

# EAGA Business Builder

Volume 12

Issue 13

eaganm.com

March 29, 2016

Today's presentation was by Soren Thomsen - TEMA Contemporary Furniture



Soren was born in Bronderslev Denmark. That is a small community about 5,100 miles east of Albuquerque, as the high endurance crow flies. The Danes acquired a reputation as bold explorers and Soren inherited some of that desire for adventure, although his travels were much less barbaric than those of his predecessor Vikings. Mr. Thomsen traveled to the USA, initially through a student exchange program to learn more about the furniture industry. He enjoyed that experience, and this country, so much that, even before his return to Denmark, Mr. Thomsen was planning to come back. In 1983, he did return to El Paso where he worked for about 10 years. A true measure of Soren's stamina and determination. Not just that he traveled all the way back to the US, but that he stayed in El Paso for 10 years. Before we discuss Soren's life after Texas, we should note some of the quite interesting information that Soren provided about the country of Denmark: The country covers an area about one-fifth the size of New Mexico and has a population of about 6 million people. They operate under a social system with government provided health care for all; free education not only for grades K through 12, but University as well; if someone wants a place to live, one will be made available; there is very little crime and a low homeless rate; mentally ill citizens are cared for in institutions and not in jails. Workers have 5 weeks of vacation time a year; and there is one year of maternity leave available when needed. The system obviously has a cost. It is paid for by a 25% sales tax; 40% to 60% income tax rate; and a 50% to 250% luxury tax on expensive items. That luxury tax is the reason that there are very few of the 'high-end' automobiles in Denmark. The high taxes are apparently more than offset by the comfortable living since, for the past few years, Denmark residents have been ranked as the happiest people in the world. But, apparently, some of the people of the lykkeligste land (Danish for 'happiest country') still have a desire to see what is on the other side of the fence. On the other side of Soren's fence was El Paso, Texas, USA. And moving a little farther west he settled in Albuquerque in 1993. Soren and his wife, Barbara, have been happily married for 28 years and have one son that is a second year student at New Mexico Tech. When Soren arrived in Albuquerque, he went to work as the Sales Manager of TEMA Copenhagen Furniture. Then in 2002, he took over management of all operations of the company. A few years later, in 2008, Barbara began working at TEMA as well and the Thomsens found that they work really well together. In 2011 Soren and Barbara acquired ownership of TEMA Contemporary Furniture from Benny Kjaer. TEMA provides furniture to make stylish, functional and comfortable homes and work spaces. Soren is justifiably proud of the fact that 60 % of TEMA's furniture originates from North American manufacturers. They also have furniture manufactures in other countries, such as the Eknore's items from Norway. But less than 20% of their products come from China. TEMA offers both high-end and inexpensive contemporary styles of all kinds of furniture. Some of the more popular items are in the "motorized" category. Not that they are driven around the house, but that previously manually operated functions are now performed by small motors. Recliners that can be electronically adjusted and can be stopped in any desired position (as opposed to the manual ones that were either sitting up or fully reclined). There are electronically adjustable beds—pardon me, they are not called that any more—they are now motorized comfort zones—adjustable to a wide variety of positions and angles suitable for comfort during whatever you want to do while there. Including sleeping. Soren, Barbara and their very knowledgeable staff will be glad to show you all the products that are available at TEMA. Stop by and look at their large selection of very nice sofas; test out one of the great recliners; get assistance with designing your living room; dining room; bedroom sanctuary, or even a makeover for your outdoor oasis with one of the really high-end- \$20,000 outdoor patio furniture set. You can call Soren at 505 275-2121 or stop by their 45,000 sqft facility at 7601 Montgomery NE. If you would like to see the area that Soren left when he came to the sunny, mountainous southwest, visit Bronderslev's webcam [http://77.68.133.159:8081/view/viewer\\_index.shtml?id=8803](http://77.68.133.159:8081/view/viewer_index.shtml?id=8803) Soren forgot to talk about Crolf. Someone should ask him about his father and Crolf.

♦ Second announcement of prospective new member:

Retreiver 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](mailto:jdzipper@comcast.net) - 505-259-5959), as soon as possible.

## Business Leads:

HARNICK ORTHODONTICS opening @10425 Montgomery Parkway NE.

BROTHERS MEXICAN GRILL opening @ 521 Central NW.

THE PROMO WIZARD - Screen Printing - Promotional Products -Embroidery, opening @ 2345 Southern Blvd, Rio Rancho

MATHQUEST opening @ 6501 Paradise Blvd.

REALTY ONE OF NEW MEXICO opening an office @ 7441 Alameda , Ste D  
—Lionel Specter - Zeon Sign

## Reciprocity:

Thank you to: Chuck Mitchell for trailer tire

To Tom Keleher for legal referral

Robert Biernacki for fixing broken valve

— Mike Deveraux - Document Imaging of the Southwest

Thank you to Aaron Rodgers - NMECO for a small job well done

—Lionel Specter - Zeon Signs

- ◆ April 19th will be our meeting for potentially new members. If you intend to bring a guest that day, please let Mario, or President Nick, know as soon as possible. We want to make sure that we have sufficient seating and food for everyone - and that needs to be arranged well before the meeting day.
- ◆ EAGA Golf Outing will be Saturday, May 21st at Elephant Butte. Departing from Maloy's shop at 6:30AM in a cushy bus, with breakfast burritos and drink. Will be back approx 6:30PM. Great value at \$20 per member and \$60 for each guest. Sign-up sheets will be available at breakfast meetings for another couple of weeks. If you have any questions, please contact Jerry Becker - Event Committee Chairman.
- ◆ 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](mailto:denise@trucksunique.com)
- ◆ Jeff Sakamoto has arranged for a very special EAGA rate during April at Heritage Hotels' new El Monte Sagrado facility in Taos. If you missed the details in recent bulletins, or if you have any specific questions about the offer, please contact Jeff.

## Badge Board Greeters

Apr 5th	Chuck Mitchell - Ethridge Tire
Apr 12th	Mike Deveraux - Document Imaging of the Southwest
Apr 19th	Tom Keleher - Keleher & McLeod
Apr 26th	Raul Rodriguez - Kings of Wrap
May 3rd	Jim Asperger - Crest Mechanical

## Upcoming Speakers

Apr 5th	Mike Caldwell - Armed Response Team
Apr 12th	
Apr 19th	Round Table and Prospective Member Day
Apr 26th	Dan Mowery - Rader Awning
May 3rd	

Contact information for Executive Director: Mario Hernandez  
Phone: 505-239-0259 email: [hernmar129@yahoo.com](mailto:hernmar129@yahoo.com)  
Postal mail: 8100 Wyoming Blvd NE; Suite M-4 #345; Albuquerque, NM 87113