

EAGA Business Builder

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Today's speakers were Popejoy Hall representatives.

Tom Tkach, Director and Maryellen Missik-Tow, Director of Development

Popejoy, at 1986 seats, is the largest performing arts venue in New Mexico. Even with that distinction, it is still quite difficult to attract major performances. The large road shows require about 20 semi-trucks to transport the needed equipment, settings and personnel. The cost associated with that size of endeavor make it difficult to convince the large productions to come to Albuquerque instead of the more lucrative metropolitan areas like Denver. Dollars are the name of the game and like most performing arts centers, Popejoy is not able to properly operate solely on performance revenues. Donations, partnerships and sponsors are required for survival of the facility. Mr. Tkach has been Director of Popejoy for 12 years and has managed to improve external funding from about \$100 the first year to around \$1 Million this past year. Ms. Missik-Tow, as Director of Development plays a very important role as well. She works to develop (see how that relates to her title) relationships between Popejoy and its patrons and she works closely with donors to realize Popejoy's mission to "enrich, educate and entertain the community through performing arts." In addition to the normal operating costs, there are many other financial needs: like funds for projects to get the younger generation interested in the arts, and this year the intent is to totally renovate the dressing rooms and substantially improve the sponsor's lounge. If you would like to assist in the success of one of our community's jewels, there are many ways: \$1500 Memberships or \$2,500; \$5,000 or \$10M Sponsorships – the level depends on the jewel you like most – Sapphire, Ruby or Emerald, respectively. Sponsors get a mention in the 90 thousand playbills distributed each year. Other involvement options are also available: sponsor a child; get season tickets; or participate in fund raising events like raffles and auctions. For more information about the ways to be involved, about the upcoming events, or the history of the venue, go to popejoypresents.com or call 505-277-3824.

- ◆ The greeter list has some very nice slots open right now. If you contact Mario right away, you can choose any Tuesday after St. Patrick's Day.
- ◆ At our meeting next week, President Karl; the Golf Committee and the Summer Bash Committee will give updates on those upcoming events. Becoming involved on one of the committees is a great way to get to know the hidden side of our members (most times good; sometimes sketchy; always interesting). It is also a great way for your significant-other get to know the significant-other of others.



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EAGA PAGE 2

Business Leads:

Tandy Leather Store at 8252 Menaul is closing.

Page 1 Books is opening in Mountain Run Shopping Center at 5850 Eubank NE.

— Lionel Specter - ZEON Signs

Reciprocity:

Thank you to Damian Lusch - Rich Ford for a couple of purchases in January. (sometimes I see the paperwork long after the fact but better late than never!)

Also like to thank Rick Reese - Blue Ristra for some very nice key chains, 500 of them to be exact.

— Phil Kenny - Trucks Unique

Other thank-you mentions (please remember to write down your comments so that more details are available):

Jimmy Nugent and TLC Plumbing — Michael Caldwell

Bruce Hoover, Damian Lusch and Scott Peck — Timmy Simms

Bobby Jackson and Jimmy Nugent — Damian Lusch

PUZZLE

You are lost and disoriented in a forest that is between two villages.

In village A live only people that always lie. In village B people always tell the truth.

You want to head toward village B.

While trying to get your bearings, you meet a man but you don't know which village he is from.

You can ask him only one question.

What question will you ask him to know for sure where village B is ?

Answer is noted upside down below.

Ask the man which village he is from. He will always point toward village B.

Badge Board Greeter

Feb 25th Tom Keleher — Keleher and McLoud

Mar 4th Don Clark — Abq1

Mar 11th Bill Maxey — Butterfield Jewelers

Upcoming Speakers

Feb 25th Guest Speaker Ron Gibbs from First Tee

Mar 4th Garrett Hennessy — Express Employment

Mar 11th Mark Tobiassen — Action Coach Business Coaching

Mar 18th Patrick Garr — Expense Reduction Analyst

Mar 25th Mike Blomker — Merry Maids

Apr 1st Don Clark — Abq1