

EAGA Business Builder

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Today's speaker Mark Tobiassen - Action Coach Business Coaching

Mark grew up near Corvallis, Oregon. He received a BS in Business Administration from Oregon State U in 1983, and since, when checking the internet, I didn't find any wanted posters for him in the Corvallis area, it must have been an acceptable period of his life. We do know that Mark and his wife/business partner, Nicole, have a great family and operate a very successful business. Their family time is occupied by Luke and Owen, the 12 and 10 year old sports enthusiasts and daughter Hannah, the 6'4" El Dorado High School Senior volleyball player. Their oldest son is fishing and maybe working, but mostly fishing, in the Corvallis Oregon area. Mark began his working career in 1983 when he went to work for Enterprise Leasing (now Enterprise Rent-A-Car). He was a Corporate Officer in charge of the El Paso and New Mexico operations for that company until 2007. He was there during a major growth period for Enterprise. There were about 100 locations and \$20 Million in annual revenue when he started, and over 6,000 locations and nearly \$11 Billion in annual revenue when he left. Mark took advantage of his Enterprise experiences; learning all the various aspects of how a successful business operates. In 2007, Mr. Tobiassen found that his passion for working at Enterprise was beginning to wane. Mark is not the sort to coast through a job. He is a type A kind of guy, so in 2008 he went off to do something different. He and Nicole began the Action Coach Business Coaching Firm in New Mexico. The Tobiassens coach business executives directly, and they also coach coaches to coach business executives, in order to assist those executives to get better control of their business operations with the end goal being to have a successful company that will satisfactorily run while you (the executive) are not there every minute of every day. In order to get that peace of mind, there are various techniques, plans and programs that can be used. Managing your time: Prioritize the day's tasks; Focus on accomplishing them; have the discipline to keep with the program. For the efficient and successful operation of the business: Provide strong leadership; Set common, well known goals; Set 'rules of the game' for accomplishing the goals; Have a defined action plan; Support risk taking by staff; Constantly strive to have 100% involvement by the entire team. There are also a couple of three letter words you can employ analyze your operations: If you find that B.E.D. (Blame / Excuses/ Deny) describes how things operate around your place, then it is time for a change. If you can honestly say that the O.A.R. (Ownership / Accountability / Responsibility) term accurately describes your business, then things are heading in the right direction. I think that having the three letter words to assist in analysis is a substantially better idea than the four letter word program that I had heard of before. Mark, Nicole and their staff/coaches have the knowledge, experience and desire to help you morph your business into a successful, forward moving operation, while you become more free to enjoy life away from the day to day tasks and requirements. Many of our EAGA members are able to provide testimonials of their personal experiences with the Tobiassens. If you want to contact Mark or Nicole, give them a call at the office 505-798-2552; send an email to marktobiassen@actioncoach.com; web site is www.actioncoach.com/nm.

- ◆ Congratulations and WELCOME to our two newest members:
 - Miguel Morrison representing Gold Street Caffe - Restaurants category
 - Jim Asperger representing Crest Mechanical Systems - HVAC system sales and service category
- ◆ We will vote on ratification of the By-Laws at our October 28th meeting. Please make sure that you attend that meeting and cast your vote. There have not been any recent changes in the By-Laws, but the ratification is a remaining 'loose end' that we would like to have cleaned up by the end of the month.
- ◆ EAGA Holiday Party will be on Friday, December 5th. The venue is the Double Tree Hotel at 201 Marquette Ave NW in downtown Albuquerque. Excellent food and drink; Dancing; Holiday frivolity. It is always a great time. Make a plan for you and your significant other to be there to share the fun. Sign up sheets will be available at the next couple of Tuesday breakfast meetings.
- ◆ The 2014 Jim Fanning Memorial Trap shoot was a great success.
 - Thanks to event sponsors: Waterjet Cutting; AAA Roofing; Berger Briggs Real Estate; Albuquerque Trap Club
 - Congratulations to the winners:
 - Team #5: Terry Roberts, Travis Roberts, Frank McCallister, Bill Elliot & Timmy Sims. With a score of 376.
 - Top 5 member scorers: Randy Baker -96 Troy Otero -93 TJ Maloy -89
 - Pat Maloy -88 Timmy Sims -86

Business Leads:

Flooring Department - (floor coverings and installation) is opening at 8102 Menaul NE.

First National Bank of Santa Fe is opening a branch office next to Seasons Restaurant in Old Town.

- Lionel Specter - Zeon Signs .

Reciprocity:

None written down this week.

- ◆ The members that made the trip to 4914 Pan American Freeway NE were treated to an excellent open house, hosted by Phil Kenny at Trucks Unique. As a casual passer-by glancing at Phil's shop from the freeway, it appears to be a nice little shop - a couple of customers cars parked out front. But once you get inside the place....Holy Smoke !! It is like the Harry Potter folks going through the train station pillar into another world. The front doors lead into a bright, and very full display area. All sorts of equipment, parts and vehicle add-ons; lots of shiny things. But that is not the whole story. Through a back door of the display area and into a large, multi-bay shop. Every bay has a vehicle being worked on. Qualified technicians fixing or replacing parts and equipment. They were putting fancy stuff; unique stuff; important stuff; got-a-have stuff and "Ooooh look at that" stuff on work trucks; leisure trucks; general use vehicles. We then left that building, crossed a small internal access road, and entered the fabrication building. Welders fabricating special headache racks and customizing winch assemblies; other tool wielding guys putting together beds for truck bodies. Then more - The storage and material distribution area. Lots more things, well organized but still a little space left for the soon to be ordered snow plow attachments, and other things of winter. Amazing how much activity is going on just on the other side of the front doors of that quiet little shop with a couple of customer cars out front. Thank you Phil for taking the time to show us around your great place.
- ◆ Board of Directors -There will be brief Directors' meeting right after our breakfast next Tuesday, Oct 28th. The meeting is expected to last only a short time, but we have a couple of matters to discuss and it is important that you be there.
- ◆ On December 2nd, we will be electing new Board members. If you have a qualified member that you would like to nominate, please contact Mario or Kevin.
- ◆ WE STILL NEED SPEAKERS FOR NOVEMBER ! Please sign up!

Badge Board Greeters

Oct	28th	Don Clark - ABQ1
Nov	4th	Mike Williams - Builders Source
Nov	11th	Randy Baker - DRB Electric
Nov	18th	Mark Tobiassen - Action Coach Business Coaching
Nov	25th	NO MEETING - Thanksgiving week
Dec	2nd	Tom Keleher - Keleher & McLeod

Upcoming Speakers

Oct	28th	Jami Grindatto representing Sandoval Economic Alliance
Nov	4th	
Nov	11th	
Nov	18th	
Nov	25th	NO MEETING - Thanksgiving holiday
Dec	2nd	Bill Maxey - Butterfield Jewelers

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