

EAGA Business Builder

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Today's speaker was Don Clark - ABQ1



◆ Don previously operated the Dam Site Restaurant in Elephant Butte (for 11 years). He then owned an Apple Computer store for 9 years. He is married; with children; and he has 2 7/8 grand children (the 3rd is expected soon). Well that is enough about his personal life—since that was all that he mentioned about it. Don's current adventure is with ABQ1. They design websites; provide search engine optimization; assist with technological marketing; and know a lot about Filemaker databases. The term "technology" describes ABQ1's expertise, and that covers a broad spectrum of things that can be summed up as 'magic through wires and air'. Technology users will soon be able to download full

length HD movies in 6 seconds; ride safely in a completely computer driven car; own a very high speed computer that uses internal lasers instead of copper wired circuitry; or let others know what you had for lunch, or whether or not it is raining outside—in 140 characters or less. Never mind that last thing. You can already do that if you Tweet. The internet (a thing that knows everything and forgets nothing) is an amazing tool for almost any need. Yellow Pages phone books and one-on-one sales calls are progressing toward the dinosaur grave-yard. They are being replaced by search engines, web sites and social media programs. The internet can not only direct you to a desired phone number, but also to a plethora of data about the business. That can be good and bad. To get your word out, you must be somewhere on the internet. But 'somewhere' is not good enough. Having a web presence for your company must be properly thought out; professionally designed and maintained; and regularly refreshed, monitored and reviewed. You not only have to be aware of what you are doing and how your message is being presented, but you also have to be aware of what others are saying about what you are doing...and everything has to happen at the speed of light. To do business in that internet place, it is paramount that you have, or better yet, that you know of someone that has, knowledge of key-words and key-phrases; search engine optimization; e-commerce; authority sites; and SECURITY. Don Clark is someone that you know. Don and ABQ1 can provide security testing; marketing assistance; responsive websites; email campaigns; sales funnel creation; heat map tracking; list segmentation; customized videos (for training, information or advertising); something called "Dialing-4-Dollars"; White Hat Matrices; social signals; and much of the other wizardry stuff called 'technology'. If you want an internet presence that is Better-Safer-Profitable, or if you would just like an understandable explanation what was said in that last sentence, give Don a call at ABQ1 505-918-1215

- ◆ First announcement of a prospective new member:
New Mexico Chiropractic Center
Representative: Rion Marcus
If you have an 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 Jack Zipper - Committee Chairman, as soon as possible.
- ◆ Builders Source will host an Open House on Tuesday, June 16th. Directions and more information upcoming.
- ◆ Weck's Farmington (Michael Dennis owner) will have a soft grand opening this Saturday, April 25th 9am to 2pm
- ◆ Good luck - Safe travels - and Great Fun wishes to those heading to the fishing/camping event this weekend.
- ◆ Sign up sheets will be available on Tuesday for the upcoming Golf Outing. The event will be on June 6th, at Sierra del Rio Golf Club in Elephant Butte. 10am shotgun start. Bus service is included for those that do not want to drive. Cost for the event is \$60/guest, \$20/member. Hole sponsorships are also being solicited—\$100 per hole. Contact Jerry Becker, or just note participation and sponsorships on the sign-up sheet.
- ◆ Cheese enchiladas are on our breakfast menu for Cinco De Mayo. (May 5th for you Gringos)

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:

Ojo Optique is opening at 3339 Central NE.

Casa Taco is opening at 5801 Academy NE.

- Lionel Specter - Zeon Signs

Coors & I-40 interchange resurfacing project is scheduled to begin May 1st. Will last 3 to 5 months.

- Lee Morgan - Eagle Eye Photo Imaging

Dam Site Marina area will now be run by Bureau of Reclamation and they will begin restoration projects.

- Pat Maloy - Maloy Mobile Storage

Upward Motion Personal Training is looking for a full/part time front desk customer service representative.

Contact Luis Alvidrez 505-268-1231

Reciprocity:

TJ Maloy - Waterjet Cutting for helping me out with a special project and doing an awesome job.

Karl Kirsch One call to Karl got me the glass I needed and he delivered it to TJ's shop.

Aaron Rodgers for helping Rocky Mountain RV with a special project.

Kyle Tidmore - Moore Brothers Construction for continued support working on an RV Garage.

Mike Deveraux for thinking of Rocky Mountain RV for his truck wiring repair.

Thank you from Terry Roberts—Rocky Mountain RV

Thank you to Dr. Jason Ross for painless dentistry - Jack Zipper

Pat Maloy for the price quoted for a container.

Terry Roberts for fixing my trailer's electrical problem

Mike Sei for some business advice

Robert Biernacki for a sprinkler line.

Thank you from Mike Deveraux

Badge Board Greeters

Apr 28th Chuck Mitchell - Ethridge Tire

May 5th Rick Reese - Blue Ristra

May 12th Michael Dennis - HUB International Insurance

May 19th

May 26th **Memorial Day Holiday Week - NO MEETING**

June 2nd Michael Edwards - New York Life

June 9th

Upcoming Speakers

Apr 28th UNM Architecture School

May 5th Jim Asperger - Crest Mechanical

May 12th Tom Payne - Yearout Mechanical

May 19th Michael Edwards - New York Life

May 26th **Memorial Day Holiday Week - NO MEETING**

June 2nd Dr. Fred Snoy - Urology Group of New Mexico

June 9th The Honorable Greg Hull, Mayor of Rio Rancho