

# EAGA Business Builder

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Today's presentation was by Leon Marler - Marler Manor



Leon was born and raised in Albuquerque. After graduating from High School (plenty of folks will confirm that he really did graduate); Mr. Marler went to college. Leon has always been a quick study, and it only took him one year to learn the he could become better educated, in a greater number of careers, by enrolling in life somewhere other than college. Might as well start big...he joined the Marines during the Viet Nam Conflict. Luckily, or perhaps through intelligent operating on his part, Leon did not get heavily involved in field trips to those far off jungles. After his discharge from the Corp, Mr. Marler returned to his old stomping grounds for his the next set of classes...Service station owner/operator; truck driver and hauler of lumber throughout the state. Those courses were interesting and went well; and Leon discovered that the more advanced versions were

being taught in California based locations. So, he went there; invested in 10 big rigs, and moved a lot of California stuff around. To make sure that his curriculum contained proper variety, he also enrolled for learning about being a Mobile Truck Wash owner/operator, and also how to own a car wash facility in Manhattan Beach, CA (class atmosphere has to be conducive to proper learning). It appears that all those studies were successfully completed, with better than average grades; but his education was far from complete. When designing, or more properly described as 'modifying', his degree plan, Leon figured out that it is always best to include the arts and available extracurricular activities as well. For the arts, he chose painting. Emphasis on truck painting and airplane painting; with side studies in huge storage tank polishing, which involved the proper use of lighting to emphasize 'shiny'. For the extracurricular activities, Mr. Marler discovered that he had a special interest in honeymoons. He was not in agreement with the thought that they all should be California Girls though, so moved back to New Mexico where he married wife #3. The return to Albuquerque did mark an end to the distance learning, but he took a few refresher courses in trucking, while pondering his Masters Degree options. Leon settled on something, which has actually extended into a full-fledged PHD education. He chose Elder Care. Yes, that is substantially different than the trucking, the painting and the over thirty other jobs (classes) that he had taken up to that point in his life...however. Leon, long ago, in that first year of institutionalized college, had decided that the ability to study such a wide range of topics; with hands-on lab time in every one; then switch gears (no trucking pun intended) to an entirely different major, was the greatest advantage that education via the School of Real Life has over any of the other socially accepted 'standard' method of classroom study. Not sure of the reasoning behind the choice of Elder Care, but it appears to have been the right one. When Leon talks about the residents of his facility, it is very obvious that his emphasis is on the CARE. He and his staff make sure that those in their charge are as comfortable and as happy as possible. The family members of those residents are also comfortable with leaving their loved ones in Marler Manor. They know that the atmosphere, the care and the staff's very genuine concern, are all directed toward the best possible benefit of the elderly residents. Leon has used the continuing education part of his latest learning quest to acquire an extensive amount of knowledge about the Elder Care 'business world', too. He understands the very many aspects of that arena: Rules and regulations pertinent to Elder Care facilities; cost of care; available funding; financing and insurance. He knows the difference between Home Care; Assisted Care and Nursing Home Care. And he understands the elder person's family's need for a 'menu' of services to be provided, so that there is an accurate understanding of the true costs they will pay. Leon's extensive Elder Care credentials may be formally referenced by licenses or papers; but those are only representations of the underlying, more important credentials that are only found by knowing the heart of person to which they belong. It does seem that Mr. Marler has taken his extensive endeavors and has determined the 'profession' that suits him best. But it also appears as though he is still in a learning phase. These days the lab is the Manor, and the additional learning comes from guest speakers...The residents...that convey an extensive amount of detailed information about historical situations and events. It is, most often, derived from first hand experiences, and is delivered in the detail, and with the enthusiasm, that can only be presented by someone reliving the event again. Leon is always willing to share what he knows regarding the Elder Care industry. If you have a specific question; want to know more because of an ageing relative; want to reserve a space in his facility for a few weeks of R & R for yourself; or if you are interested in discussing what he may know about other Elder Care facilities in our area; or if you want to know about the dos and don't of various other professions, just give that truck driving, tank polishing, plane painting, , , , Jarhead, that's actually a large cuddly teddy-bear at heart, a call 505-837-2273. Leon may be still learning about history, but the extra curricular activities are a thing of the past. He has stopped humming about Fair New Mexico; and California Girls. These days, its just Georgia On My Mind.

- ◆ Board members next meeting will be after breakfast on March 8th.
- ◆ Happy Very Special Birthday to any of our members that were born on February 29th

Contact information for Executive Director: Mario Hernandez

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## Business Leads:

- The Navajo Nation Economic & Business Development Summit will be April 11 through 14, 2016 at the Twin Arrows Navajo Casino and Resort at Flagstaff, Arizona. See attached flyer for more details.  
— Jeffrey Sakamoto - Heritage Hotels & Resorts

## Reciprocity:

- Thank you to Mike Sei, Bobby Jackson and Jack Thompson for painting leads.  
— Frank McCallister - Color New Mexico
- Thank you to the following members:
  - Jeff Crouch for allowing me to speak to his work group.
  - Michael Johnson for allowing me to speak to his self defense group.
  - Aaron Rogers for fixing some lights.
  - Rick Reese for getting new shirts made for us.
  - Wayne Pollock for supplying flowers for Valentine's Day.
  - Dr. Rion Marcus for referring clients.  
— Luis Alvidrez - Upward Motion
- Thank you to Adam Halpern for introducing me to a business lead.  
— Patrick Garr - Expense Reductions Analysts
- Thank you: to David Rodriguez for his professionalism and honesty.  
To Dr. Jason Ross for signing up with the Dental Cooperative. He is now a Dental Benefit program provider.  
— Adam Halpern - Dental Cooperative

## Badge Board Greeters

- Mar 1st
- Mar 8th Leon Marler - Marler Manor
- Mar 15th Dave Giddens - The Law Offices of George "Dave" Giddens
- Mar 22nd Phil Houser - Document Solutions
- Mar 29th Manny Ortega - Ortega Appliance Service
- Apr 5th
- Apr 12th

## Upcoming Speakers

- Mar 1st Gary Beck - Concentra
- Mar 8th Mike Deveraux - Document Imaging of the Southwest
- Mar 15th
- Mar 22nd Dan Mowery - Rader Awning
- Mar 29th Soren Thomsen - TEMA
- Apr 5th
- Apr 12th
- Apr 19th New Member Recruitment Day

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**From:** The Navajo Nation [mailto:[summitinfo@navajobusiness.com](mailto:summitinfo@navajobusiness.com)]

**Sent:** Thursday, February 25, 2016 3:03 PM

**Subject:** Seeking Economic Development Partners

Join us in April at The Navajo Nation Economic Summit

**If link is not active go to** <http://bplay.pointacross.com/Player.aspx?GMID=qn1dt9q2vodf>



## Navajo Nation Economic & Business Development Summit

Join us in April for our 2016 economic summit and learn how your business can benefit from hundreds of millions in opportunities. Learn how to engage with the Navajo Nation as part of our exciting new economic development initiative.

**At the Twin Arrows Navajo Casino and Resort, Flagstaff, Arizona.**

**April 11-14, 2016**



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### Learn About:

- Successfully engaging with the Navajo

- tribal economy
- Major initiatives currently available
  - Growing a business within the Navajo Nation
  - Obtaining grants and incentives
  - Specific business opportunities;
    - Uranium / environmental clean up
    - Manufacturing, warehouse, construction
    - Real estate development and hospitality
    - Retail opportunities
    - Agribusiness
    - Work force development



### **Twin Arrows Navajo Casino**

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