

Careers in Technology

SPEAKERS

Janet Maltbie, Gordon Daily

Janet Maltbie 00:08

From the West Side of Cleveland, Ohio, this is the No Loan Zone podcast on RadioWannabe.com. I'm Janet Maltbie. I'm a career counselor and I've helped thousands of students and adults in transition make wise career choices. I believe completing a degree, pursuing passionate work and debt free living is key to your future. I'm here to help you on your journey, and so are my guests. Today I'm on location at Boxcast, with Gordon Daily, CEO and Co-Founder of Boxcast. Boxcast is a Cleveland based computer technology company that offers online streaming solutions to organizations and individuals. Gordon graduated from Case Western Reserve with a degree in Computer Engineering and employs about 100 people, many of whom have completed a degree. Welcome to the program, Gordon Daily.

Gordon Daily 00:58

Thanks, Janet. So happy to be here with you.

Janet Maltbie 01:00

This is a cool place can you describe for the listeners, this building and what's inside here.

Gordon Daily 01:05

This is a really interesting building in Cleveland. It's right along the superior viaduct, which is a road that used to span across the big river that goes right through the middle of Cleveland called Cuyahoga River. And believe it or not, you know, 200 years ago, there was a huge stone turntable bridge that would turn to allow the boats that were bringing in all kinds of minerals in the war in from the big barges in and out of the river. And the bridge isn't here anymore, because they have other bridges. So our street kind of ends abruptly. But we're right here downtown nestled in downtown Cleveland, and actually a part of it called Ohio city. So this is a neat building here a four story brick building, it's kind of an interesting shape, but it's right along, kind of the hill goes down to the earth. So happy to be here.

Janet Maltbie 01:50

Tell us what Boxcast is.

Gordon Daily 01:53

Boxcast is the easiest way to stream. That's what it is. Janet, we have been spending our lives trying to figure out what is it that we can do to make streaming easy. This is the people that can't be at events can watch. Sometimes the most amazing things we want to watch are the things we can't be at whether it's our loved ones events. And so box casts just makes it possible for any organization to stream the events or whatever they want to stream and make it available to people want to be there.

Janet Maltbie 02:18

Yeah, box cast came along at just the right time with the pandemic, didn't it?

Gordon Daily 02:26

It certainly did. I mean, we felt that we were destined to have what we had in time to help people deal with a pandemic, to be honest with you. We felt that we were ready for and excited to be the ones to help society through a tough time. Not everyone even understood even at the beginning of the pandemic, how important video streaming was we always knew it. We always knew it was gonna happen. But it took a while for the rest of the world to catch up. But they sure caught up fast.

Janet Maltbie 02:51

They sure did. And they're not going back.

Gordon Daily 02:53

Yeah, it was it was a really interesting time for us. We were stretched very, very thin. But the rest of the world was also scared of what it all meant. But looking back, you know, I also cherish that time because I knew I felt like we were where we wanted to be.

Janet Maltbie 03:07

You started making things in college. I read that you love the process of creating something meaningful from scratch.

Gordon Daily 03:18

It's something that I love to do building things. Everybody is motivated by different things. You know, if you're introspective and you think about, hey, what are my top motivators, some people might say, well, I like to get paid money or like recognition or fame or like to serve other people or like to do something good for mankind. Artists like to create something beautiful, or something that didn't exist before. So I can't say I'm artistic. But I do like to build things that didn't exist before. And as a degreed engineer, it gives me a little bit of pleasure to build things with technology. And I also love people. So I like building things that you know, building teams of people.

Janet Maltbie 03:53

Here in Northeast Ohio, jobs with great living wage potential, are in health care, manufacturing and technology. Obviously, you're in the technology area, and you hire people all the time. What are you looking for in employees?

Gordon Daily 04:10

Well, the skills matter. But I personally am involved with every person that gets hired a box cast. And what appeals to me the most is the intangibles that they might have in terms of their character and their work ethic and their attitudes. That really kind of transcends a lot.

Janet Maltbie 04:27

Give me a percentage of how much tangible so

Gordon Daily 04:30

The intangibles matter. Oh, man, a good attitude is worth four times skills. You know, a lot of times I can tell you this, nobody wants to work with someone doesn't have a good attitude. I think it's so important. That's why I actually choose to personally be involved with every hiring decision.

Janet Maltbie 04:44

College students are going to be listening to this podcast, what would you say to them? What kind of training would be good for them to pursue?

Gordon Daily 04:52

Technology is a great place to invest in and technologies is a lot of fun. For me anyway it is and there are so many different types. of technology. But the one thing that I think surprises most people is they realize that more than half of the job isn't actually doing the technology. Really, yeah, more than half of the job is coordinating effort working with others, trying to communicate better to explain an idea. It's not necessarily the raw things that you learn in a technology atmosphere, it's the ability to reason to learn how to discover new things, so that you can, you know, achieve something that you're trying to achieve together, that technology does matter, for sure. But the bulk of the job is communication, organization, research, working with people, that kind of thing.

Janet Maltbie 05:41

So today, getting a degree from a public university could cost you \$100,000. In state in state, if you go to a private school case, Western Reserve this year is about \$80,000. So many students and parents, they're going into debt, to finance that. What would you say to a student that's listening to this right now?

Gordon Daily 06:08

Well, I can't say that's always the wrong decision. But you have to really know what you're getting yourself into. Not all schools are equal, not all degrees are equal. And I think oftentimes, there's practicalities, I love Case Western Reserve University, and I know that was an expensive school to attend. But I also view Case Western Reserve University as a very elite school. And if you're going to go to an elite school, like case, Western Reserve University, you really have to have some aspirations and know exactly what you're doing in order to take that kind of a risk. Because if you come out of that school without a real clear idea what you want to do, it's just a hard game to catch up with in terms of debt, for sure.

Janet Maltbie 06:48

What's the most valuable thing that Case Western gave to you that degree that education?

Gordon Daily 06:53

Well, the most valuable thing they gave to me was the relationships with the people that I knew my co founders, and my best technology coders are people that I met through the university.

Janet Maltbie 07:05

So let's just say that, and we'll end up with this. I have a freshman in college that I send here, to box gas, they come in through the door, they're looking around different things. They're really interested in getting on board with this type of an organization, they just are very, they're just think it's so cool. Yeah, what kind of degree would you recommend,

Gordon Daily 07:31

They don't always necessarily need a degree either. At Boxcast, we have lots of employees that have degrees, we have lots of employees that don't have degrees. We have people in technology positions that don't have a four year degree, there are all kinds of interesting learning experiences that you can have that don't require having to have a degree. You know, these boot camps are great. Some people are self taught. I have someone that tried college never finished college. And he he's brilliant. From a coding standpoint, really?

Janet Maltbie 07:58

Yeah. Without naming his name, how much do you think he's making

Gordon Daily 08:02

more than how much he's making? Let me put it this way. This person started his own company. And I bought his company. And he never finished an engineering degree. Yet, he started his technology company, and sold his technology company me and now I love working with this guy. Right? And we probably talk, you know, several times a week, right? Where we're very closely together. So that's why I come back to the other intangible skills do matter. It's not that skills don't matter. And you have to learn the coursework, whether that's in the classroom, online, or through a, you know, some sort of alternative program. But really, what matters most to companies are your work ethic, and how well you work with other people. And will you follow through on the deadlines? When you say you're going to do something? Can you do something? And can you stay organized?

Janet Maltbie 08:48

Yeah. And those are some of the things that you can learn in college, right?

Gordon Daily 08:51

That's one of the benefits of college is that they teach you how to think and grow in new ways. We're all wired differently. We all have different interests. We all have different patients levels. We all have different proclivities. And what's neat about careers is that each of those are like a puzzle piece you have to fit find for yourself. And I know it's a hard process, but there are so many ways to learn what you want to do that don't involve having to go start studying for like, that's actually the worst way. The biggest tragedy in my mind is going through and finishing a degree just to realize that when you go into practice it you don't like what you're doing. Right. What could be worse than that.

Janet Maltbie 09:26

Right. Right. Gordon Daily, thank you so much for being a part of this podcast.

09:31

I enjoy that. Thanks.

Janet Maltbie 09:35

Lots of living wage opportunities are available in technology. But is it right for you? There are many ways to get started in the field that don't necessarily involve going into debt. If you're unsure about your career direction and want more information about how to find a career that fits your personality, interests and skills. Reach out to me Janet Maltbie at noloanzone.com/contact. I also teach a totally online class called Career Exploration and Life planning through Lorain County Community College, SDEV 103. You've been listening to the No Loan Zone podcast on RadioWannabe.com. I'm committed to helping you complete a degree debt free. Until next time, I'm Janet Maltbie. Thanks for listening