

EAGA Business Builder

Volume 11

Issue 45

eaganm.com

October 20, 2015

Today's presentation was by Mark Tobiasen - Action Coach Business Coaching



Mr. Tobiasen stands about 79½ inches tall and views the world from a different perspective than most of us. OK. That weak humor was expected, so he had to get it out of the way quickly. Actually, Mark's height has played an important role in his path to where he is today. He grew up in the historic town of Corvallis, Oregon. The community has roots that go back to the mid 1800s and the residents seem to be able to retain the influence of the past while progressing into the future. The town's courthouse is listed in the National Register of Historic places. It even has a still functioning clock tower with a mechanism that is manually wound every day. Corvallis is also the home of Oregon State University. Among its many other accomplishments, OSU is the only public university in the United States that has been designated as a land-grant; sea-grant; space-grant; and sun-grant institution. In 1978, Corvallis was also the home of the very-nearly high school state basketball champions. Mark had a dream to be a member of a championship team and he worked very hard at accomplishing that goal. The dream was so intense that Mark even played his senior year after having been told that he had scoliosis and that sports (particularly football and basketball) should be avoided because of the risk of debilitating injury. Mark was OK with not playing football, but he wanted that basketball championship. The team made it to the final game, and were winning until Mark fouled out with a few minutes remaining in regulation time. The game went into over-time and Corvallis lost. A disappointing bummer for Mark. (The photo of Mark playing in the game showed off his very impressive 30 inch vertical jump reach. It also displayed the impressive head of hair that he no longer uses) Mark was an assistant coach for the high school team while he attended a small community college and a year at OSU. In 1983 he took a job in southern California with Enterprise Rent-A-Car. Worked 70 hours a week and still played basketball...in pick-up games that often included Kurt Rambis and other LA Lakers. In 1990 Mark took an opportunity to 'go back home again', becoming General Manager of an Enterprise facility in Oregon. Then in 1997 he was promoted to VP and came to Albuquerque to start-up the Enterprise business here. About 9 years later, Mr. Tobiasen decided to leave Enterprise. He says that he was getting burned out and the job was no longer exciting. Perhaps a subconscious result of the auto industry's move toward smaller and smaller cars, while Mark was still 79½ inches tall. In 2007 Mark became involved with Action Coach Business Coaching. Mark's wife, Nicole, is also involved in Action Coach. There are younger Tobiasens as well. Jarod is in Oregon fishing the family spot along the Alsea river - and probably working or going to school in his spare time. Daughter Hanna is attending UNM. 13 year old Luke has taken a liking to clay shooting. And 11 year old Owen is playing his cards close to the vest. Plenty of time to decide which direction he is going to go. Mark's presentation included many 'hidden' clues to who he is. The determined young fellow willing to risk personal injury in order to fulfill an important dream. The very detailed and in depth discussion about the Enterprise company... displaying Mark's desire to know as much as possible about the company he was working for. The reference to various books on various aspects of business operation and plans for success...Mark will use that same determination; in-depth investigation; and overall desire for success to help his Business Coach clients reach their goals and successes. Mark says the studies indicate: 70 % of businesses do not have goals; 27% of businesses have verbal goals; 3% of businesses have written goals... and that 3% accounts for 98% of the world's wealth. Message—if you want your company to become one of the most successful - learn to write. Actually Mark has a better explanation of why written goals pave a better path to success. He can also provide many other processes, advice and guidance, to assist you in reaching your business, and related personal goals. Give Mark a call at 505-933-6003.

- ◆ Welcome to our newest member: **Kent Cravens Consulting, LLC**
Representative is Kent Cravens Category: Business Broker
- ◆ Mario has more good news____ Breakfast this coming Tuesday will include carne adovada.
- ◆ There will not be a meeting on November 24th so we can celebrate the Thanksgiving Holiday.

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Business Leads:

There were not any leads provided today.

Reciprocity:

Thank you to Chuck Mitchell - Etheridge Tire for fixing my daughter's car on a "house call".
Nick Minetos

EAGA Holiday Party has been set for December 5th at Hyatt Regency - Downtown Albuquerque. 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. Dinner entrée selection will be: Beef or Salmon with wild rice and seasonal veggies; salad, desert and wine service. We will have sign-up sheets available at our Tuesday breakfast meetings beginning in November. The hotel has set aside a block of rooms with a special rate of \$89 per room, plus tax. They have also provided a Booking Website for you to use when securing your room reservation. <https://resweb.passkey.com/go/EAGApartnership>



Badge Board Greeters

- Oct 27th Jeff Crouch - Standard Automatic Fire Systems
- Nov 3rd Miguel Morrison - Gold Street Cafe
- Nov 10th Kent Cravens—Kent Cravens Consulting, LLC
- Nov 17th
- Nov 24th No Meeting - Thanksgiving Holiday

Upcoming Speakers

- Oct 27th Angelo Gonzales - Mission Graduate
- Nov 3rd Round Table Discussion - "Best practices on finding new accounts"
- Nov 10th
- Nov 17th
- Nov 24th No Meeting - Thanksgiving Holiday

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