

EAGA Business Builder

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Today's speaker was Chuck Mitchell - Etheridge Tire

Chuck was born in Arkansas and is the youngest of 8 children. His father was an auto mechanic and the family moved to Albuquerque when Chuck was quite young. Now the fact that Chuck's father was a mechanic, does not immediately lead to Chuck at Etheridge Tire. The trip is much more involved than that. Chuck went to Del Norte high school where he was an athletic guy; particularly wrestling, track and football. Chuck' senior year, he took the bait on the military's "sign up now and we'll make sure you have a job after high school" program. The military kept their word, and Chuck was a military member within a month after graduation. There was basic training at Coronado Island, then more in Virginia and duty in Liberia. His seemingly whirlwind tour of duty ended with an honorable discharge in 1986. What next? Well, the Civilian Weapons Courier program looked pretty cool. Chuck applied to be one of the couriers; then waited...and waited. After a bit, he learned that he was indeed correct in his assessment of the program. It was a cool gig, and so cool that the people who became couriers would stay in that job until their retirement. Pretty sure that he could not count on lightening striking one of the couriers, and the next to retire wouldn't be many years, Chuck moved on to something else. Plan B turned out to be a Ramp Agent for Southwest Airlines. As was Chuck's normal M.O. he excelled at his job. He was assigned to supervise the crew that was opening a SWA facility at Oakland's airport. His escapades took him to other areas as Southwest expanded...ending up in Phoenix. At that point, his career took another turn. He came to Albuquerque to help Mack Etheridge and took the position of General Manager of Parts Plus. Chuck's good reputation and Albuquerque friendships helped him improve the business with steady growth. When ownership of Parts Plus changed, Chuck decided to move on to something else. He and a friend began mobile home dealerships in Albuquerque. The early 1990s were a good time for mobile home sales, particularly if the homes were already setup and packaged with a property. Business was fantastic. In 1997, Chuck and his partner amicably parted ways, with Chuck keeping the Moriarty business; then expanding into Ruidoso. 1999 and 2000 were record years for Chuck's business. Then...the 2005-2006 financial crash designated mobile home loans to be toxic. Chuck's business plummeted. About the same time as the mobile home business crash, Mack Etheridge (Chuck's father-in-law) became ill. In 2008, we all suffered a loss when Mack passed away. Chuck liquidated the remaining portion of his mobile home business and came back to Albuquerque to run Etheridge Tire. As the name implies, Etheridge Tire was primarily a tire sales, repair and installation company. Over time, however, it has evolved into a general vehicle repair / diagnostic shop that also does tires. The company has always worked to have a good reputation. Repeat customers and word of mouth referrals are the only advertising that they need. The reputation is aided by a long-term and very qualified staff. Seven of their ten mechanics are ASE Certified. Three hold a Master Tech status. As most of our membership has already discovered, when your vehicle needs work, you will get quality service; a fast turnaround; and a very fair price if you give Chuck a call...505-883-7181. The previously mentioned Adventures of Chuck Mitchell were pretty impressive, however not complete. If you were in attendance at the meeting, you were also treated to the incredibly interesting and amazing 'between the lines' adventures. Chuck has photographic evidence that one of his military cohorts was Stanley Burrell, more commonly known as M.C. Hammer. An uneducated person would assume that if their interactions involved a teaching of rap music, Mr. Hammer would be the teacher and Mr. Mitchell would be the student...not so fast in that thought. Chuck and his Ramp Agent team are featured rap performers in a SWA training video and Chuck was kind enough to perform that for us during his presentation. After hearing Chuck's rap, we could easily see where he may have actually been the positive influence needed to get Mr. Burrell's career going. Then there was Chuck's 15 years on the security staff, most of that time as a body guard, for boxer Johnny Tapia. Some interesting insight there. And last, Chuck's ride in a Medevac jet from Tucumcari to Albuquerque after an episode at Conchas Lake where Chuck had a head-on meeting with a submerged boulder. Very fortunate for Chuck that he hit the rock at a 'good' angle; that he was able to get relatively speedy medical treatment for his broken neck, ribs and back; that he has a determined spirit - and a hard head. Chuck has some great experiences during his many adventures through life. We very much appreciate his willingness to share some of them with us.

Thank you to Jerry Becker for the very interesting and educational open house at Steamatic. Starting off in their new classroom style presentation area, we saw some of the still humorous old "Dagnet Style" television commercials and were given a briefing on Steamatic's current capabilities and future plans. Next to their sonic wash area where Ryan showed how the process magically cleans soot from dishes, utensils, or any hard surface item. A few of the attending members had the tarnish (and probably all tell-tale DNA) quickly removed from their watch bands, key chains and money clips. Then to the restoration processing room. Another very interesting aspect of Steamatic's capabilities. Items that have been subjected to smoke and soot are brought to this area where they will be placed in secured storage containers before being systematically treated with an ozone process. There were definitely some technical terms tossed about, but basically the treatment removes the smoke and soot smell from the articles. Jerry even had a automobile in that processing area. Years of use by a cigarette smoker had led to the car's upholstery being infused with the smell and residual particles of the smoke. After having a portable ozone machine running in the enclosed car for 24 hours, all traces of the smoke were gone. Jerry notes that humans cannot live in an enclosed area with an ozone device running, so forget about the plan to just run one of those devices in your house while you have an indoor BBQ on an inclement weather day. Jerry has substantially expanded Steamatic's capabilities to be much more than just a carpet cleaning place. And he has assembled a talented staff with years of experience at what they do. Restoration of fire; water; or mold damaged items - and buildings; duct cleaning; and of course carpet cleaning are just some of Steamatic's capabilities. Thanks Jerry for the tour and the education.

Business Leads:

- Mountain States Constructors starting two new road construction jobs.
1-New overpass at Bobby Foster & I-25. 2-Repave and erosion control at I-40 & Coors.
- Property for lease. 2 1/2 to 5 acre yard; 5000 sq.ft. office; Freeway frontage on I-40 & Coors.
— Pat Maloy - Maloy Mobile Storage
- New Mexico Food Distributors Inc, 3041 University Blvd SE 10,000 sq.ft. freezer building. Dennis Carpenter President -NMFD will serve as general contractor and manage the project.
— Lee Trussel

Reciprocity:

None written down today.

- ◆ Our condolences to Van White on the loss of his wife, Lore. Lore was not only a wife, partner and long-time friend for Van, but her high energy, community involvement and spirited participation in many EAGA events allowed us all to share in her enthusiasm with life. She will be missed.
- ◆ Board members—March monthly meeting will be immediately after breakfast this coming Tuesday, March 10th.
- ◆ New 2015 Roster books are available. You can get yours from Mario, but only one to a member until we are sure that everyone has received their copy.
- ◆ EAGA Fishing Trip will be Friday, April 24th through Sunday, April 26th. Venue is located near the San Juan River in northern New Mexico. There will be more information and sign-up sheets available at our Tuesday breakfast meetings.

Badge Board Greeters

Mar 10th	Mike Deveraux - Document Imaging of the Southwest
Mar 17th	Stan Byers - Byers and Sellers Real Estate
Mar 24th	Frank McCallister - Color New Mexico
Mar 31st	Phil Houser - Document Solutions
Apr 7th	Jon George - Southwest Myotherapy
Apr 14th	Phillip Menicucci - Paramount Custom Cabinets
Apr 21st	Garrett Hennessy - TLC Plumbing
Apr 28th	

Upcoming Speakers

Mar 10th	Timmy Simms - Territorial Scaffolding
Mar 17th	Leon Marler - Marler Manor
Mar 24th	Adam Halpern - Dental Cooperative
Mar 31st	Katherine Foster - UNMH Community Relations
Apr 7th	Phil Kenny - Trucks Unique
Apr 14th	Scott Lardner - Rocky Mountain Stone
Apr 21st	Don Clark—ABQ1
Apr 28th	

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