

EAGA Business Builder

Volume 10

Issue 14

eaganm.com User: member

April 1, 2014

Gentlemen: The bulletin that you received on Tuesday was the April Fool's Day addition.

As was probably obvious, the majority of information in that report was not accurate and intended to be a little humorous reading for the day. There is not a directive to report problem members via the bulletin (if your name was in the 'problem member' section...please rest assured...there are not any concerns about your membership. I randomly selected 19 members and sent an individual bulletin with your name listed there. No one but you received that version. All other members received a generic commentary bulletin without any specific names at all). As of yet, there is not a prize drawing for early arrivals; and 'Old Faithful' Lead Generator, Lionel did provide a lead that is noted on page two of this bulletin. To those of you that were in agreement that the bulletin should arrive in a more timely manner... good point. That should happen, though it is unlikely that future bulletins will be arriving on Tuesday afternoon. Now to the real Bulletin for April 1st.

The speaker was Don Clark — ABQ 1

Don's company specializes in FileMaker Pro database development, education and training, as well as in a variety of web related applications and techniques for improving your business. Don brought his partner, E.T. to assist with the discussions. The two of them went through about 30 different internet related items that, when used individually, or better yet, in conjunction with each other, assist business owners and business persons to become entrepreneurs (less headaches; more benefits for the person while the company runs itself). The internet related items consisted of some commonly known pieces, such as Facebook, Twitter and Google+, as well as some not so well known procedures and techniques, such as using Squeeze Pages; Responsive page design; Authority Web Sites. A Squeeze Page has the goal of convincing, cajoling, or otherwise "squeezing" a visitor into providing their email address. A Responsive web page automatically resizes it's content allowing the site visitor to avoid the frustrating scroll and zoom in order to effectively read the information. An Authority Web Site is one where the creator professes to have an extensive knowledge of a particular subject and the web site provides access to that knowledge and to an extensive set of links to other sources of knowledge and information about that same subject. See FileMakerProGurus.com for an example of Don's Authority Web Site. E.T. was actually Don's business partner Robert Kwasny, covered head to toe in a green nylon suit so that his physical features would not be visible to the three cameras that were recording from various vantage points around the room. Not sure why the cameras were there. Maybe a soon to be released EAGA YouTube video; or part of some White Hat Social Media Matrix; an A/B Split Testing; NeuroLinguistically effective Ad Copy; Native Advertising project with its massive CRTs or Google Spider search optimization.....sooooo confusing. Talk to Don Clark—ABQ1 for clarification of it all. 505-918-1215

- ◆ **Board Members!** There will be a meeting following our breakfast meeting next Tuesday, April 8th. Please set your schedule so that you are in attendance.
- ◆ **EAGA Golf Tournament** There are 38 members signed up prior to today's meeting. All is set for the event at Canyon Club on May 8th. Lunch at noon and shotgun start at 1:00. Member fee \$20 and guest fee \$75. Price includes the lunch; the golfing (and all that goes with that); and a chance to cash in on the hole-in-one \$10,000 prize sponsored by Klint Hall. Contact Chairman Jerry Becker 505-883-7766 if you have questions.
- ◆ **Summer Bash** will be July 12th. Details not finalized yet...other than there will definitely not be formal dinner attire. Chairmen Dan Mowery and Pat Maloy will provide information as planning begins in a few weeks.
- ◆ **The EAGA Cruise Group** will be meeting within the next few days to finalize trip plans. If you are scheduled to go on the cruise, but still need a passport, please note that expected passport wait time of 4 to 6 weeks puts you pretty close to departure date, so don't dally any longer.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: hernmar129@yahoo.com

Postal mail: 8100 Wyoming Blvd NE; Suite M-4 #345; Albuquerque, NM 87113

EAGA PAGE 2

Business Leads:

Thunderbird Martial Arts is opening in Glenwood Village Shopping Center #A-1C - Montgomery and Tramway.
— Lionel Specter - Zeon Signs

Reciprocity:

Thank you to:

Dan Mowery for the Handyman work
Terry Roberts for the great RV work
- Mike Deveraux

Ross Mohr for scheduling an appointment so quickly
Troy Otero for your business
Bob Cote / Ken Easley for your business
Lionel Specter for your business
- Timmy Simms

Mike Deveraux for sending his father to Rocky Mountain RV for a satellite dish
Pat Maloy for purchasing multiple items for his project RV
- Terry Roberts

Badge Board Greeters

Apr 8th Wayne Pollack — People's Flowers
Apr 15th Garrett Hennessey — Express Employment Professionals
Apr 22nd Don Clark — ABQ1
Apr 29th Mark Tobiassen — Action Coach Business Coaching
May 6th Phil Houser — Document Solutions
May 13th Fred Snoy — Urology Group of New Mexico

Upcoming Speakers

Apr 8th Guest Speaker a representative from the US Air Force Academy
Apr 15th Mark Tobiassen — Action Coach Business Coaching
Part 2 of our program concerning Hiring, training and retaining motivated employees
Apr 22nd Bill Smith — Construct Southwest
Apr 29th Guest Speaker Glen Millican — UNM Golf
May 6th Timmy Simms — Territorial Scaffolding and Tools
May 13th Jack Thompson — Legacy Mortgage
May 20th Mike Skolnick — Excalibur Realty