. You know what I mean? So, like I said, an incredible preparation, the way he ran practice and situational things, everything was situation. We probably, and I've been to a couple of years, they saw now I can kind of talk, no, only the differences between the way coach Belichick does things.

Not saying that none of these other coaches are. They're great in their own right. And like I said, Herm was great, man. Jimmy was under Belichick was under Parcells. Yep. But the way he goes [00:28:00] about preparation and putting you in a situation is to make you think it, then it seems like it always comes up.

We've seen this situation in practice. New England has more situational practice than anybody. That I've ever played whatnot, probably still to this data. I can't see nobody in the league that comes up with situations is much as the way we practice them day in and day out. And that's the greatness of coach Belichick.

You knew going into the game. That one time we were playing the Saints and Bill, you told me about it. If you see this. You got damaged. You jump it. I'm like he said, they form, they run this. I said, Bill, what did they run? It was a hook. Would they run a hook and go, I'm going to be on ESPN. I don't like to be only just being on the wrong end of the highlights.

You know what I mean? So, he said, that's on me. He said, they line up in this formation and he's right here, yard outside the numbers tight ends on their split back. He's running the goddamn hook and then you better [00:29:00] jump it. And sure enough, it happened. He knew, and I was worried about the hook and go and play a little tentative.

He's like, but that's on me. I said, so I ain't gonna get in trouble if he'd get behind me and get torched. And he said, Nope, I'll take that one. I was like, damn. So, when you get a coach that. That is that's amazing because both people ain't trying to take that.

**Michael Nathanson:** [00:29:23] So Ty, I wanna make sure that we have some time to, to speak about your business career because by all accounts it's been quite successful, so was Launch your first business after retirement?

**Ty Law:** [00:29:34] Yeah. Yes, that was my first business. I was, looked at a couple of different franchise opportunities. Like I said, I've always wanted to work for myself, but, and I was very close to being a franchisee in the food industry. And I was going down the process and I was honest. I was looking at Wingstop. A little bit, Popeye's I kind of went through their little, program, try to see now I went to Harvard and the off season to, just to [00:30:00] business course, you know what I mean? Cause it's something that I've always wanted to do, but you know, everything, it's just, you got to go through the process a couple of times, what different origins I figured like, okay, I know it's cliché, but that's what is getting in the business as mine is already a proven model.

Let me get into franchise. Yeah. You know what I mean? And it's perfectly okay. I've never added and think I'll ever be on a franchise or so that, wasn't my mindset, but I'm glad that I was on the other side, as a franchise or so when this whole, Launch opportunity came up and I'm like, what the hell is that, it was who was my partner, Rob Arno.

He was just building a deck for me. We wasn't friends, we wasn't talking about business, like that. But he knew that I was, after it was a pretty big job out here and we just kind of came fast friends, chop it up, like, I'd take the boys, some beers out there. Cause I was down there working in the hot sun, and we just got the child up.

So he knew that I was looking into these particular franchises. So, he went on [00:31:00] vacation and. You know what his family, and they came back, he like, Hey, you ever heard of trampoline parks? I'm like, what the hell is it? He's like, man, to kill it up here. And then he just started talking about it. So, it wasn't to prompt me to do business, anything.

He would just tell him how good of a time it would be awesome up here, in New England. So my son happened to be around here at trampoline park. Now I have a trampoline in the back right now and. They, if they ain't jumping, they out there eating lunch, they out there just on the trampoline all the time, but I never thought about it from a business perspective.

So, I ended up taking my son like, week or so later. Cause he kept bugging me about this trampoline park. So, I went to one in Boston as well as a paying customer, I called up and they said is no wait. I'll say, cool. I'll be there 45 minutes. By the time I got there, it was a two hour. wait. Yeah, I couldn't find the damn thing. It was in the middle of nowhere because you need all this space, these big warehouses [00:32:00] and my son and my daughter they had a decent time, but my youngest cousin jumped on him cause it was a whole nother section. So, it wasn't a great experience for me as a parent.

Cause I'm sitting here and watching it, it stunk, smell like feet. It didn't have no really no snacks. But we left and I had to go to the mall, and I came back just because I drove all the way up here. I might as well wait. So, we went to the mall, came back for our time. And like I said, the oldest two had a good time.

Me and my youngest, we didn't have a good time, but as I was walking out, a light bulb just went off on my head. I'm like, damn, just busloads of people coming. Like it is now just start going to, I just sat there, but like, like 20 minutes and I just start counting the people and I just start saying \$12.

There might be something to this. So, went back home, start doing okay. Research about family parts of the companies. And no one knew what I was doing. I was like, look, I'm about to go, [00:33:00] check on something. And I tell my family. So, I went to Florida on my own. I went to Texas at the trampoline parks there.

I went to the one in New York, all the competitors that into this industry, it was, it was fairly new, but I want to just do some research. So, I wanted to see the different stuff. And then I found one in Florida. That was the closest thing to what I thought it should be, because it can be better.

You know what I mean? People were just doing the basic, but it was such a new when people just make it so much money, then you start to build them in and just dumb them down. And. Just get as much as you can. I wanted to make sure a better experience, with it. So, it was one franchise in Florida.

I was like, we're going to do that. You know what I mean? We're going to sign up with these guys and we're going to bring it here to new England. Couldn't be, Oh, I'll call Rob first. I said, you were up. I said, you, now he's done with the job. Now he's gone to his wig. And I said, Hey, you still interested in that?

And he's like, really? Because he don't one thing you say, if you ever do that, call me. [00:34:00] I'm in. That was it. So I called him after he was never studying a call. He was like, really? And I called him, and he was like hell yeah. And how much could you come up? When did we start it? We gone, we went down there by the sign up with these guys.

The next thing you know, the price went up over 400 grand. Then what we really talked about, we were really used to about the sign on the dotted line, but what he did, he Googled me. And he didn't really know who I was. I don't go around telling him, what I do. I want to come in just like anybody else.

And he goes to me the next thing you know, so one of his employees actually that was bitter. He said, Hey, the reason that I wouldn't have liked that is because he Googled you. He realized that you was Ty Law. Yeah. And then, you know what, of course. Piss me off in the end to Rob's credit, he's like, we can do it ourselves.

We can start our own. You say, and I'm like, yeah, I'm going to draw up here. We did. They don't know about it up here other than the other company, which was Sky Zone at the time. And I'm like, Hey. We can do our own. So, we scrapped it, it set us back about six months and we came up with our own [00:35:00] concept called Launch and the rest is history.

And I said, if I'm going to do it, if you want to try to take advantage of me, I'm not a dumb jock. We'll bet on myself on this too. So, we started from scratch with one store. And now in all those 36 stores open, of course not because, because of the pandemic, but it was 36 doors open and over 75 across the country. Wow.

**Michael Nathanson:** [00:35:21] Wow. Extraordinary.

**Ty Law:** [00:35:22] We start off with once we had one story. Yeah. And all based on what the hell we was doing, either all based on a random meeting with a contractor who was building a deck for you.

Yeah. Yeah. It was just like that. No one ever thought he was young, he was hungry, and I was like, we came up with how we're going to do it.

He came up and, he put his skin in the game, put my skin in the game and we didn't get no bank loans. I cashed my first business. I was fortunate enough to be able to do that from my previous profession. And no one was going to give us a loan for them traveling far.

Anyway, you know what I mean? Cause you may get a business loan, but you know, it was too new, too risky, and no one would give that. So, [00:36:00] I had to bet on me, and I use cash

**Michael Nathanson: [00:36:02]** And now you're into vodka, V1 vodka. So tell us about that.

**Ty Law: [00:36:08]** So I finish off on Launch and, it was just got to a point I've always said, in, I said, give us five to seven years to build out. And I wanted to, I thought we would have probably been a little more than where we were, we had a certain momentum going, but you know, things change in business, you get to the other competitors coming in, just like I was, he had people not respect and boundaries, you know what I mean? And people would just start putting them up everywhere. But I say, you know what, we've got to start making a Launch more than just a trampoline for us. So, we became Launch Entertainment.

So, now Launch has bowling alleys and we had some go-kart tracks and I'm like huge facilities. We got arcades and all of them. So standard laser tag. Yeah, we have, we. We have a standard, so you would never just go into just Launch saying, it's just one boring part. We got stuff for everybody.

Now we get, like I said, the bowling alley with a full bar, you know what I mean? [00:37:00] And we just had to evolve because when you first started, guess what? You get seven foot, 800,000. You put up a park now. Now you talking about, two and a half, 3 million to put it all in to put it all right and we get to a point to where I started making the trampolines as well, because I was realizing that, is pretty much one of like two manufacturers out there that's making it for everybody, all the competitors. And I'm real. I can't make money off of that. And then I have to insure something from someone else. And if Skyzone who has a hundred units and I get 10, if I need something delivered, and ready to go at this time and you're making it for me and you're making it for them.

Who are you going to go with first? You didn't already did a hundred parks with them. You going to sit there? I'm not, I might not meet my timeline. So what I did is I hired an engineer, and we get all [00:38:00] the other people's and make sure we didn't and, Go on their stuff. And I had my own system developed and made, we got a patent pending.

We don't gotta worry about no lawsuits or anything. And I started manufacturing my own trampoline. So, if you bought a lot, you had to, so we were vertical. So basically, I was just vertically integrating, my business. You know what I mean? And that was one of the best things that we could have done as well.

I said now I don't have to worry about that. The middleman for me to meet my timelines and things like that. And, realizing that I can make it for this and sell it for this. So, I'm still selling it for the same thing that you are in my system. You can't even go out there. You can't do it if you want it to, because now you have to buy from me.

But you know, I'm making just as much on the installation. And that is I, as I am on the installing installation of the park. And I am as far as my royalties, but that's how you know, companies do. So, I was just a small company acting as [00:39:00] a beer company, and doing the things that they do as far as vertically integrated,

**Michael Nathanson: [00:39:03]** Diversifying your revenue streams.

**Ty Law: [00:39:05]** Exactly. Exactly. So, you know what? It was all a learning curve; you know what I mean? And then I started realizing, looking at the numbers. I'm like, wait a minute. I'm paying this, wait a minute. I can make it for this and still sell it for this. It's like, I can make it for \$15 a square foot. I buy my own raw steel, but I'm still selling it for \$34 a square foot. You know what I mean? So that was, that's it. Then when you talking about, after our 10 bars, so the next, 20, 20, 25 parks that went up.

We built, did all the installation and did all the steel and the build right here in Cranston, Rhode Island, be able to know that we wasn't going to, I wasn't going to China. I wasn't doing none of that. You know what I mean? So, it was just, it was crazy. It was humbling. Because everything didn't go as planned when you work through it, when you work and realize that you built [00:40:00] something special from one store, never thinking that, my whole goal at the time was I want to get about five stores throughout New England.

No, keep it private, and we do pretty good. It gives people somewhere to go, I like to entertain, I like to interact with people and that was the goal, but we realized that we had something, special. Okay. First franchise was to a personal friend of mine from high school.

She'd done well. And she bought in, did his dad bought in? And the next thing you know, we started this person, they know, we just started marketing and the rest is, you. And then fortunately, for me, in a sense, when we're talking about COVID I got out and I said it was going to be five to 7 years.

I said to go, no matter where I was at, and it took me seven and a half years, but I was already looking at as far as, my exit strategy, would it, I wanted Launch to continue to be successful, but I was looking for something else. I'm a builder I love to do. And I [00:41:00] knew going into a debt.

It can be like skating or anything else. People ain't roller skating no more, but I felt like over the next, five to seven years, build it up, have this ..., somebody else no 15 years, but somebody else can take it further than what I can. So

**Michael Nathanson: [00:41:15]** when did you get out?

**Ty Law: [00:41:16]** Right, right. In a January. Right before, right

**Michael Nathanson: [00:41:20]** That may be the most brilliant thing I've heard so far.

**Ty Law: [00:41:23]** Yeah, a lot of, some of the people say that. Michael that, that know me, that a lot of people don't know what it is because I'm still, pro Launch, but I'm not an officer anymore or anything like that. I sold my majority interest. Okay.

**Michael Nathanson: [00:41:39]** Oh,so is Rob still in?

**Ty Law: [00:41:41]** Yeah. Rob and where we had brought in a minority partner at the time a few years ago, came in and put a couple of thousand and take a, just to keep the thing going, you know what I mean? You don't need a little cash and flux gave up some equity. And, but, as the majority owner and, the founder, [00:42:00] I took it as far as were I thought that I can go with it. And the spore is like, having fun. I wanted to go on to something different and, we all agreed and, I sold my interest.

Okay. But no one can. Say what COVID was happening. People like, Oh, you know, I was lucky. Yeah. Yeah. That was straight luck but use up down. But when you have a goal sometimes to say, I'm going to get out of this time and my financial advisor crazy. He's like, okay, you determined that then, but you set the goal.

Like I did five to seven years. It was seven and a half years. And I had told him when I started, when this time come. I'm out, you know what I mean? I did everything and that time came and then the opportunity came because you still gonna have somebody to write the check, cause it was a fairly nice check because I honestly would check like that since I played ball.

You know what I mean? But you know, I was fortunate, but I don't feel as good about it as I should, even though I won personally, [00:43:00] I was, I had such great relationships with my franchisees. I'll let those guys all know when they gave me their blessing, the, that's awesome when things were still going well, but I feel so terrible now because those are my friends.

They count it, they bought into the company, because of our relationship, but they did give me their blessing and it was like, go ahead. And then that's where I went with vodka because there was opportunity there and. I loved it. And I'm passionate about it.

This wasn't even really a money move because this block was so damn good, Mike, and it was just a gift for the Hall of Fame. And it was funny how things happened.

**Michael Nathanson: [00:43:38]** So someone gave you a gift of the vodka for the Hall of Fame, and then...

**Ty Law: [00:43:41]** yes, his name was Paul Kozak. So, his name was Paul. We met through a mutual friend in California and he was in California and we get chopping it up and he.

Yeah. And we became friends. His son goes to school with my daughter and he actually, he from new [00:44:00] England, he happened to name his son, Ty after me. It was a crazy random exchange. That's what I'm saying. No, it was crazy. Cause my daughter's mom it was at a coffee shop. She just heard the exit, and he was like, Oh, you're a Patriot player. He was like, am I. He's like, he called it, he called us. He said, and he said, come here because he was just, he was playing my daughter in, like, I think it was like a Starbucks or something like that. And he was like, what's your name? He told my son, tell her your name. He was like, Ty. And she was like, after who?

Ty Law, he says my favorite players. And that she was like, hey Sidney? Come here, tell them who your dad is Ty Law. And it was just like that. So this was this fantastic. His name was Mike Pepper. So that's how, I mean it was yeah, random like that. So now when I come up, go see, my daughter will go and he wanted, she wanted me to meet him because named his son after I'd never met him.

So that's how we met. We had lunch, then we [00:45:00] became friends. And then when I went to the Hall of Fame, Paul calls. He knew. So, he makes a great vodka, they just want to make me a special gift, as a congratulations, they gave me 24 bottles of custom labels. Will be one vodka, all my stats on it and things like that.

I'm like, okay, that was cool. So, it was supposed to be a 15 minute meet and greet. Next thing, we seven, eight hours in my house, drinking and I'm like, this is incredible. You know what I mean? And then it just kind of went from there. And after he told me his story and the passion that he has behind it, it was like, man, I want to help tell his story.

You know what I mean? Nothing came at about business day. Then it was just like, he needed a push.

He was doing great, 15 years, double gold, first place at international competition in San Francisco, to want a spirits competition, double gold first. That's like a Grammy, you know what I mean? But it's the best book you've never heard of, sometime you need that experts.

And I was like, you know what? We got to talking. He still, Paul is still [00:46:00] it's his vodka, but. Not only did I love it and I'm not a spokesperson. I invested my time. I invested my money to say, I'm going to help bring this to the attention that it deserves.

**Michael Nathanson:** [00:46:17] So you put in your effort?

**Ty Law:** [00:46:19] Yes. Yeah, absolutely.

Absolutely. What I do, what I mean? Yeah. Anybody can get paid to go and speak out and say, Hey and doing an endorsement or something like that. But no, this is a true, partnership, zips, significant equity. And I bought in that way because like I sold one business and our roll, some of that into the other business, and I'm trying to build something.

And I think this has the potential to, to, it has a lot of potential. Because of the relationships that we're building, we're now the official vodka of the pro football Hall of Fame. Now, you know what I mean, where we have the official vodka and now, and we were going to be in Gillette and I got the Jet stadium. I got the hard rock. [00:47:00] So it was just building those things. But COVID, I can't do the taste. I can't do this. And I don't even have to say, Hey, you taste it. I had 30, I had over 30 taste tests and not one. And I know somebody palette is eventually going to change. But not one person. And I had Tito's Sarop, grey goose, Belvedere, Rain, Stoli.

I had everyone of them water, just people. Right. They don't know I'm involved with, they want to not, this was before I had made it public 30 for 30.

**Michael Nathanson:** [00:47:35] Yeah. My wife and I have tried it. And we're both fans as well.

**Ty Law:** [00:47:39] Yeah. But 30 for 30 so far. So I'm like, you know what I knew. It was something, but I still have a, always get a credit, to Paul for working so hard, but just to hear his story, how he started, that's how I started.

And we kind of connected and the rest is history and we're still moving now where we're distributed in Jersey, Michigan [00:48:00] Ohio, Pennsylvania, of course, throughout New England, we're going to be starting in Florida at the beginning of the year.

**Michael Nathanson:** [00:48:05] So do I understand correctly that it's made in Poland and in Massachusetts?

**Ty Law:** [00:48:09] Yep. No. Well, we headquartered, we are headquartered in Massachusetts, but it's made in Poland the original ... vodka and not only and buy-in, it's also into the distillery. So when I bought it, I bought into a vertically integrated a company that just had to get that push that had to, a lot of it is marketing, but you also have to have a good product.

You know what I mean? What I think the product is distiller. It's the liquid in the bottle that makes a difference compared to everything else, because you think about some of these brands that, they're not great. Why was it not in great tequilas? If you asked a real tequila drinker, I'm not saying anything, but certain tequilas got a lot of, word of mouth cliché and it looks cool, but it's shitty tequila.

Yeah. And the same thing with vodka, there's a whole lot of shitty vodkas. And I think a major differentiator would really [00:49:00] said, you know what? We can work with this because it's different. This is a thousand bucks out there just like it's a thousand football players, but it's only a couple of Hall of Famers, right?

Yes. It's only one vodka in the world. that's be one that's made of 100% spill and he did not change at all. And if you look up spelt grain, which is the ancient grain, it, the reason that no one puts it in vodka is because it's too expensive to get.

But. I'm so glad that he didn't dumb it down because he thought about it and he said, we should do this.

No, let's keep it where it's at. It's a premium vodka. This ain't no cheap shit. So we're going to have to stick with our guns and we're going to go for it. You know what I mean? And Paul is like, no one else was doing it. Cause you're talking about corn fit. What? 25 cent, a bow. We're talking about a dollar 50, a pound compared to the typical corn rice wheat potatoes that you invoke.

Those are cheap. You know what I mean? So, this [00:50:00] has spill and that's why we're the only ones that do it, but that's where it gets to clean the smoothness and the finish that it has on our vodka compared to way. Cause. Now to everyone tasted it down, getting into different hands. People love it. I'm excited about it.

**Michael Nathanson: [00:50:15]** Is it widely distributed enough that anyone can go any of our listeners, for example, it could go into any store and buy it

**Ty Law: [00:50:22]** All throughout new England. Yeah. And if it's not there but you know, we're pretty ... We distribute pretty well, throughout New England, especially in Boston, I've been making my rounds and and we're coming, but I encourage anybody to go out there and just try it.

The signature drink is a pick-six. My personal favorite is the cucumber and what makes it a lemonade? I call it the pick six, you know what I mean? And that's my favorite one, man, but a is something for everybody to enjoy and we have flavors. We have triple Berry. Coconut, we have our seasonal peppermint grapefruit a we got the flavors, but original, put it up against any one that you want.

And I'm [00:51:00] banking. I'm telling you, you're going to like B1 before you, like, I promise you,

**Michael Nathanson: [00:51:04]** but it sounds like the first try should be the cucumber.

**Ty Law: [00:51:07]** Oh, yeah, that's my personal favorite. But some people don't like flavors, you know what I mean? But it's so crisp.

It's so clean. It's not overpowering. So it just give them the flavor. You know what I mean? I love it. We have a little low dash of men up in it, so it's awesome. We're working on different partnerships because of the signature drink. Pigs is working with a couple of lemonade companies and do like a pre-packaged.

You know what I mean? So we're coming along and it's coming along, but it's work. Oh my God. Mike it's work, man. This business totally different from Launch. Totally different from football. And I'm having fun and that's the most important thing, and I'm having fun and getting paid nothing, but I'm having fun.

**Michael Nathanson: [00:51:43]** Well, that's great. And do recommend it again my wife and I have tried it and we do think it's. It's excellent. So, Ty, I've got it. Just a couple of questions left for you and and then we can wrap this up. So. So you are, so we've learned a lot speaking to [00:52:00] you and learn how you've challenged yourself.

And I would say also another observation I would make is that you have done an extraordinary job of taking advantage of relationships that you've been able to build and understanding that those relationships can come from anywhere. It can come from a chance meeting with Magic Johnson, or it might just be the guy who happens to be building a deck for you, or for that matter, someone who is a fan and appreciates you and sends you a gift.



And it looks like time and time again. You've understood that and you've made something of it and that's it's really a great story to hear. Do you have a mission? Do you have a personal mission that, that you that you go by some sort of a just some sort of a credo that that defines who you are and how you think about the world?

**Ty Law: [00:52:53]** The one thing I try to do is treat people how you want to be treated. And I think [00:53:00] when you talk about businessman, a lot of people assume that you gotta do something sneaky, shady, you gotta be crude, you gotta be foul to make it, and maybe in some cases you have to be cutthroat because it ain't personal was business. And I'm still learning that myself. My, but I, I just, I want to be able to work with people. Uplift people and bring them up by being kind, you know what I mean? And let's have fun doing it, even though some time, you get those days and go to work. That is not so much fun, but you know, just having good people around me talking, and we can do business. I like to do business without actually doing business. You know what I mean? I know it's kinda ... Cause I understand, you know what I mean? It's like sometimes you can do business on the golf course. You know what I mean? When it's time to get down and put your head down and we got to do this, it's fine, but I don't want it to be a drag coming in where I don't want it to be a drag for what we do for what we're doing.

You know what I mean? [00:54:00] I'm enjoying. And that's why, like, it was a great transition from getting into, from being in a family entertainment, being in the liquor industry because you drink. For entertainment, you drink casually drink socially and and it's like, it all fits because I know how I know how to talk to people.

I enjoy talking to people and just interacting, you know what I mean? So, just treating people with respect and. Engaging in conversation and engaging them, wanting to know about them, not just about me, cause I'm always learning. People want to talk football; people want to ask about experience.

I was Tom Brady's that, but a lot of times, like, I want to know about you. I know what I did. I lived for so long. That's why I was so inspired by Paul. He didn't have the million-dollar contracts. He didn't grow up. Like I did. He had his own, struggles or how he grew up and what he started off with in this, not where you start, because if I started off in Aliquippa in my tough [00:55:00] times and I didn't learn from it and I didn't have a goal, I wouldn't be sitting here talking to you right now.

I'll be still back there in Aliquippa same thing with Paul, he had a, he. He had a goal. He had a vision, he had a passion to do something, not knowing if it was going to make money or not. And he built a 15-year, business still in business, and I think that saying something, sticking through it and that's the type of people that I like working with. That's what I want to be around. People that are still hungry, I can retire, I can say, okay, live, wrestle my morals for what I did, playing ball a, meet my jam and the Hall of Fame, just not who I am. I wanna do something different.

It's a different chapter. Life is a different challenge, and I want to tell not to be a struggle, but a challenge that, picks you up and makes you look forward to conquering today. And I like being around people like that. So, my whole thing is

conquered today for whatever it is, if it's some days you're [00:56:00] terribly do something productive, that day. And when it comes to business, that's what I try to do every day. I try to do some to. Make it a little bit more productive.

**Michael Nathanson: [00:56:09]** Well my, my last question was going to be what's next, but I wonder if that's an inappropriate question, just because you just said that it's really about today. I guess I'll ask the question anyway. So, you're in V1 vodka right now. Is there something next for Ty law or do you not know? So, at this point,

**Ty Law: [00:56:24]** you know what it actually, before the pandemic, I was come with up with a plan, saying, okay, well, this will, my next venture will be, this is what I'm going to pursue. And, I don't want to spill the beans right now. Say exactly what it was, but I'll tell you what God works in mysterious ways because this pandemic would have hammered that one. It would have hammered it, it would have, I want to just get started and get it off the ground. And it went right back on the ground because of this. Today is what we're living in.

People are struggling and just that business overall, I seen a lot of [00:57:00] potential, but it probably wouldn't. Wouldn't be farewell right now at all, because of the pandemic. But I am full slippage, the locker right now, everything else that I had, It's like, I'm enjoying this so much. I see this.

I'm passionate about it. I love the fact that I know for a fact that we have an awesome product that you need to try. So right now I'm a hundred percent, it'd be one all in, have passively invest in certain things, but as far as me being an engaging star and being an entrepreneur, I'm 100% committed to V1 right now.

And everything else is second fiddle.

**Michael Nathanson: [00:57:36]** Thanks Ty. So if our listeners want to learn more about you, if they want to follow you on social media, is there a way that they can do that? Yes.

**Ty Law: [00:57:47]** Well, as far as B1, you can definitely go to B1 Vodka. That'd be @B1Vodka on IG and I'm @officialTyLaw on Twitter and Instagram, I don't have a Facebook. [00:58:00] So go on IG and Twitter @officialTyLaw.

**Michael Nathanson: [00:58:04]** Thank you, ladies and gentlemen, that is the extraordinary Ty Law. And thank you to our sponsor. The Colony Group is a national wealth and business management company with 15 offices across the country. That itself seeks the extraordinary as it pursues its unrelenting mission, providing clients with peace of mind and empowering their visions of tomorrow to learn more about the colony group and how it manages beyond money visit [www.thecolonygroup.com](http://www.thecolonygroup.com). You can also follow The Colony Group on LinkedIn and on Twitter @colonygroup. For seeking the extraordinary, I'm Michael Nathanson. Follow me on LinkedIn and Twitter @Nathanson\_ MJ, and learn more about my ongoing search for the extraordinary.

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