

# EAGA Business Builder

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Today's presentation was Manny Ortega:



Manny was born in Gallup, New Mexico. He didn't stay there very long, but 4 years is enough to acquire the positive reputation of being from that community. Manny's father was an appliance repairman for Sears and when Sears closed their Gallup facility, the Ortega family moved to Albuquerque. In 1975, the elder Mr. Ortega started his own appliance repair business named GO Appliance, then in the late 1980s the younger Mr. Ortega went to work at the company with his father. Manny's dad taught him a lot about the appliance repair business, but more importantly, Manny's parents taught him a lot about the business of life...How to respectfully treat other people; and proper ethics are a very important part of a person's character. The two Manuel Ortegas worked together for about 9 years. In 1993, Manny opened his own appliance repair business - appropriately named Ortega's Appliance Service. In 1998 he bought GO Appliance, and Manuel Ortega, Sr. then came to work with Junior. Manny has received certification from Universal Tech in Phoenix; participated in the Emerging Leaders program in 2010; and is the current Treasurer for the national United Servicemen's Association. The Ortegas have instilled their work ethic, and their personal ethics in the operation of the company. The family owned business continues into its 41st year and their great staff constantly works to make sure that it retains the great reputation for quality work and excellent customer service. Over time, Manny changed their method of advertising, increased their internet presence and made the company one of the more technologically advanced businesses in their industry. They have grown to 5 service trucks and were the first in New Mexico to offer an interactive online service call scheduling capability for their customers. We were given an example of Manny's substantial knowledge of appliance repair, when he answered a member's question, "What is a megatron?" Probably 2/3 of the audience answered under their breath- "An NFL wide receiver named Calvin Johnson." The younger members probably whispered—"The Transformer Movie character that changes from airplane to warrior." But the astute Mr. Ortega answered that a megatron is the electron tube which fires up the microwave energy needed to operate a microwave oven. When not in the appliance repair state of mind, you will most likely find Manny in the car racing state of mind. His father had an influence in that as well. During his high school years, Manny just got his first car and decided to take it drag racing up Montgomery. His father happened to be in the vicinity at the time, and as the 60's song goes, it was 'fun, fun, fun until Daddy took the T-Bird away'. Probably wasn't a T-Bird, but off limits for a time, just the same. Manny's father didn't just dish out a punishment though, he also provided a solution. He offered to help provide Manny with a way to race his car on an appropriate track. That activated the 'six degrees of separation' leading to the current Manny Ortega. Unsafe street drag racing; led to formal track racing; which led to building a special car that wouldn't fit on a standard trailer; which led to a trailer fabricator with a beautiful daughter; which led to the marriage of Manny and Annette; which led to their son Derrik; which allowed Manny's interest in racing to continue for himself, as well as for the many youngsters that have been influenced and assisted by his involvement in car racing. Manny has personally won many trophies and awards in racing, but his current enjoyment comes from his son's successes as a racing team engineer; and from hearing about the successes of the youngsters as they progress through the racing programs nurtured and influenced by Manny. To learn more about the local racing options for youth of all ages; or to get quality repair or service work for your appliances, contact Manny at Ortega Appliance Service. You can probably also find the specific knowledge needed to convert a standard gas oven into a stainless steel screamer that goes from 0 to 60 in under 10 seconds, if you just give Manny a call 505-884-9177

- ◆ Board Members—Please note that there will be a Directors meeting right after breakfast this coming Tuesday, Feb 9th.
- ◆ If you have not yet received your 55 year EAGA Anniversary gift, please ask Mario for one. We have purchased enough for one per member, so please use the honor system.
- ◆ The pamphlet version of our Membership directory is now available. If you didn't get one last week, just ask Mario -- but please, only one to a person for now.

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## Business Leads:

A Farmer's agent is relocating to 6000 Uptown and needs some internal tenant improvement construction work.  
- Mark Tobiasson 505-933-6003

Steamatic of Santa Fe and Albuquerque is looking for an Operations Manager  
- Jerry Becker — 505-883-7766

Experienced bookkeeper is looking for employment. Contact Bobby Jackson-505-710-9499 for information.

## Reciprocity:

Thank you to Mike Williams for the microwave replacement.

Thank you to David Rodriguez for computer repair work.

Thank you to Phil Kenny for becoming a new client of PEO Emperor.

— Nick Minetos - PEO Emperor

- ♦ With Super Bowl 50 about to be played, there is still time to get in on some of the betting for the event. Not only who wins; or the point spread; but you can make, or lose money on many other adventures:
  - First field goal missed? Wide left; wide right; short or blocked
  - Will the first half end in a tie?
  - Total pass completions: Manning plus/minus 21.5      Newton plus/minus 18.5
  - Which will be higher: Trump's percentage points in the New Hampshire primary or total points scored by the winning team in the Super Bowl?
  - How many wings will Buffalo Wild Wings sell on Super Bowl Sunday? Plus/minus 12 million. (Buffalo Wild Wings must make an official announcement which will be used as the source for determination)
  - How many times will the Golden Gate Bridge be shown on the broadcast? Plus/minus 0.5
  - Will Mike Carey (former NFL official providing CBS with ruling insight) be wrong about a challenge outcome?
  - What color will Beyonce's shoes be when she comes out on stage for halftime? Black/brown-gold/white/silver-gray/any other color

## Badge Board Greeters

Feb 9th      Raul Rodriguez  
Feb 16th     Rick Reese  
Feb 23rd  
Mar 1st  
Mar 8th

## Upcoming Speakers

Feb 9th      Michael Edwards - New York Life  
Feb 16th     David Rodriguez - Computer Solutions Group  
Feb 23rd  
Mar 1st      Gary Beck - Concentra  
Mar 8th  
Mar 15th

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