

Verizon
Up To Speed LIVE
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>>> TELL ME, WHAT DO YOU BUILD A NETWORK FOR?

WHAT DID VERIZON BUILD THEIR NETWORK FOR?

PEOPLE.

EVERY HOLE DUG.

EVERY WIRE SPLICED.

EVERY TOWER RAISED IS FOR PEOPLE.

WHEN PEOPLE'S EVERY DAY IS BEING CHALLENGED... THAT'S WHEN A NETWORK STANDS UP AND SHOWS WHAT IT'S MADE OF.

VERIZON CUSTOMERS ARE MAKING AN AVERAGE OF OVER 600 MILLION CALLS AND SENDING NEARLY 8 BILLION TEXTS A DAY, EVERY DAY.

OUR CONNECTIONS MAKE US ALL STRONGER.

WHEN YOU KNOW PEOPLE ARE DEPENDING ON YOU FOR THOSE CONNECTIONS, YOU DO WHATEVER IT TAKES.

>>> COMING TO THE OFFICE TODAY, THERE ARE CLOSED SIGNS ON BUSINESSES, DOORS ARE LOCKED.

LIGHTS ARE OFF.

IT'S EMPTY.

>> WHAT I MISS MOST IS THE PEOPLE.

NOT ONLY IS IT A COFFEE HOUSE, BUT IT REALLY IS OUR MEETING PLACE.

>> IF WE WERE TO CLOSE, WE DON'T WANT TO CLOSE AS JUST A RESTAURANT, WE CLOSE AS A COMMUNITY.

>> THIS MEANS THE WORLD TO ME.

>> WE HAVE ART AND CRAFTS, MADE BY LOCAL REFUGEES THAT WE SETTLE THROUGH PHOENIX.

>> IT'S AN OPPORTUNITY TO CONTINUE TO PAY OUR EMPLOYEES.

>> IT WILL ABSOLUTELY SAVE OUR BUSINESS.

>> I'M JUST SO GRATEFUL THAT VERIZON IS PARTNERING TO PAY IT FORWARD.

>> WE MISS YOU ALL AND... LOOK FORWARD TO SEEING YOU SOON.

>> WHAT DOES IT MEAN TO BE AMERICA'S MOST RELIABLE NETWORK?

RIGHT NOW... IT MEANS HELPING THOSE WHO SERVE STAY CONNECTED TO THEIR FAMILIES.

THEY'RE ON THE FRONT LINES EVERY DAY GIVING THE MOST THEY CAN.

VERIZON WANTS TO GIVE SOMETHING BACK.

INTRODUCING OUR BEST PRICING EVER.

\$30 PER LINE FOR THOSE ON THE FRONT LINES.

FOR AS LONG AS THEY NEED BECAUSE THE PEOPLE WE RELY ON DESERVE A NETWORK THEY CAN RELY ON.

>> I JOINED VERIZON IN JANUARY OF 2014.

I WORKED IN SOURCING LEGAL, WHERE I'M PRIMARILY RESPONSIBLE FOR THE NEGOTIATION OF HR BENEFITS.

THE CREDO AT VERIZON, IT REALLY SETS THE FOUNDATION OF HOW YOU ARE AS AN EMPLOYEE, BUT ALSO, THAT SPILLS OVER INTO HOW YOU ARE AS A PERSON OUTSIDE OF VERIZON.

WE'VE EMBODIED THAT HERE AT HOME.

THIS IS REALLY THE TIME WHERE WE REALIZE THAT JUST BECAUSE WE'RE JUST CHILDREN, WE CAN STILL MAKE A HUGE DIFFERENCE IN OUR COMMUNITY.

AND... ANY LITTLE EFFORT GOES A LONG WAY.

OUR FRIENDS IN HILLSBORO -- WE WORKED WITH THEM TO BREAK OUT AND START A BRANCH IN BASKING RIDGE NEW JERSEY.

>> WE'RE VERY HAPPY AND APPRECIATIVE OF ALL THESE NURSES AND FIRST RESPONDERS THAT ARE SACRIFICING THEIR LIVES.

>> WE THOUGHT IT WAS IMPORTANT TO SAY THANK YOU.

>> OUR MAIN GOAL IS TO GET MEALS TO A LOT OF DIFFERENT PLACES,
WE WANT TO GIVE BACK TO EVERYBODY WORKING DURING THIS TIME.

>> THIS FUNDRAISER WAS A TRIPLE WIN.

WE WERE ABLE TO GET SUPPORT FROM OUR FRIENDS AND FAMILY ALL OVER
NORTH AMERICA.

AND WE WERE ABLE TO GIVE BACK TO LOCAL BUSINESSES.

DUE TO SOCIAL DISTANCING, THEY'RE NOT GETTING THEIR NORMAL
CUSTOMERS AND WE WERE ABLE TO USE THOSE MEALS TO HELP FRONT LINE
RESPONDERS.

IT MADE US FEEL REALLY GOOD TO GET AUTUMN THOSE PICTURES AND
MESSAGES BACK FROM THE NURSES, ENJOYING THE MEALS AND HOW
GRATEFUL THEY WERE.

>> WE COULDN'T STOP SAYING THANK YOU TO THEM AND WE ARE HERE FOR
YOU.

IF WE CAN PROVIDE ONE MEAL THAT ALLEVIATES THE ANXIETY OR THE
CONCERN ABOUT HOW AM I GOING TO MAKE LUNCH?

EVEN A FIVE-MINUTE MEAL, THAT'S SUCCESS.

>> I WOULD LIKE TO EXPRESS MY PERSONAL THANKS TO YOU -- YOUR
TEAM AND VERIZON.

FOR ALL OF THE AMAZING WORK YOU'VE DELIVERED IN THE LAST COUPLE
WEEKS.

>> FOR WHAT YOU HAVE DONE FOR FIRST RESPONDERS AND SMALL
BUSINESSES.

>> I THINK YOU GUYS GET ALL MY CREDIT.

I LOVE YOU.

>> I'M A MOTHER OF TWO AND HAVE MY ELDERLY FATHER WHO LIVES WITH
ME IN MY HOME.

I JUST WANTED TO SAY THANK YOU.

>> I JUST WANTED TO TAKE A MOMENT TO GIVE ACCOLADES TO CHRISTINA
FOR HER PROFESSIONALISM, PATIENCE, AND UP-LIFTING ATTITUDE.

>> I JUST WANT TO SAY THANK YOU TO YOUR VERIZON PARTNERS WHO
HELPED US BRING JOY AND ENCOURAGEMENT TO THE MOST-VULNERABLE IN
OUR COMMUNITY.

>> I WANT TO REPORT TO YOU, THE ACTIONS OF A GOOD SAMARITAN,
DISGUISED AS A VERIZON LINEMAN.

>> IT'S A PRIVILEGE AND HONOR TO BE WITH YOU AND YOUR TEAM.
YOU GUYS ARE REALLY SYNCHRONIZED IN YOUR VISION.

>> MY THANKS TO ALL, ALL OF THE EMPLOYEES AND, PARTICULARLY,
THOSE OF YOU THAT ARE REALLY PROVIDING ALL OF US IN THE WORLD,
KIND OF ACCESS TO INFORMATION.

>> WHAT YOU'RE DOING IS HELPING, NOT JUST THE UNITED STATES, BUT
THE WORLD STAY INFORMED.

>> LOOK AT THAT.

SHE'S UPSIDE DOWN.

>> WHAT'D YOU DO TODAY, GRANDMA?

>> WORKING ON THE COMPUTER, WATCHING TV.

>> WE'RE JUST GETTING READY FOR BED AND WANTED TO GIVE YOU GUYS
A CALL.

>> SHE'S WIPING HER FACE WITH A TOWEL NOW.

>> NICE JOB.

>> LOVE YOU TO THE MOON AND BACK.

>> TO THE MOON AND BACK.

>> LOVE YOU.

>> DO YOU MISS ME TOO?

>> I LOVE YOU ALL, VERY MUCH.

>> VIRTUAL HUGS.

>> GROUP HUG.

>> BIG HUGS IN A COUPLE MONTHS.

>> I CAN'T LOOK, I'LL CRY.

>> BIG BOY, BIG BOY.

>> MY NAME IS FRED.

I'M A NETWORK TECHNICIAN OF 21 YEARS.

VOLUNTEERING HAS ALWAYS BEEN A BIG PART OF ME.

WHAT WOULD BE BETTER THAN JOINING FIRST AID SQUAD.

MY GOAL WAS TO BECOME AN EMT AS PART OF LAST YEAR.

WE'RE OFFERING OUR MEDICALLY TRAINED AND CERTIFIED EMPLOYEES, A FULLY PAID LEAVE OF ABSENCE TO GO OUT ON THE FRONT LINES AND ASSIST IN THE COMMUNITIES THAT ARE HARDEST HIT BY THE PANDEMIC.

WE WANTED TO SHOW THE COMMUNITY THAT WE WERE THERE FOR THEM AND... THAT WE BELIEVED IN WHAT THEY WERE DOING.

>> AS SOON AS I SAW THE OPPORTUNITY FOR THE LEAVE, I WAS ON IT. I KNEW MY SQUAD WAS HURTING.

WE'RE SHORTHANDED, ESPECIALLY RIGHT NOW.

I COULDN'T GET THE APPLICATION IN FAST ENOUGH.

>> FOR THE NEXT EIGHT WEEKS, I'LL BE AN EMT.

LITTLE NERVOUS.

>> I'M EXCITED -- I'M ENTHUSED AND LOOK FORWARD TO BEING AUDIBLE TO SERVE MY COMMUNITY.

BE THERE FOR THEM.

>> HERE I GO.

>> MY FIRST SHIFT.

AS A FULL-TIME EMT.

>> DON'T COME ALONG VERY OFTEN.

WHEN WE FIND PEOPLE LIKE THEM -- YOU'RE GRATEFUL TO HAVE THEM.

HE'S GOING TO BE SCHEDULED FOR DUTY ON NOT ONLY NIGHTS, BUT DAY TIME COVERAGE AND... WEEKEND COVERAGE.

HE SAID "IF THEY ALLOW ME TO DO THIS, I'LL BE ON THE FRONT LINES WITH EVERYBODY."

>> I'M RESPONSIBLE FOR DIRECT PATIENT CARE.

THE GREAT THING ABOUT THIS LEAVE PROGRAM, IT'S LESS STRESS.

INSTEAD OF FOCUSING ON TWO JOBS, NOW I ONLY HAVE TO FOCUS ON ONE.

>> I'M TIRED.

TIME TO HEAD HOME AND GET SOME REST.

>> THIS OPPORTUNITY HAS ME SPEECHLESS.

SO MANY PEOPLE GETTING LAID OFF, SO MANY PEOPLE GOING ON UNEMPLOYMENT AND HERE, MY COMPANY'S PAYING ME TO BE FULL-TIME EMT FOR MY VOLUNTEER ORGANIZATION.

AND... WORDS CAN'T DESCRIBE THAT.

IT'S OVERWHELMING.

>> GOOD TO SEE YOU GUYS --

>> GOOD TO SEE YOU.

>> HEY, EVERYBODY.

>> C'MON, NICOLE.

>> YOU HAVE TO UNMUTE THE BUTTON.

>> START STREAMING -- YAY!

>> THE PROGRESS WE HAVE --

>> I HAVE IT ON FILE.

>> THANKS FOR WORKING WITH ME.

>> IMAGINE THAT DOOR BEHIND YOU.

>> OKAY... ALL RIGHT...

>> IT LOOKS LIKE EVERYONE'S REALLY HAPPY.

>> WE CAN FOCUS ON WHAT OUR NEXT STEPS ARE GOING TO BE.

>> THANK YOU FOR REMINDING US ABOUT THAT.

>> LET'S FOCUS ON THE POSITIVE, SEE YOU TOMORROW, SAME TIME, SAME PLACE.

>> WE COULD NEVER DO WHAT THEY DO, BUT WHAT WE CAN DO IS BE A PARTNER THAT NEVER QUILTS.

VERIZON IS THE MOST-RELIABLE NETWORK IN AMERICA, FILLED FOR INTEROPERABILITY AND PUTS FIRST RESPONDERS FIRST, GIVING THEIR CALLS PRIORITY 24/7.

WE DO WHAT WE DO BEST SO THEY CAN TOO.

TO ALL OUR VERIZON EMPLOYEES, WE'VE NEVER BEEN SO PROUD OF OUR TECHNICIANS, ENGINEERS, AND STORE REPS ALL OVER THE COUNTRY.

WHEN WE'RE FORCED TO BE APART, YOU'RE COMING TOGETHER.

OUR CUSTOMERS ARE MAKING AN AVERAGE OF 800 MILLION CALLS AND 8 BILLION TEXTS PER DAY.

YOU'VE KEPT OUR NETWORK RELIABLE THROUGH IT ALL.

THANK YOU, BECAUSE OF YOU, WE'RE HERE AND WE STAND READY.

>> HEY, EVERYONE, WELL... TODAY IS THE DAY.

5G IS OFFICIALLY LIVE IN SAN DIEGO.

SAN DIEGO IS OUR 35TH 5G CITY.

VERIZON'S 5G MOBILITY SERVICE OFFERS A POWERFUL EXPERIENCE.

SO EXCITING AND GREAT WAY TO START THE DAY.

GOOD AFTERNOON, AND GOOD MORNING, GOOD EVENING, EVERYONE.

I'M KATIE, HERE, HOSTING UP TO SPEED LIVE.

THURSDAY, MAY 28TH, JUST PAST NOON.

TODAY, WE'RE TALKING ABOUT SMALL BUSINESS AND OUR PAY IT FORWARD LIVE PROGRAM.

IT WAS NINE WEEKS AGO THAT WE KICKED OFF PAY IT FORWARD LIVE.

IT'S A WEEKLY LIVE STREAM, ENTERTAINMENT SERIES IN SUPPORT OF SMALL BUSINESSES AFFECTED BY COVID-19.

THROUGHOUT THE SERIES, PAY IT FORWARD LIVE HAS CAPTURED MORE THAN 70 MILLION LIVE STREAM VIEWS, FEATURING TOP STREAMING IN NEWS, ENTERTAINMENT AND SPORTS.

WE'RE PROVIDING \$7.5 MILLION OF FUNDING THROUGH THE SMALL BUSINESS RECOVERY FUND AND LOCAL INITIATIVE SUPPORT CORPORATION.

EARLIER THIS WEEK, WE ANNOUNCED THE SECOND ROUND OF GRANTS FOR THE PROGRAM.

THAT BRINGS THE TOTAL NUMBER OF SMALL BUSINESSES WE'VE SUPPORTED TO ALMOST MORE THAN 400.

THAT'S PRETTY SCHOOL STUFF.

WHAT I'M EXCITED ABOUT TODAY IS THAT WE HAVE ONE OF THOSE SMALL BUSINESS OWNERS WHO WAS A RECIPIENT OF ONE OF THE PAY IT FORWARD LIVE GRANTS JOINING US TODAY.

AND... HIS NAME IS THAD FRANKLIN AND HE'S OWNER OF MAJOR LEAGUE BARBER SHOP IN CLEVELAND.

THAD, THANKS FOR JOINING US TODAY.

HOW ARE YOU?

>> I'M DOING GOOD, KATIE.

HOW'S IT GOING?

>> IT'S GOOD, YOU KNOW... WE'VE GOT SOME CLOUDS ON THE EAST COAST TODAY.

I'M GUESSING IT'S SUNNY IN SAN DIEGO, BUT I'M EXCITED TO HAVE YOU ON TODAY AND ASK YOU WHO YOU ARE AND WHAT YOU DO.

LET'S START WITH THAT.

TELL US ABOUT YOUR BUSINESS.

WHAT IS MAJOR LEAGUE BARBER SHOP?

>> WE'RE THE NUMBER ONE BARBER SHOP IN CLEVELAND, OHIO.

THE OWNER AND OPERATOR SINCE 2005, ABOUT 15 YEARS NOW.

WE DO GREAT IN THE CITY OF CLEVELAND.

WE CATER TOWARDS THE, YOU KNOW... THE YOUNG KIDS, WE TAKE -- WE INDICATE JURY TOWARDS THE OLDER ADULTS AND I'M A CELEBRITY BARBER AND WE CATER TO ENTERTAINERS THAT COME THROUGH THE CITY.

PRETTY GOOD THING AT MAJOR LEAGUE, COME CHECK US OUT.

>> ABSOLUTELY, YOU CAN SEE WITH SOME OF THE PHOTOS WE'VE SEEN, THE WORK YOU AND THE TEAM DO IS ARTISTIC AND TRULY AMAZING.

>> OH... YEAH.

APPRECIATE IT.

>> KATIE: SO... YOU KNOW... YOU'RE A SMALL BUSINESS OWNER -- HAVE YOU ALWAYS HAD THAT ENTREPRENEURIAL SPIRIT?

DID YOU ALWAYS WANT TO BE A SMALL BUSINESS OWNER?

HOW DOES THE BARBER SHOP CAREER COME ABOUT.

>> THAD: KATIE, LET ME TELL YOU.

I'VE BEEN TIRED OF FLIPPING BURGERS AND SHAKING THE GREASE OFF FRIES FOR A LONG TIME.

I HAD LIKE... 16 JOBS BEFORE I BECAME A BARBER.

AND... I HAVE SOMEBODY IN MY LIFE THAT HELPED ME OUT AND GAVE ME OPTIONS TO GO TO SCHOOL OR... YOU KNOW, PICK ANOTHER CAREER PATH

AND... YOU KNOW, I GOT INTO THE BARBER INDUSTRY AND IT'S BEEN GREAT EVER SINCE.

>> KATIE: SO... YOU KNOW, OBVIOUSLY, WHEN THE COVID-19 PANDEMIC HIT, IT IMPACTED ALL KINDS OF INDUSTRIES, PARTICULARLY RETAIL AND SERVICE INDUSTRIES LIKE BARBER SHOPS AND BEAUTY SALONS.

SO... TALK TO US ABOUT HOW COVID HAS IMPACTED YOU AND YOUR LIVELIHOOD?

>> THAD: ACTUALLY, IT'S BEEN CRAZY.

I JUST, NOT TOO LONG AGO, THINK ABOUT LIKE... SIX, SEVEN DAYS AGO, I WENT TO MY FIRST FUNERAL OF SOMEONE THAT DIED FROM COVID-19 AND IT WAS A WHOLE DIFFERENT EXPERIENCE.

I'VE BEEN TO MANY FUNERALS IN MY LIFE FOR FRIENDS AND FAMILY AND IT'S A TIME TO GO AND REFLECT AND WALK TO THE CASKET AND SAY OUR GOOD-BYES AND THINGS LIKE THAT.

BUT... NOW IT'S, IT'S TOTALLY DIFFERENT.

YOU HAVE TO, DO FUNERALS ON ZOOM OR SIT IN THE CAR, THINGS LIKE THAT.

IT KINDS OF CHANGES THE WHOLE DYNAMIC OF THE WHOLE YOU KNOW... WHAT I'M SAYING... WORLD, PERIOD.

EVERYBODY'S JUST, YOU KNOW... TRYING TO ADAPT.

EVERYBODY'S KIND OF -- BEFORE, YOU'D INVITE PEOPLE IN AS WALK-INS INTO THE SHOP AND THINGS LIKE THAT, NOW IT'S APPOINTMENT-ONLY THING TO WHERE WE HAVE TO BE ONE-ON-ONE WITH THE CLIENT AND... YOU KNOW... SANITIZE EVERYTHING, PROTECT OURSELVES, PROTECT THEM.

SO... YOU KNOW, IT KIND OF CHANGES THE GAME.

HERE AT MAJOR LEAGUE, WE DO THAT.

>> KATIE: TALK TO US ABOUT... KIND OF, WHAT IT WAS LIKE FOR YOUR INDUSTRY AS A WHOLE.

ONE WHERE YOU'RE KIND OF, REQUIRED TO HAVE ONE-ON-ONE INTERACTION WITH CLIENTS.

SO... WHEN SOME OF THE RESTRICTIONS WERE PUT IN PLACE, YOU HAD TO CLOSE YOUR PERIOD FOR A PERIOD OF WEEKS, RIGHT?

>> THAD: YEAH... WE CLOSED, I THINK, MARCH 17TH OR 18TH.

AND WE WERE STANDING IN THE BARBER SHOP CUTTING, WATCHING THE GOVERNOR SPEAK AND SAID, BARBER SHOPS AND BEAUTY SALONS AND THINGS CLOSE DOWN.

THAT NIGHT WE HAD TO SHUT DOWN.

AND... IT KIND OF PUT A WHOLE DAMPER ON, YOU KNOW... THE WHOLE INDUSTRY AS A WHOLE BECAUSE... ALL THE ONE-ON-ONE RELATIONSHIPS THAT YOU HAVE WITH CERTAIN PEOPLE, YOU KNOW... FADED AWAY OVER MONTHS AND NOW IT'S KIND OF LIKE... YOU'RE BUILDING RELATIONSHIPS WITH NEW PEOPLE.

IT'S A TOUCHY SITUATION.

YOU HAVE TO MAKE SURE TO BE SO SANITIZING AND CLEAN AND THINGS LIKE THAT.

MY WIFE IS EVEN ON THE FRONT LINES.

SHE'S A NURSE.

EVERY DAY, WE HAVE TO TAKE CERTAIN PRECAUTIONS TO BE SAFE WITH HER COMING HOME AND GOING TO WORK.

>> KATIE: ABSOLUTELY.

YOU'RE ONE OF THE RECIPIENTS OF A PAY IT FORWARD LIVE GRANT FROM THE VERIZON SMALL BUSINESS RECOVERY FUND.

>> YEAH!

>> KATIE: TELL US WHAT THAT GRANT MEANT TO YOU, YOUR FAMILY AND HOW WE ARE -- YOU'RE ABLE TO GIVE BACK.

>> THAD: VERIZON, YOU GUYS GOT A NEW BEST FRIEND OVER HERE.

WHAT HAPPENED, I HAD APPLIED AND GOING BACK AND FORTH THROUGH THE E-MAILS.

WHEN THEY FINALLY SENT ME THE CONGRATULATIONS, IT WAS LIKE A DREAM COME TRUE.

I CELEBRATED WITH THE FAMILY AND JUST THANKED GOD.

IT WAS SOMETHING THAT YOU KNOW... AT THIS TIME, IT WAS A NEED SO BAD.

I WAS SO BACKED UP ON BILLS BECAUSE OF NOT BEING ABLE TO MAKE ANY MONEY.

AND I HAVE SO MUCH IN MY LIFE GOING ON... IT WAS LIKE... A GIFT FROM GOD.

I JUST WANT TO THANK EVERYBODY OVER THERE AT VERIZON.

YOU KNOW, THE WHOLE THING.

WITHOUT YOU GUYS -- AIN'T NO TELLING WHERE I'D BE RIGHT NOW.

YOU KNOW?

>> KATIE: SO... WE'VE TALKED ABOUT, YOU MENTIONED BARBER SHOPS AND SALONS IN OHIO, OURS HAVEN'T REOPENED AT THIS TIME.

CAN YOU GIVE US A TOUR OF YOUR SHOP AND TELL US WHAT YOU'RE DOING TO MAKE SURE YOUR CUSTOMERS AND EMPLOYEES ARE SAFE?

>> THAD: DEFINITELY.

THIS IS HERE AT MAJOR LEAGUE BARBER SHOP.

MY BARBER SHOP OVER IN CLEVELAND, OHIO ON THE LEE ROAD AREA.

THIS IS JUST LIKE A RECEPTION AREA, STATION THAT WE HAVE COMING IN AND OUT.

WE DO LITTLE T-SHIRTS AND BEARD OILS AND THINGS LIKE THAT.

WE HAVE TO HAVE THESE SET UP IN BETWEEN EACH OF THE STATIONS NOW FOR PROTECTION.

YOU KNOW... JUST SO THAT, YOU KNOW... THERE ARE DIVIDERS BETWEEN.

JUST LIKE THE OTHER STATION YOU SEE -- ONE OF MY BARBERS NOW, CUSTOMERS JUST WALKED IN, THEY HAVE THE MASKS ON, EVERYONE HAS TO STAY PROTECTED.

AND... ON TIME AND THINGS LIKE THAT.

WE HAD TO REMOVE THE WAITING AREA STATION.

IT'S NOT JUST LIKE A SIT AROUND AND... ENTERTAIN EACH OTHER ATMOSPHERE.

IT'S MORE LIKE A DOCTOR'S OFFICE.

YOU HAVE YOUR APPOINTMENT, MAYBE SOMEONE HELPS YOU OUT.

OTHER THAN THAT, JUST TRYING TO REBUILD.

>> KATIE: SO... TALKING ABOUT STARTING TO REBUILD, TELL US HOW HAS BUSINESS BEEN SINCE YOU'VE BEEN ABLE TO REOPEN?

>> LOTS OF AFROS.

LOTS OF BIG BEARDS AND LOTS OF AFROS.

I NEVER SAW SO MUCH HAIR IN CLEVELAND, OHIO IN MY LIFE.

I JUST GO TO THE DOLLAR STORE AND IT LOOKS LIKE THE 70S BECAUSE EVERYBODY HAS AFROS ON THEIR HEADS AND EVERYBODY TRIES TO BE BARBERS THEIRSELF AT HOME.

SO MANY WIVES AND GIRLFRIENDS PULLING UP, BRINGING THEIR BOYFRIEND AND HUSBAND IN SAYING "HERE, TAKE THEM, DON'T EVEN SEND HIM HOME UNTIL YOU MAKE HIM LOOK LIKE HE USED TO LOOK."

IT'S BEEN A ROLLER COASTER, BUT I'M LOVING IT.

>> KATIE: YOU MENTIONED, THERE ARE PEOPLE THAT HAVE WAITED TO COME IN FOR THE CUT AND THOSE WHO, MAYBE, TRIED TO DO IT AT HOME, THEMSELVES WORK NOT SUCH TREMENDOUS RESULTS -- WITH NOT SUCH TREMENDOUS RESULTS AND NOW NEED HELP FROM THE PROFESSIONALS.

>> THAD: ONE MAN TRIED TO DO IT AT HOME AND HIS WIFE MADE HIM CUT IT ALL OFF.

>> THAT'S HOW IT IS AROUND OUR HOUSE, FOR SURE.

WE OFTEN HEAR THAT SMALL BUSINESS OWNERS LIKE YOU ARE SO ACTIVE IN SUPPORTING THE COMMUNITY, BEYOND JUST KIND OF, THEIR BUSINESS.

SO... I UNDERSTAND, YOU KNOW... YOU DO A LOT OF WORK IN THE AREA AROUND INDUSTRY AND AWARENESS -- SO... CAN YOU TALK ABOUT HOW YOU SUPPORT COMMUNITY IN THAT WAY TOO?

>> THAD: I RUN A CAMPAIGN CALLED "I'LL DO IT FOR YOU."

IT BRINGS AWARENESS TO SCREENING FOR CANCERS AND THINGS.

I MAKE THESE VIDEOS THAT HAVE BEEN OUT ON YOUTUBE AND INSTAGRAM AND THINGS LIKE THAT.

I HAVE A BIG FOLLOWING SO... IT GETS A LOT OF VIEWS.

A LOT OF PEOPLE SEE IT.

THE VIDEOS DO SO WELL FOR ME.

I PARTNERED UP WITH ONE OF THE BIG HOSPITALS HERE.

CLEVELAND CLINIC HELPED ME GET ON THE PLATFORM TO WHERE I CAN REACH MORE PEOPLE.

MORE PEOPLE ALREADY IN THE CANCER FIELD.

LIKE THE AMERICAN CANCER SOCIETY.

HOOKED ARE UP WITH PEOPLE LIKE, YOU KNOW... CANCER -- THEY HAVE DIFFERENT COMPANIES AND THINGS I CAN CONNECT WITH AND DO MORE FOR MY CAUSE.

GETTING OUT HERE, REBUILDING AND HELPING THE COMMUNITY OUT AS MUCH AS WE CAN.

>> THANK YOU SO MUCH FOR JOINING US TODAY.

WE APPRECIATE YOU TAKING THE TIME TO WITH WITH US.

WE WISH YOU CONTINUED SUCCESS AS THINGS OPEN UP AND YOU CAN CONTINUE SERVING YOUR CLIENTS AND... WE'RE SO GLAD THAT VERIZON WAS ABLE TO SUPPORT YOU AND YOUR SMALL BUSINESS.

>> THAD: YEAH... THANKS TO VERIZON.

YOU NEED ANYTHING, LET ME KNOW.

>> KATIE: WE'LL CERTAINLY DO THAT.

THANK YOU SO MUCH, THAD.

OBVIOUSLY, PAY IT FORWARD LIVE HAS BEEN A MAJOR CAMPAIGN WE'RE RUNNING.

IT'S ONE OF THE WAYS WE'RE SUPPORTING SMALL BUSINESS.

I WANTED TO BRING IN TJ FOX, THE LEADER ON THE SMALL BUSINESS TEAM, TO TALK ABOUT YOU KNOW... SOME OF THE WAYS WE ARE CONTINUING TO SUPPORT SMALL BUSINESS.

TJ, THANKS FOR JOINING US.

>> TJ: THANKS FOR HAVING ME.

A LOT'S HAPPENING.

IT'S SO INSPIRATIONAL AT MAJOR LEAGUE BARBER SHOP, FOR SURE.

I'LL TALK ABOUT THAT IN A SECOND.

HELLO, VERIZON ACROSS THE GLOBE.

I'M THE BUSINESS MARKETS BUSINESS UNIT HERE AT VERIZON.

TO GIVE YOU A LITTLE PERSPECTIVE -- WE OPERATE HERE IN THE U.S., FOR THE SMALL, MEDIUM AND CORPORATE BUSINESS, BOTH WIRELESS AND WIRELINE.

WE'VE HAD A MILLION CUSTOMERS WE'VE BEEN CARING FOR OVER THE LAST TWO YEARS IN THE 2.0 ENVIRONMENT.

AS ALL OF YOU KNOW... SMALL BUSINESS IN THE UNITED STATES IS ABSOLUTELY CRITICAL, CLOSE TO 90% OF EMPLOYEES HERE IN THE UNITED STATES WORK IN THE SMALL AND MEDIUM BUSINESS BASE.

OVER THE LAST 20 YEARS, HAVE CREATED MOST OF THE JOBS AND IT'S JUST THE LIFE BLOOD OF THE U.S. ECONOMY.

SO... THIS, THIS OBVIOUSLY, COVID HAS IMPACTED THAT.

WE'LL GO THROUGH THAT.

THE FIRST THING I WANT TO TALK ABOUT IS OUR EMPLOYEES.

I CAN'T TELL YOU HOW PROUD I AM OF VERIZON AND SPECIFICALLY THE BUSINESS MARKETS EMPLOYEES THAT HAVE RALLIED WITHIN A WEEK'S TIME, GOT HOME, OVER THREE MONTHS AGO.

BUT... DIDN'T MISS A BEAT AND SUPPORTING OUR CUSTOMERS ACROSS THE THREE DISTINCTIVE BUSINESS UNITS, WHETHER IT'S OUR MASS BUSINESS HERE IN THE NORTHEAST FOR FIOS, OUR COMMERCIAL WIRELINE BUSINESS OR OUR WIRELESS BUSINESS AND... IN CERTAIN PIECES AND PARTS OF THAT BUSINESS, WE GOT INCREDIBLY BUSY AS WE WERE ASSISTING CUSTOMERS.

IN GETTING HOME.

OPERATING DIFFERENTLY, UTILIZING OUR PRODUCTS AND SERVICES.

DIFFERENTLY.

AROUND THINGS LIKE ONE TALK AND HIGH VALUE ROUTERS AND FIOS AND SOME OF THE THINGS WE'RE DOING FROM AN SDWAN PERSPECTIVE AND SOFTWARE DEFINED NETWORK PERSPECTIVE AND SECURITY PERSPECTIVE THAT WE'VE NEVER SEEN, AT THOSE VOLUMES IN THAT PARTICULAR AREA AND OBVIOUSLY, OTHER BUSINESSES, YOU KNOW... SHUT DOWN AND NOT OPENED.

SO... ASSISTING THEM FROM, FROM A PERSPECTIVE OF HOW WE HELP THEM GET THROUGH THIS AS THEY START COMING THROUGH.

I CAN'T TELL YOU HOW PROUD I AM OF THE 5,000 EMPLOYEES WORKING DIFFERENTLY LIKE NEVER BEFORE.

ON THE CUSTOMER FRONT, WHAT WE'RE SEEING IS DIFFERENT VERTICALS HAVE BEEN OPERATING DIFFERENTLY, BASED UPON WHAT'S HAPPENING.

SOME OF OUR HEALTH CARE VERTICALS, VERY BUSY.

SOME SMALL HEALTH CARE OPERATORS YOU KNOW... THINGS LIKE DELIVERY SERVICES, RESTAURANTS, THESE VERTICALS HAVE BEEN VERY

BUSY AND... WE'RE SEEING GREEN SHEETS NOW, LIKE MAJOR LEAGUE BARBER SHOP STARTING TO OPEN AND OTHER RETAILERS AS WELL.

VERIZON CONSUMER GROUP.

TELESALES AND DIGITAL BUSINESS IS UP.

WE'RE VERY EXCITED ABOUT TAKING THE PRODUCTS AND SERVICES WE HAVE OUT THERE AND NOW WE HAVE BLUEJEANS.

THIS WILL ASSIST BUSINESSES AS WE CONTINUE TO GO UP.

THIS IS COLLABORATION THAT WE'RE HAVING ACROSS VERIZON, FOR BOTH OUR EMPLOYEES, WHETHER IT'S GTS, TO HELP GET THEM HOME.

I'M GOING TO THANK SHANKAR AND GROUP, OR ON THE CUSTOMER SIDE, AND... YOU THINK ABOUT THINGS WE'VE DONE WITH THE RETAIL STORES AND HOW WE REIMAGINE HOW WE'RE WORKING.

WE WORK WITH THEM FOR THOSE SMALL BUSINESSES, ACROSS THE U.S. AND THEN, THE SOCIETY FRONT, I CAN'T TELL YOU HOW PROUD I AM OF NOT ONLY MY TEAM, BUT ALL OF VERIZON -- WHAT WE'VE DONE.

THINK OF THE THINGS WE TALKED ABOUT WITH THAT, AROUND PAY IT FORWARD.

WHAT AN AWESOME OPPORTUNITY AND HOW WE DID SMALL BUSINESS GRANTS.

HE WAS A RECIPIENT OF THAT AND LIFE BLOOD OF CLEVELAND, RIGHT?

TO GET CLEVELAND GOING AGAIN, BACK IN THE MARKETPLACE AND... WE FEEL GREAT, IT'S VERY INSPIRING, THAD, WHAT YOU'RE DOING.

200 SMALL BUSINESSES SO FAR FROM A GRANT PERSPECTIVE, OVER 2.5 MILLION CUSTOMERS WITH THE LOCAL INITIATIVE SUPPORT AREA AND I KNOW YOU'LL MAKE SOME ANNOUNCEMENTS WITH PAY IT FORWARD LIVE.

WHAT AN INCREDIBLE SCENARIO THERE.

OVER 70 MILLION VIEWS, WHETHER ON THE GAMING -- ALL ABOUT SMALL BUSINESS.

NOT JUST WHAT WE'RE DOING, BUT... INSPIRING CUSTOMERS AND THE FOLKS ACROSS THE NATION TO BUY GIFTCARDS AND THINGS LIKE THAT, TO THEIR SMALL BUSINESSES, WHEN THEY MIGHT NOT EVEN BE OPEN.

THAT WAY, THEY CAN CONTINUE TO FUND THE REVENUES THEY NEED.

THE SMALL -- THE SMALL BUSINESS WEBINARS THAT WE'VE BEEN DOING, THE MARKETING TEAMS WITH DIEGO AND JEFF DIETEL'S ORGANIZATION,

THESE THOUGHT LEADERSHIP THINGS, HELPING SMALL BUSINESSES, GIVING THEM THE RESOURCES THEY NEED, BRINGING ON THE SMALL BUSINESS ADMINISTRATION FOLKS TO HELP THEM NAVIGATE, A LOT OF THE GOVERNMENT INITIATIVES OUT THERE AND THEN, YOU THINK OF OUR PARTNERSHIP WITH AMERICAN EXPRESS.

THESE ARE OTHER RESOURCES WE'RE BRINGING TOGETHER WITH PREMIER PARTNERS AND BRANDS TO HELP SMALL BUSINESSES NAVIGATE THROUGH THIS.

AND QUITE FRANKLY, COME OUT OF THIS STRONGER.

I CAN'T SAY HOW MUCH -- HOW PROUD I AM AROUND THE \$55 MILLION THAT WE MADE IN CONTRIBUTIONS TO NON-PROFITS, DIRECTED TOWARDS STUDENTS, HEALTH CARE, FIRST RESPONDERS AND SMALL BUSINESSES AND THE FINAL THING I'D LIKE TO SAY, KATIE, YOU THINK ABOUT WHAT WE'VE DONE, IT STARTED OFF AT A GRASSROOTS SITUATION, IN NEW YORK, FEEDING THE FRONT LINES AND... WHERE WE WORKED WITH -- EXCUSE ME -- WHERE WE WORKED WITH -- SORRY ABOUT THAT.

WHERE WE WORKED WITH FIRST RESPONDERS AND SMALL BUSINESSES IN NEW YORK AND DETROIT.

AND WE FED OVER 80,000 PEOPLE.

WITH THAT, I WANT TO THANK EVERYBODY AND I LOST MY VOICE A LITTLE BIT.

THANKS.

>> KATIE: THANKS, TJ.

OBVIOUSLY SO MUCH GOOD STUFF TO SHARE WITH THE TEAM FROM PAY IT FORWARD LIVE WITH SMALL BUSINESS LOANS, FEEDING THE FRONT LINES.

AS THEY FIND NEW AND DIFFERENT WAYS TO USE THAT, TO KEEP THEIR BUSINESSES RUNNING, YOU KNOW... IN THIS PANDEMIC AND BEYOND.

FINDING MORE EFFICIENT WAYS TO DO THINGS, AND DOING THAT WITH THEIR CUSTOMERS IN MIND.

SO... AGAIN, I'LL REITERATE TJ'S THANKS TO EVERYONE ON THIS TEAM, WORKING TO SUPPORT SMALL BUSINESSES THROUGHOUT THE COUNTRY.

I'D ALSO, OUTLINE, TJ MENTIONED BLUEJEANS AND ALL OF OUR GREAT RECIPIENTS FROM THE PAY IT FORWARD LIVE ARE GETTING ACCESS TO THE ENTERPRISE TO USE THAT PROGRAM TO PROMOTE THEIR BUSINESSES.

CHRIS, YOU WANT TO GO AHEAD AND TAKE THAT FIRST SLIDE.

PAY IT FORWARD LIVE, OUR FIRST PIECE.

DAVE MATTHEWS RETURNS TONIGHT FOR A SECOND LIVE PERFORMANCE AT 8:00 P.M. EASTERN.

YOU CAN ALWAYS CATCH THAT ON TONS OF PLACES.

VERIZON TWITTER, YAHOO AND MORE.

AND... NEXT, VERIZON'S CLASS OF 2020.

READY FOR ANYTHING COMMENCEMENT SERIES RENEWS TOMORROW.

TUNE IN ON LINKEDIN AT 11:00 A.M. EASTERN FOR WISDOM FROM OUR OTHER CLEVELAND RESIDENTS AND SUPERSTAR CLEVELAND CAVALIERS PLAYER -- AND COMING UP TOMORROW... WE'VE GOT GURU JOINING US FOR WELLNESS FRIDAY WITH AUTHOR OF THE NEW YORK TIMES BEST SELLER, MAYBE YOU SHOULD TALK TO SOMEONE.

IN ADDITION TO HER CLINICAL PRACTICE, SHE WRITES THE ATLANTA WEEKLY THERAPIST ADVICE PROBLEM AND CONTRIBUTES REGULARLY TO THE NEW YORK TIMES AND MANY OTHER PUBLICATIONS.

A FINAL REMINDER THAT THE VZ PULSE EMPLOYEE SURVEY CLOSED AT THE END OF THE DAY TODAY.

A SHORT TEN QUESTIONS WILL ONLY TAKE A FEW MINUTES.

IF YOU HAVEN'T HAD A CHANCE TO COMPLETE THE PULSE SURVEY DO, THAT TODAY.

AS MENTIONED EARLIER IN THE WEEK, THERE'LL BE A READOUT FOR ALL V TEAMERS ON MONDAY WHEN THEY'RE BACK FROM THE LEADERSHIP FORUM

THAT'LL WRAP IT UP FOR A GREAT EPISODE FOR TODAY.

WE'LL BE BACK WITH YOU TOMORROW.

UNTIL NEXT TIME, YOU'RE UP TO SPEED.