

EAGA Business Builder

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Today's presentation was by Mario Hernandez - Allen Lund Company (and our Executive Director)



Mario was born in Whittier, California, near the City of Angels. He didn't mention the year, but it must have been quite awhile ago. Definitely back in the days when there weren't many video games, internet options or 1 billion cable TV channels. Mario spent a lot of time playing outdoors in the not as bad as now smog, and enjoyed every minute of it. He became a pretty darn good athlete. In his sophomore year, he was the starting quarterback for the Whittier High School Titans. Baseball was his most enjoyable game though, and he was good at that too. Mario was even offered a baseball scholarship to a Division 1 College. He chose, instead, to attend Loyola Marymount where he would achieve the honor of being the first of his family to graduate from college. Mario has been married to

his lovely bride (whom he met in high school) for 21 years and they have three children. The oldest, a 26 year old son, works for United Health Care; The young lady of the family is a 17 year old senior at St. Pius High School. She is a soccer enthusiast, helping Dad see the country as they travel to various tournaments. The youngest son is 13 years old, attending Lincoln Middle School. He too has begun a trip down the athletic path, but his current interests are in the basketball arena. Mario received his college degree after only 4 years (yes, he is one of those guys) and immediately began his professional life. First job was with the Gallo Wine Company in 1990. Sounds like the most positive thing to be said about that job is that the pay wasn't very good. The work hours were long and the industry's busiest times were when the population was enjoying celebrations, so Mario spent more than a few of his holidays moving crates of wine and restocking the store shelves. It took only 3 years for that to get old and Mario went in search of a different career opportunity. Mr. Hernandez will probably still buy a box of Gallo wine every now and then, but he will not unpack it or put it on the shelf. His second career choice definitely lasted a longer. Mario was with C.H. Robinson, a Third Party Logistics company (that term will come up again later) for 20 years before retiring in January of 2013. Oh, yes-Those golden retirement years....Mario started his with back surgery. A 40 day ordeal that had many complications and many opportunities for learning, and using, new four letter words. Thankfully those days appear to be over now. The back is much better and he has retired from retirement. In January of this year, Mario finished the third year of a two year non-compete that had activated when he left C.H. Robinson, so he was free to pursue work in the Third Party Logistics industry again. And that he did. Mario is now a Business Development Specialist with the Allen Lund Company. Third Party Logistics is the new way of saying that they are transportation brokers. They manage the freight process for businesses to get their product from the originating source to the distributors or end users. They don't own any trucks; or forklifts; or any other big equipment. Just a few computers and internet connections. Lund has 32 offices throughout the country, one of which is piloted by Mario here in Albuquerque. What does New Mexico have to ship elsewhere that would benefit having a 3rd Party Logistics firm here? Surprisingly (at least to some of us) there is a variety of products that need transporting from New Mexico locations. When I say "haul", I mean "arranges for the transportation of". Mario hauls popcorn kernels from Farmington area; he hauls pecans and pistachios from southern New Mexico; he hauls salt; and pumpkins; and potatoes; and onions. He also hauls non-food group things like mattresses from the Tempur-Pedic manufacturing plant and he hauls cardboard from Pruitt. Mario can even haul ass if frightened enough. Two of the very few things that they don't haul are livestock and automobiles. The products don't have to originate, or arrive in New Mexico. From anywhere in the US to anywhere in the US is pretty much an option. Currently the transportation arrangements are for full truck loads. Lund is progressing toward providing more LTL options. "LTL" stands for 'Little-Tiny-Loads', or in industry parlance 'Less Than Truckload' - 1 to 6 pallets of at least 200 pounds. Mario seems to be enjoying his non-retirement and is pretty good at what he does. If you have a need to transport something that is not livestock and not an automobile, give Mario a call. Don't use the Lund 800 number. Give Mario a direct call via his cell phone 505-239-0259. He is the guy to make the contacts, he is the guy to solve the problems and he is the guy to figure it all out. You can probably give him a call if you want to talk a little baseball too. He has the experience...what is the bet catcher? Center fielder? Pitcher?

Welcome to our newest member: Los Ranchos Gun Shop - Representative Mark Abramson

- ♦ EAGA Golf Outing sign up sheets will be circulating at our Tuesday breakfasts for the next couple of weeks. The event will be on May 21st at the golf course at Elephant Butte. There will be a chartered bus available for those members that don't want to drive. If you have any questions, you can contact Jerry Becker - Event Committee Chairman.

Business Leads:

None noted today

Reciprocity:

None written down today

◆ First announcement of prospective new member:

Retriever Merchant Solutions

Category: Merchant Services

Representative: Lou Rodgers

Sponsor: Raul Rodriguez

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 Committee Chairman, Jack Zipper, (jdzipper@comcast.net - 505-259-5959), as soon as possible.

- ◆ The next EAGA wives meeting will be at 11:00 AM on April 7th at Le Peep, 4921 Jefferson NE. If you have any questions, please contact Denise Kenny - denise@trucksunique.com
- ◆ Please see pages 3 through 6 of this publication for information from Jeff Sakamoto regarding the special EAGA rate during April at Heritage Hotels' new El Monte Sagrado facility in Taos.
- ◆ Technology Easter Eggs: Code hidden within usual applications to give non-standard, or unexpected results. To see a few of the Easter Eggs in Google, type into the Google search bar (without quotation marks):
"Do a barrel roll" or "Askew" or "zerg rush" or "Flip a coin" or "Roll a die" or "play dridel"
"Super Mario Bros" then click the blinking ? at the right of the screen to get coins
Type "Google Pacman" Use the arrow keys to play the game
In Google Images: type "Atari Breakout"

Badge Board Greeters

Mar 29th Manny Ortega - Ortega Appliance Service
Apr 5th
Apr 12th
Apr 19th Tom Keleher - Keleher & McLeod
Apr 26th
May 3rd

Upcoming Speakers

Mar 29th Soren Thomsen - TEMA Furniture
Apr 5th Mike Caldwell - Armed Response Team
Apr 12th Michael Johnson - Shockwave Defense
Apr 19th Round Table and Prospective Member Day
Apr 26th Dan Mowery - Rader Awning
May 3rd

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