

EAGA Business Builder

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Today's speaker was the Membership - Round Table Discussion



President Pat submitted a two part question as the topic for discussion: How can we do better business between members and how can we make sure that our employees know how to provide discounts to EAGA members?

After a few minutes of discussion at each table — primarily on topic, but occasionally wandering to related topics like the upcoming biker rally in South Dakota — the designated spokesmen offered a summary of their table's conclusions. Following is a summary of the variety of comments noted:

- Members didn't join EAGA in order to get a discount from the other member companies, so how/when/how much discount is not usually a thought when looking to do business with a fellow member.
- Achieving a better understanding of what each EAGA company can provide, and getting to know our fellow members on a more personal, as well as professional level, will be a great way to improve inter-member business opportunities.
- Educate employees about discounts offered and how they are to communicate that to member-customers.
- More frequent publication of the EAGA Membership Booklet; with pictures; with indexes grouped by category. And printing enough for multiple copies to each member.
- Research options/possibilities for an EAGA phone app that would provide easy access to needed member data.
- Clarification, from each member, as to how they would like to be contacted when another member is providing a referral. (personally via cell phone; best to call company office via published phone number; etc)
- Take advantage of the Open House opportunities to get very special inside knowledge of what the business is about; what services or products they offer; and a better understanding of how the staff and management work
- The recurring thought throughout the discussions, was that EAGA was not established, nor does it now exist, so that each member can have 80+ captive customers. The organization is here to provide a platform for some of the best, most professional and influential people in our area to get to know each other on a more personal and detailed level. The relationships cultivated by EAGA membership will lead to a better understanding of the member company and the representing individual. That positive relationship will then foster a trust to be the basis for not only inter-member business, but vastly more important, the directing of outside business and potential business leads to fellow members. The confidence gained from EAGA relationships leaves each member knowing that their referrals will result in good business for an EAGA friend, good value and experience for an outside associate, and the side benefit of you being the hero in the eyes of both parties.

♦ Welcome to our newest member:

Bernitsky Vision Representative is Dr. David Bernitsky Category: Vision Correction Surgery

♦ First announcement of prospective a new member:

Standard Automatic Fire Enterprises

Category: Contractor Fire Sprinklers

Representative: Jeff Crouch

Sponsor: Jack Zipper

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Jack Zipper, Committee Chairman, as soon as possible

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:

MVD Now is opening at 3715 Las Estancias SW - Lionel Specter — Zeon Signs

Reciprocity:

None written down today

- ♦ The Jim Fanning Memorial Trap Shoot will be September 25th at the Albuquerque Trap Club. More details will be provided in the next couple of weeks.
- ♦ TJ Maloy still has a few tickets left for the Shotgun-Raffle. The cost is \$25 each or 5 for \$100. Contact TJ very soon [505-250-2382] if you want one of the tickets before they are all gone.
- ♦ Thank you to Dale Armstrong and TLC for the great Open House. About 25 members attended the event, and Dale was prepared for the good turnout. As attendees arrived, Dale gathered them into groups of about 5 each, and had personal escorts ready to take them on the tour that included each of the various sections of the company. The Utility Work section involves the big jobs for the City or other companies. There were posters and aerial view photos of some of the amazing jobs. The staff for the Public Relations side work on finding and securing contracts for city work. TLC has their own shop for maintaining and repairing all their own equipment. All sorts of work vehicles, equipment and many tools are maintained in that area. They have a sheet metal shop as well. The parts room looks like a major construction supply store. They have pretty much every part and supply that their employees will need; from tools, faucets, and plumbing materials to ropes, tape, and hardware. Buying in bulk allows TLC to provide consistent, quality materials to their customers for all their jobs, while maintaining an acceptable profit margin. Their call in center is segregated in their own area. That staff, works in cubicles within a glassed in a control tower looking setup. Those folks remain pretty busy, fielding up to 600 calls per day where they determine the need, schedule the work and dispatch the techs. TLC also has a great training room that they can use for providing formal information to their customers, but it is used primarily for training of their employees. TLC has trainers on staff and offer most of the courses and materials necessary for their employees to remain current on safety procedures and techniques, OSHA requirements and many other aspects of a well run, properly trained work force. They also have the accounting offices of the newly integrated TLC construction division, formerly the Big J company. Thanks again Dale for the great insight to how a successful company operates. The efforts of you and your staff were very much appreciated.
- ♦ As you can see by the blank lines below, we are in need of speakers and Badge Board greeters. Please contact President Pat, or Exec Director Mario and sign up for one of the available slots.
- ♦ Every Tuesday, there are members that arrive before 6:30AM, so you certainly won't be lonely if you get there early. The conversations at that time are often humorous, and always interesting. Join the early group and see how your friends behave and talk before that first cup of coffee...and you will be ready to gather your food and grab a seat by the time the meeting starts promptly at 7:00AM.

Badge Board Greeters

Aug 4th Michael Edwards - New York Life
Aug 11th Jim Asperger - Crest Mechanical
Aug 18th
Aug 25th
Sept 1st
Sept 8th

Upcoming Speakers

Aug 4th Michael Dennis - HUB Insurance
Aug 11th
Aug 18th Dave Giddens - Law Office of George "Dave" Giddens
Aug 25th
Sept 1st
Sept 8th