

EAGA Business Builder

Volume 11

Issue 44

eaganm.com

October 13, 2015

Today's presentation was by Robert Biernacki - WaterQuest Landscaping



Mr. Biernacki is a New Mexico boy. He graduated from Highland High School in 1978, then he stayed in the vicinity to get a Business Degree (with a concentration in Accounting) from UNM. The decision to attend UNM not only yielded a Business Degree, but it provided Robert with an opportunity to meet Susan. He may not be working full time in his degree career, but he and Susan have made their relationship a full time thing. They have been married for 32 years and have two children. Their daughter attended Duke University and is currently attending Colorado University Medical School. Along the way she received a Masters Degree "in Anatomy" from CSU. That degree name came from the Business Degree owning Dad who only remembers that his daughter spent an entire year learning every detail of a single cadaver. Probably Robert meant to say a "Masters Degree in Biomedical Science".

Robert and Susan also have a son. It sounds like he may have taken a non-traditional approach to certain things while growing up, but was fortunate enough to attend Albuquerque Academy, where he became involved in their Global Languages program. That was his ticket to attending a prestigious university. The family can now proudly say **बो क्योंकि उसकी हिंदी ज्ञान के ऑस्टिन में टेक्सास विश्वविद्यालय में एक छात्र है।** . And he is happy to be a Longhorn.

Growing up, Robert had a dream of owning a restaurant. So, after college, he took his business degree and promptly got into the insurance business. About 13 years into that career, a discussion with a client led to Robert purchasing WaterQuest. In the beginning, it was an irrigation repair only business. Robert kept up the insurance agent gig for awhile—suit and tie to meet insurance clients in the morning, more casual, or grubby, attire to work on irrigation jobs in the afternoon. In a relatively short time though, it became obvious that insurance was taking a distant back seat to the WaterQuest business, so Robert became an ex-insurance agent. WaterQuest has evolved and expanded under Robert's ownership. First acquiring a landscaping company; then a grounds keeping business. The company has progressed from an irrigation only business; through cookie-cutter landscaping work for home builders like K-B Homes and Fuller Homes; to custom yard landscaping jobs. As a side note, the cookie-cutter jobs were in the range of \$7,500 each, but the custom designed jobs could be in the \$70,000 per job range. The economic downturn of 2007 hit WaterQuest's base customers (like the home builders) pretty hard, and the subsequent ripple effect passed the hit on to Waterquest. Although it has taken 8 years, the home building appears to be picking up again. Robert's brother has been managing the landscaping side of the business for about 20 years, and will continue with that, but it won't be WaterQuest's primary focus.

Taking note of what kept them going during the downturn; and paying attention to some good advice from friend Stan, Robert is expanding the maintenance side of what they do. That will be the base of WaterQuest in the future. Whatever work they do, WaterQuest staff will do an excellent job. Robert, and his management team, feel that employees are even more important to the company's success than are the customers. Management is concerned about each employee's overall wellbeing - not just good wages, but individual health, family matters and individual personal circumstances, are all important aspects to the employee's on-the-job attitude. And that on-the-job attitude translates to quality of work and to customer perception of the company. If you need yard work; landscaping maintenance; water features; trees trimmed, or removed; or yard lighting, give Robert a call. Also remember, if you have a spouse that likes to direct you in the Christmas light setup, just contact WaterQuest for that too. Robert will send a couple of guys and a ladder to your house. Your wife can direct them; you can stay in the man-cave watching football; and Robert's staff will have something to do. Definitely a win-win-win situation. Robert's phone number is 505-792-3600

- ♦ EThe EAGA Holiday Party is set for December 5th at the Downtown Hyatt. 330 Tijeras, NW Cocktail hour from 5:00 to 6:00 PM. Dinner and presentations 6:00 to 7:30 PM. Dancing until 11:00 PM. Hotel self-parking is complimentary, upon availability. \$10 special for Valet Parking. Room special \$89 per room, plus tax. Dinner entrée selection: Beef or Salmon with wild rice and seasonal veggies; salad, desert and wine service. Signup sheets will be available in November. Guest fees to be determined.

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Business Leads:

Greg LoPour, DDS is relocating from 6500 Jefferson NE to 5110 Masthead NE

DaVita Dialysis is opening at 5201 San Mateo NE

Jefferson Deli, 5659 Jefferson NE, will become Krazy Lizard Taqueria

Starbucks is opening at 11301 Montgomery

Lionel Specter - Zeon Signs

Reciprocity:

None written down today.

- ◆ Recent notes regarding a couple of our Honorary Retired members:

Chuck Lanier was on his way to the doctor for an opinion on the status of his recovery from a broken wrist and arm. He is still the upbeat, optimistic gentleman we remember. Possibly a breakfast visit in a few of weeks. Chuck reminds us that November will be the 55th anniversary of EAGA's beginning.

Van White is doing well and is the same enthusiastic EAGA supporter he has always been. Van was actually looking through his EAGA roster book (still not an internet aficionado) trying to locate a member that is experienced in the work that Van needed.

- ◆ We still need Badge Board Greeters and Speakers. Pick one of the empty slots noted below and let Mario or Pat know your choice when you arrive for Tuesday's meeting.
- ◆ Expand your vocabulary, courtesy of Grandiloquent Dictionary-3rd Edition - C.S. Bird - pub. February 25, 2006
 - adoxography - Skilled writing about an unimportant subject
 - aginator - A merchant who sells only small items
 - chrysophobia - A fear of gold
 - heliotropism - The tendency of plants to turn towards the sun
 - inaniloquent - Speaking foolishly or saying silly things
 - prosopolethy - The inability to remember a face
 - witzelsucht - A feebly attempt at humor
 - quincunx - A set of five objects arranged with one at each corner of a square, and the fifth in the center

Badge Board Greeters

Oct 20th Michael Berezniak - Albuquerque Pipe & Pump Supply

Oct 27th

Nov 3rd

Nov 10th

Nov 17th

Upcoming Speakers

Oct 20th Mark Tobiassen - Action Coach Business Coaching

Oct 27th Angelo Gonzales - Mission Graduate

Nov 3rd Round Table Discussion - "Best practices on finding new accounts"

Nov 10th

Nov 17th

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