

Jessie Unruh Heads Up Caseguide

JAYDA BARNES, '19

Born and raised in Florida, Jesse Unruh graduated from Flagler in 2004 with a degree in Philosophy and Religion. He then earned his master's in philosophy from the University of Bristol in the United Kingdom. In 2011, he graduated second in his class from Florida State University College of Law.

As a lawyer, Unruh worked on lawsuits in Miami, including complex business litigation. He decided to put his law experience to good use. With his longtime friend, Kyle Harris, who is a former Apple engineer, Unruh started www.Jet.Law, a firm meant to improve efficiency of the legal system. After working together for a year, they pitched their idea to Y Combinator, a startup accelerator that fosters business growth and development by investing in companies and providing a platform on

which to pitch to investors.

Among 11,000 applicants, Unruh and Harris were chosen to be part of the roughly 200 companies in the winter 2019 batch. The pair road-tripped from Orlando to San Francisco in three days to begin Y Combinator's three-month "batch" where they worked to develop their business model.

While in Silicon Valley, Unruh's vision for Jet.Law evolved. It began as a legal tech startup for criminal law cases and became an employment law firm. Headquartered in Orlando, Jet.Law is the marriage of a law firm and a technology company. With Unruh as the law firm owner and Harris as the head of engineering, Jet.Law defends companies in employment disputes such as FLSA or ADA cases. Jet.Law uses data-driven analysis of previous lawsuits to provide clients unique insights into their own case. Through technology, they are able to predict the workload of a case and offer flat fees, rather than billing by the hour.



"We're trying to provide a better and more user-friendly experience," said Unruh.

He believes Orlando will give Jet.Law a good environment to start the framework for the business, with the goal of rapid expansion to a nationwide market in the future. *Learn more at: www.jet.law* ♥

Paige Denkins & Corey Christian at Road's End

JAYDA BARNES, '19

Paige Denkin, '11, and Corey Christian, '12, have taken their passion for media and photography to the road to start an educational tour called Road's End Workshop. Sponsored by Canon and B&H Photo, the husband and wife duo are living out of a 1972 Airstream as they spend one year traveling across America to teach 35 workshops to beginning photographers.

After graduating from Flagler with degrees in Communication, the couple moved to New York. In 2013, Denkin received a master's degree in digital photography from the School of Visual Arts. She spent several years working for B&H Photo, while Christian worked as a camera technology specialist for AbelCine and assisted companies such as Netflix,



Disney and NBC Sports.

But in July 2018, they decided to quit their jobs in exchange for a year of traveling across the country, all the while teaching workshops and running their own wedding photography business, Going Home.

"We get to pick and choose where we want to create," said Denkin.

Roads End is all about teaching photographers, especially beginners, how to get the most out of their industry, by un-

derstanding how to use their gear.

"You need to master the tool to master the craft," Denkin said. Their workshops also cover the legal side of photography to help students understand it as a business. By offering students these skills and opening up the conversation, Denkin and Christian hope to enable younger generations to enter the photography industry and demonstrate their creative innovation.

Find them online: Roadsendworkshop.com ♥

Alumna Elizabeth Pape Creates Fashion Line

JAYDA BARNES, '19

A student of art history and political science, Elizabeth Pape graduated Flagler with a liberal arts degree in 2012. She turned her passion for art and storytelling into a business with the creation of Elizabeth Suzann, a fashion company that prides itself on authenticity, functionality and sustainability.

Pape's passion for clothing began while she was still attending Flagler. "I became drawn to clothing as a medium through studying art history," said Pape. "Learning about history through the lens of art opened my eyes to so much context and rich information about humanity."

As a student, she began thrifting vintage clothes and selling them at the local consignment shop, The Closet, where she eventually began working. After graduating from Flagler, Pape moved to Nashville. She opened an online shop in 2013, and within a few months was able to rent a small space where she created her merchandise. By the end of the following year, she had grown her solo operation into a team of eight. The next year, her team moved to a warehouse and has since

grown to 42 team members and over \$5 million in sales.

Elizabeth Suzann is revolutionizing the fashion industry by encouraging customers to make conscious decisions about their wardrobe.

"Demonstrating that there is a way to live, work and dress mindfully is our primary goal," said Pape.

The company's unique approach to business is also a key feature of its success. The shop began with a practical, made-to-order approach direct to interested consumers and continues to operate in this same manner. Pape's dedication to increasing both her personal knowledge and her business has enabled her growth.

"Our primary goal here at Elizabeth Suzann is to elevate the conversation surrounding clothing and raise the bar for how we interact with getting dressed," said Pape. "We encourage our customers to buy less and use more of what they have, to invest in themselves by purchasing things they know are made well and are made to last, and to redefine their relationship with clothing,



the body and their expression of their inner-most beliefs."

Check it out at: elizabethsuzann.com ♥

FlaglerCollege.edu/magazine 29

Jason Tetlak Creates Guinness Record Setting Mural

JAYDA BARNES, '19

Jason Tetlak, '00, took his interactive art to new heights by setting the Guinness World Record for the largest 3D mural. The painting is 90 feet wide by 22 feet tall, totaling 1,930 square feet in area. The mural features the faces of the Beastie Boys, including the band's lyrics "No Sleep 'Til Brooklyn," a clever reference to the site of the mural: a neighborhood in Jacksonville called Brooklyn. With a pair of 3D glasses, the image comes to life for viewers.

"The process took almost a year," said Tetlak, an interactive artist who incorporates mobile technology, augmented reality, and 3D imagery into his paintings.

He first had to submit the record he wanted to set to Guinness, and then they had to decide if it was something they would certify. After agreeing, they gave him the parameters to meet to achieve his goal. Tetlak then embarked on finding a surface large enough to set the record. Over the course of one week, Tetlak painted the entire mural in 50 hours.

To achieve the record, he submitted evidence to Guinness, including witnesses and measurements from a surveyor. Once the record was certified, he submitted photos to the Guinness publishing department for consideration to be featured on their website or in their book.

His record can be viewed on Guinness's website: www.guinnessworldrecords.com/world-records/504650-largest-anaglyph-3d-mural ♥

