

EAGA Business Builder

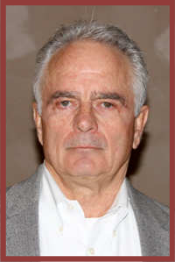
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Today's presentation was by Michael Caldwell - Armed Response Team



Mr. Caldwell grew up in Albuquerque, so it is quite likely that some of our members encountered him as they were mutually growing up. If you knew Art, you must have attended 5 Points or Bellaire Grade Schools; perhaps you knew Ken while attending McKinley Junior High School; otherwise there was an opportunity to pal around with Mike during the Menaul High School years. Since he married, he's been Michael, except for the great times when he is "Dad" to Melissa and Jason; or "Grand Pa" to the next generation; or when he is occasionally "#\$%@" to his wife, Michelle, or "Jack" to the rest of his immediate family. Don't know which identity is on the diplomas from DeVry, UNM and UNM (degree #2). It sounds somewhat Sybil-ish, except that all of Mr. Caldwell's identities are the same jovial personality. Each of the Mr. Caldwells have been in the technology business for quite a while. After college, he went to work for Motorola, spending the next 11 years either in

Albuquerque, or running their San Diego operation. In 1985 Mike came back to Albuquerque where he was at the Metro Mobile company for 6 years. About 1990, he decided that being the business owner was a better idea than just working for someone else, so Art founded Caldwell Communications, a two-way radio company. Probably somehow related to the multiple names thing, Ken figured that if you are going to be in business for yourself, there might as well be multiple companies too---so, at the same time as Caldwell Communications, he also owned Pager Plus and Select Security. But that is only three businesses to worry about. Lets add something else to do. Mike took on the job as CEO of a friend's wireless operations throughout Arizona and California. The plan was to help the friend for maybe eight months, until they could get the business back under control. Six years into that 8 month project, Mr. Caldwell gave up the accumulation of frequent flyer points and returned to Albuquerque. Fast forward to 2012...the security business is still quite active, however, Caldwell Communications has been laid to rest, as has Pagers Plus. (After all, what is the point of lugging around a bulky pager that beeps and displays a call back number, when the initiating party can just tweet an 140 characters message right to your already on hand cell phone.) Sadly (for society, not for Mike), the security business is trending upward and Mr. Caldwell took the opportunity to merge his company with Armed Response Team. Some of Select Security's technology staff, including Michael, have remained with the Armed Response Team's team. The company offers a wide range of security products and services for residential homes and for businesses. In addition to the monitoring and notification things, like for copper wire theft, Armed Response Team also offers facility and intrusion protection systems. They have camera and video systems; internal and external access control systems; fire systems; and outdoor fencing and monitoring systems. Their 'signature' product is the alarm response service. That portion of their business consists of 20 year veteran police officers that personally respond to every activated alarm; and as the name says, each is armed and well trained and experienced in the use of their firearm. Better yet-they are well trained and experienced in how to properly monitor and control the situation without the need for shots to be fired. Michael notes that their company's ability to quickly respond in a target time of less than 20 minutes is substantially less than the usual response time from Albuquerque Police Department. It is not that APD doesn't take burglary alarms seriously. It is a function of the number of available personnel and the number of active situations that require response. APD only has about 340 patrol officers. Spreading them out among the 6 city Commands; then allocating them into the 3 required shifts; the math says that there are only about 18 officers available in your area at any given time. And those officers have to respond to every type of call. Out of necessity, the types are categorized by most immediate need. Violent activity or personal injury situations, obviously have a higher priority that does a non-violent situation. When the officers' shift has a lot of activity (that's most of the time), an accident with injuries will be assigned a higher priority than a burglar alarm call; as will domestic violence situations and even vicious dog calls. It is easy to see why the APD response to a burglary call often takes an inordinate amount of time. Alarm calls are the only thing that concerns The Armed Response Team so each call gets the focus and priority it needs. A gun carrying member of ART (no relation to the grade school kid) will be at the premises as soon as possible and, if a burglary is confirmed, will secure the facility and call for police to file the formal action. As noted earlier, Armed Response Team offers many solutions and equipment for protecting and monitoring your business or home. If you want more information about just what they can do for you, call one of the competent staff members. You can contact Art, Ken, Mike, "#\$%@", Jack (if you are immediate family), or Michael Caldwell at 505-237-2278 (all use the same phone number and keep the same business hours.

- ◆ Board Members please note: The next Board meeting will be at 5:00 PM this coming Tuesday, April 12th. The location is Rio Bravo Brewing, 1912 2nd Street NW.

Business Leads:

None noted today

Reciprocity:

Thank you to Document Solutions -Phil Houser for purchasing 2 new sales/service vehicles.

—Damian Lusch - Rich Ford

Thank you to Jeff Bentley for a business referral.

Thank you to Jeff Sakamoto for room arrangement in Santa Fe

Thank you to Frank McCallister for a painting quote.

—Mario Hernandez - Allen Lund Company

- ◆ 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 Camping/Touring Outing has been scheduled for Friday, May 6th through Sunday, May 8th at Dale Armstrong's property near Magdalena. In addition to the camping and usual EAGA frivolities, Pat Maloy has arranged for a Friday visit to the Magdalena Ridge Observatory/amazing viewing area, and a Saturday tour of the VLA. He also has another couple of events planned for Saturday. Be sure to attend our next Tuesday breakfast to get the interesting details. Has something to do with hot branding irons and BBQ.
- ◆ 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.

Badge Board Greeters

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
May 10th	Chuck Mitchell - Etheridge Tire
May 17th	
May 24th	

Upcoming Speakers

Apr 12th	Dan Mowery - Rader Awning
Apr 19th	Round Table and Prospective Member Day
Apr 26th	Michael Johnson - Shockwave Defense
May 3rd	Leon Marler - Marler Manor
May 10th	
May 17th	Mark Abramson - Los Ranchos Gun Shop
May 24th	

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