

EAGA Business Builder

Volume 10

Issue 33

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August 12, 2014

Today's speaker was Soren Thomsen — TEMA Contemporary Furniture

Soren was born in Brønderslev, Denmark, but after living in the US for 21 years, I'll bet that he speaks Danish with an American accent when he goes back to visit family. Soren initially came to the United States as an exchange student and while attending school in El Paso, he became associated with a furniture company there. Soren enjoyed the furniture business, and he liked this country. Even before his return to Denmark, Soren was planning to come back to the United States to live; which he did in 1983. After a few years of working and living in El Paso, Soren took an opportunity to come to TEMA Contemporary Furniture in Albuquerque. Soren and his wife Barbara purchased TEMA in 2011 and are now the proud (and rightfully so) owners of one of the finest furniture stores in the southwest. Soren has not yet become a US citizen because of Denmark's previous policy regarding dual citizenship and Soren's concern for his ability to visit his family without the Danish citizenship that he would have had to relinquish. Now that Denmark has changed their policy, Soren is working toward acquiring his US citizenship. Although not yet a formal citizen of the US, Soren has acted more like a US citizen than most of us natives do. He talks pro America and he acts pro America. His business purchases more than 60% of their products from American manufacturers and only 20% from China. (The US furniture industry, as a whole, is almost opposite that - purchasing over 60% from China.) If you would like to purchase a quality piece of furniture, go by and talk to Soren at TEMA. They can provide you with good looking and durable items at a very reasonable price. Surely one of their fine leather sofas would look good in your man-cave; or you may want to use some of TEMA's new line of 50's era Retro Furniture to refurnish your living room. I know that their aquamarine colored sofa was a head-turner, but I am waiting just a little longer for the return of the paisley design recliner. It would go better with my bell bottom lounging wear. But I digress---Soren's knowledge of science and engineering makes it easy for him to embrace technology, and to use it for improving and expanding his business. Current statistics indicate that TEMA's clients are primarily in the 55 to 65 year old range, so Soren has begun marketing techniques directed toward members of the up-and-coming generations. A redesigned (soon to be released) web-site and a Google Street View of their store interior are a couple of examples of their initiatives. Whenever you find yourself wanting new furniture for your home or for your office, go by TEMA Furniture on Montgomery and take a look at all the long lasting, good looking options you have. There are many designs, manufacturers and fabric options from which to choose. Soren will be glad to help you find just the right thing. He should also be able to provide great advice on the proper techniques to use during your next round of Crolf. After all, his father is one of the premier players back in Denmark. Give Soren a call 505-275-2121.

◆ Second announcement of a prospective member:

Farmers Insurance — Insurance category

Representative: Patrick Kellerman

Sponsor: Don Clark

If you have any objection to this company becoming a member, or if you have any information that you feel should be considered in the application review process, please contact Membership Committee Chairman, Jack Zipper asap.

◆ There will not be a meeting on September 2nd because of the Labor Day holiday.

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

Business Leads:

Southwest Green Home Center is opening at 6300 San Mateo NE
- Lionel Specter - Zeon Signs

Reciprocity:

None written down today.

- ◆ Our September 16th meeting will be dedicated to potential new members.

Current members are encouraged to bring the representative of a potentially new member company to breakfast that day. The representative will be given an opportunity to speak for a couple of minutes and provide attendees with information about the company. The program is intended to focus attention on our organization's desire to increase membership through the addition of qualified, reputable businesses.

If you are bringing a guest, please let Mario know so that we can plan accordingly for space and food.

- ◆ We are still in need of greeters. August, September and October are needed.
- ◆ Speakers for October and beyond are also requested. Please sign up for one of the slots.

- ◆ The next two EAGA events are:

EAGA Trap Shoot - Friday, October 17th at the Albuquerque Trap Club.

EAGA Christmas Party - Friday, December 5th at the Double Tree Hotel.

Stay tuned for details in the very near future.

Badge Board Greeters

Aug 19th Mark Tobiassen — Action Coach Business Coaching

Aug 26th

Sept 2nd NO MEETING - Labor Day Holiday

Upcoming Speakers

Aug 19th Ken Easley — Empire Builders

Aug 26th Larry Strickland — United Way of Central New Mexico

Sept 2nd NO MEETING - Labor Day Holiday

Sept 9th Beverlee McClure — Association of Commerce and Industry

Sept 16th Bring A Potential Member Day

Sept 23rd Kevin Lorenzen — Aflac

Sept 30th James Jaramillo — Coba Investments

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