Kelly, Steve, and I - meeting on 6/18/21

- Kelly - using MS excel to do month over month of revenue and costs - good budgeting tool - Kelly is basically doing her own aggregated totals on the side through a spreadsheet

- she also does some month over month balance sheet stuff

- small talks about ACH and credit card - we also chase checks and other funding options - time it takes to chase these pieces

- talk about prices - paying upfront and getting a deal or paying more if we have to chase those funds

- maintenance, tech support, servers, and other staffing needs

- who is managing the business - who is babysitting things? 123, not it!

- A/R's vs A/P's - and where are we trending

- sales and social media - it is huge right now. saying that, we don't really want to play that game. what does that mean.

- talking about reporting back and increasing the communications

- Steve just wants to get people out talking to someone, anyone - sometime those other leads turn out to be great

- solution driven people looking for solutions

- education is a great way to sell

- a real service company that helps support the adilas clients - consulting, training, oversight, marketing

- we pay out and pay out... we need to get paid

- servicing has the lowest overhead. software has a higher overhead.

- how can we build up the training side of things? adilas university and training

- the value of education - how do we pay for that?

- dysfunctional pieces

- what are the goals

- what are the best uses of time and time management?

- trying to help out where we can

- Steve - two options - get off and push (everybody help with sales and services) or get skinny (we have to get rid of some extra baggage)

- bringing things in house - were they the right people? or were they just people?

- Kelly wants to know what we want - meaning Steve and Brandon - what are their/our goals?

- succession of who is the next leader

- Kelly is interested in helping with leadership and mentoring

- managed services – lots of options here – even to the point of reoccurring

- quality control – development and education and training