

EAGA Business Builder

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Today's presentation was by Tom McMahon—Sunquest Advertising



Mr. McMahon has been a husband to the same wonderful lady for 45 years. They have two daughters and three grandchildren. Tom began his professional career selling cameras while still in high school. He progressed on with that theme for the next lot of years. He managed camera stores that were actually large electronic operations --- cameras, video equipment and televisions; and car stereos, cell phones and all the related devices. They even formed their own company in Japan, and for a period of time, sold products under their own brand name. Tom worked in that competitive business for two different companies, with each subsequently sold and left him looking elsewhere for gainful employment. It only took Tom two such adventures before he decided that something else would be better. In 1994, the McMahons moved to Albuquerque and Tom opened his own business, still in the photography related industry, but not equipment...photo finishing. During the next 15 years, he progressed to a point of having four photo finishing facilities; but as it turned out, they were rather quickly becoming dinosaurs. Technology, doing what technology does, guided in shiny new devices and processes,...not many of which required professional photo finishing. But Mr. McMahon is a survivor. Throughout his retail career, he had encountered a need for advertising. Over those years, he had directed the acquisition of more than one hundred million dollars of advertising. He had a very good knowledge of the need for, and benefit of, advertising. About 6 years ago, Tom decided to hop over the advertising fence. He would work for The Premium Shopping Guide and become a purveyor of advertising instead of an acquirer of advertising. In his prior retail life, Tom had actually used the PSG, and knew of its positive reputation and the benefits to its clients. In its printed form, the PSG is currently distributed to 140,000 homes - 110 thousand in Albuquerque and 30 thousand in Santa Fe. The areas of distribution are based on postal routes where the average home value is at least \$150,000 and the average income is at least \$50,000. Not only is Tom on the other side of the advertising fence, he is on the other side of that technology advancing thing too. Tom and his group are using the internet to provide their clients with the additional views and 'hits' via premiumshoppingguide.com. PSG is now upping the game even more. They are using the blog features of their web site to offer the general public (consumers) a place to get useful information about many things that they need. In navigating to the website, those consumers encounter the advertisers of The PSG (including the related coupons and special discounts). Tom and his group continue to do a great job of generating consumer traffic to the PSG clients. If you want to take advantage of those benefits for your company, you can contact Tom at 505-821-4488 and he will provide you with an additional 20% discount off the normal annual (already least expensive) advertising rate. If you are not receiving the PSG in your mail, you can move to a different postal route...or just pick up a PSG at your regular grocery store.

- ♦ EAGA Summer Bash will be on Saturday, July 9th, at the home of Pat and Marybeth Maloy. The event is free for EAGA members and their spouse/significant other. Adult guests are also welcome. This would be a great opportunity to reward one of your employees or a business colleague; impress the in-laws; or just invite a good friend. Guest fee is \$25 and includes the works. Good food; wonderful entertainment; a variety of drinks; fun and games; and a really great atmosphere. Jerry is not in charge of the weather, so we are not expecting any wind. Be sure to sign up at Tuesday's breakfast. Include guest information on those sheets as well. If you would like to help with the preparation, get on the Bash Committee as soon as possible by contacting Pat Maloy (505-263-3827) or Dan Mowery (505-480-8526). There will also be an opportunity for you to assist with the setting up and the cleaning up, whether or not you were able to reap the extra benefits of being on the committee. Pat and Dan have the details.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: hernmar129@yahoo.com

Postal mail: 8100 Wyoming Blvd NE; Suite M-4 #345; Albuquerque, NM 87113

Business Leads:

INDIGO MORTGAGE opening an office @ 5111 San Mateo NE
HIPPOCARE URGENT CARE opening @ 4504 4th NW
DEAN CHANEY, ALLSTATE INS. AGENCY, opening an office @ 640 Coors NW
RESIDIO is moving from 1720 Louisiana NE to 2155 Louisiana NE, City Place Bldg
—Lionel Specter - Zeon Signs

Reciprocity:

Thank you to Randy Baker - DRB Electric for fixing our well breaker within hours of us calling.
Terry Roberts—Rocky Mountain RV& Marine

Thank you to: Chuck Mitchell for tires and truck service;
Jerry Becker for some work.
Bill McCabe for a business opportunity
Pat Maloy for some work
Doug Stewart - Millennium Communication

- ◆ Be sure to attend the meeting on June 21st:
We will be choosing someone to fill the one open position on our Board of Directors.
There will be steak and eggs.
That will be your next to last opportunity to sign up to attend the Summer Bash
That will be your next to last opportunity to laugh at one of President Nick's jokes.

Badge Board Greeters

June 21st	Tom MacMahon—Sunquest Advertising
June 28th	Robert Biernacki—Waterquest Landscaping
July 5th	No Meeting—4th of July Holiday
July 12th	
July 19th	
July 26th	

Upcoming Speakers

June 21st	Jack Thompson - Legacy Mortgage
June 28th	Chez Steel - Century Bank
July 5th	No Meeting—4th of July Holiday
July 12th	Julia Gabaldon—Quality New Mexico
July 19th	
July 26th	

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