

## Latasha Barr Timestamps

- 0:33- Could you give us some background about your business and how it operates?
  - Social enterprise- First place in the Triad to create employment opportunities for those who are differently abled or with disabilities
  - Coffee shop & shipping through online store
- 1:22- Could you walk me through a rough timeline of your business decisions since the beginning of the COVID-19 outbreak?
  - Employees are largely at risk - concerned not just about business impact, but also putting employees at risk (80% in that population) → closed long before the orders, still have not reopened and don't foresee opening that brick and mortar location
  - Officially closed doors in Feb- only online stores since then
  - Once they shut their doors- no direct sales at all, only no-contact sales available
    - Everything is shipped, no delivery
- 3:48- What impact has that had on your revenue?
  - Seen a decrease but have seen online sales increase by 400% because of social justice movements
  - Before- all efforts in brick and mortar store, once they closed they focused on revitalizing online store, offering more variety there now
  - Now → online store is mirroring what in-person store would have been making
  - No profit but not losing money
  - CEO is 11 years old → bottom line is the impact in the community
    - New objective - rethink how they do business so that they can still employ their team members
- 6:26- How have your team members been able to contribute to the online store?
  - Rolling out a new product
  - Trying to create virtual jobs for those differently abled- marketing, social media, etc.
- 7:33- Did you seek out loans?
  - Originally didn't because unsure about payroll requirement aspect
  - Just recently applied for a small PPP loan

- Moving fast once they got into contact- working on a deadline, 2 days turnaround on information they want, not sure how long after that
- 8:55- Have you seen any positive or negative impacts on the Winston-Salem community as it relates to your business during this time?
  - Time to slow down- more time to think about discrepancies
  - Winston-Salem making a push to be a city of innovation and arts→ conversations about how you make entrepreneurship equitable
  - Interested to see if anything comes out of the heightened conversations about this happening now
- 12:05- Looking towards the future, what are your reopening plans?
  - Plan for 2021- will be different than before
  - Value is in manufacturing/online/distribution → they don't really need a storefront
  - COVID has given them the time to analyze their business and create a new and better model → realize they have more potential in online store
  - Will reopen space for room to fulfill online sales with secondary space for a small coffee shop
- 14:43- Could you tell me more about how COVID-19 and the conversations around racial injustice are impacting your staff?
  - “People don't know what side of the fence they stand on until the fence is built”
  - Huge social-economic difference between some of their employees
    - Between employees (21 or younger) and the parents
    - Social enterprise and black-owned
  - See how people really feel about certain topics on social media - has lost some friends and business connections
  - Her family believes in equity and inclusion in everything → are you going to continue to buy from / take services from companies you disagree with?
  - Could take the messages that the Coffee Company was putting up and apply them to any group of people
  - 21:41- What was it like to receive those hurtful messages?

- Her son is the owner- she takes the time to respond→ is this a teachable moment?
    - The core of who they are is inclusiveness all around, not just for one group
- 24:00- Can you speak more about how your business operates with your 11 year old son as the CEO?
  - “It’s so interesting to have to drive your boss around... and then come home and help your boss with his reading”
  - Both of her sons are differently abled
  - She believes in him professionally and as his mother→ type of support they give all of their employees
  - People don’t realize all of the real work and decisions he actually does and makes
  - Give him the team to carry out his vision→ he can run everything, very hands on
  - 4th grade- Monday-Friday he worked fully on the business
- 27:54- What was it like for him to handle COVID-19 and this business?
  - He was concerned that closing the real store meant closing the whole business→ quickly got the online shop working
  - Missing the team was difficult and not knowing when they can come back together
- 29:57- Looking back at the past few months, is there anything you would have done differently?
  - Regret- should have gotten together as a team one last time
- 30:44- What has the impact been on your team members who are unable to come in and pack online orders?
  - Significant- this business is their online real chance of employment, just need some extra support from their employers
- 32:01- Is there anything else you would like to share?
  - COVID can be a positive and a negative- finding the value in everything, excited to come out new and different when this is over