

# EAGA Business Builder

Volume 12

Issue 34

eaganm.com

August 23, 2016

Today's presentation was by Randy Baker — DRB and RBB (DRB Electric and Rio Bravo Brewing)



In today's presentation, Mr. Baker shared a few facts about his life, and his business and his hobby. In a likely order of importance: His wife, Denise, may be a little shorter than Randy, but she is feisty enough to keep him line when needed; They have 5 children and 80 % of them are ladies. Kristen Marie is the 'baby' of the family. She recently graduated from St. Pius High School and is quite interested in extreme athletics events - as a participant. Lindsey is next youngest, at 20 yrs old. She lives on the high side of the intelligence scale; currently attending UNM and CNM and taking on-line classes, but investigating an option to move to Tempe to attend school there - and, of course, continue with the on-line courses. Jennifer, third up on the youngest chart, works about 54 hours a week at DRB Electric and I Heart Radio. She has apparently acquired the brewery gene from Mom and Dad because she is hoping to eventually

own her own brewery in Colorado. Lenee, the Baker's first child, is 33 yrs old. She lives in Los Lunas and is Mom of the first two youngsters in the next branch on the Baker's family tree. Son David is 27 yrs old. He recently finished in the top 10%, nationwide, in the Apprenticeship Program and is also working at DRB Electric—with an eye on Dad's office there. Randy (actually David R. Baker) grew up in New Mexico, spending many of his younger days helping in his father's electrical business in Gallup. Mr. Baker, the elder, was apparently a pretty good teacher; and Mr. Baker, the younger, was a pretty good learner. The family had moved to Albuquerque, and after graduating from high school, Randy worked at other electrical businesses for a couple of years, but it didn't take long before he decided to open his own company. DRB Electric has been operating for over 30 years now, successfully building a very good reputation; and an ability to do a great job at all things electrical. We've covered the life and the business; the hobby is running a brewery. At the beginning of his presentation, Randy offered the audience an opportunity to vote on the focus of his speech. It could be about DBR Electric; the intricacies and lesser known facts about the positive and negative flow of electrons, and some of DRB's more detailed and complicated jobs in the area. OR The discussion could be about beer. I think there were as many votes for the electrical topic as there were for President Mark's suggestion to assign tables at breakfast a couple of weeks ago. So about beer... Randy and Denise have been thinking, for awhile, about opening a Pub style gathering spot. Their visit to Ireland a few years ago, and the personal investigation of the atmosphere at Irish Public Houses, finally ignited the fire. The Bakers purchased the historical 1950's era building and property at 1912 2nd St NW, and set about creating a friendly, cheerful place to grab a beer or two. After overcoming a few hurdles (none of them relating to electrical work) Rio Bravo Brewing opened for business in August 2015. Randy isn't just a casual Brew Pub owner though. He knows a heck of a lot about all the aspects of beer making and he is definitely a 'hands-on' operator. Randy provided a ton of interesting, and to some of us, previously unknown information about beer manufacturing, marketing, and canning/packaging process. Rio Bravo Brewing Company uses 7 brewing tanks of various sizes. One 60 barrel; two 30 barrel and four 15 barrel tanks, total 180 barrels. At 31 gallons, or 10 cases or 240 cans per barrel, that's a lot of happy beer drinkers. Apparently, a substantial amount of knowledge, experience, research and decision making goes into brewing beer. Some of the knowledge imparted to us this week: I.B.U refers to International Bitterness Unit; Bitterness is determined by the type, amount, and timing of hops used during the process; Some of the I.P.A beer produced at Rio Bravo are DRB with a 77 IBU; Snake Bite with a 99 IBU; and Level 3 with a staggering (literally) 120 IBU; There are 17 different types of hops used in brewing beer; the hops are acquired from many sources, domestic and foreign. Packaging beer also has many different things to consider: Cans are currently more popular than bottles; labeling versus pre-printed cans are more efficient because of the storage space that would be needed for 6 different beers (the amount planned by Rio Bravo); pre-printing requires a minimum 25 pallet buy; there are 6334 cans per pallet and 15 pallets in a truck load. You see? A ton of information and still not all covered here. There is still a lot to learn: What about Pilsner, Hefeweizen and that other type that I didn't get? Best thing is to visit Rio Bravo Brewing, purchase a glass of whatever sounds good to you, and ask Randy to explain whatever you want to know. He could spend hours discussing all things brewing, but you may have to share the time with other folks in the place. Give it a shot anyway and, when appropriate, find out if his bald head is more the result of the electrical business, or the 30 year history of home brewing; or the amount of females in the family.

President Mark 's thoughts for today: To be more productive, figure out and focus on your IGA (Income Generating Activities). Studies have found that it takes an average of 6 calls to a prospective client before a successful sale; yet many sales folks stop contacting the potential client after only 2 calls because of the perceived lack of interest. A real estate company discovered that their sales people were actually selling only 22 minutes a day. When they began to analyze the efforts, they could concentrate on the activities that were most successful. The trick is to figure out how to track your staff's IGA and concentrate on those activities.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: hernmar129@yahoo.com

## Business Leads:

None written down today

## Reciprocity:

Thank You to Aaron Rodgers for the quick, great service.  
-Jack Zipper

Thanks to Chuck Mitchell—Ethridge Tire for fixing our car.  
-Nick Minetos—PEO Emperor

Thank you to Mike Williams - Builder's Source for a great deal on a washer & dryer.  
-Jon George—Southwest Myotherapy

Thank you to Jerry Becker and Dale Armstrong. Both Steamatic & TLC made multiple trips to take care of my parent's ductwork.  
-Terry Roberts—Rocky Mountain RV & Marine

The law firm Giddens, Gatton & Jacobus is hosting "A Night At The Ritz", community benefit event to be held at Tanoan Country Club on September 10th, from 5:00 PM to 11:00 PM. Proceeds from the event will be given to YWCA's Henderson House. For information, contact the law firm 505-271-1053. You can also buy tickets, or make a donation ,on line at <http://www.eventbrite.com/e/a-night-at-the-ritz-tickets-21069172462>

- ◆ EAGA Jim Fanning Memorial Trap shoot will be on Friday, Sept 23rd. Sign up via the sheets provided at then next couple of Tuesday morning meetings. Make sure to note on the sheet whether you will bring your own gun, or would like to borrow one.
- ◆ The committee is raising additional funds for the trap shoot by raffling off a nice pistol. Tickets will also be available at the Tuesday meetings, or directly from TJ Maloy or Damian Lusch. Cost is \$20 each or 6 for \$100.
- ◆ The EAGA Member cruise will be to Norway on the Holland America Koningsdam. Leaves Amsterdam on June 4, 2017 and returns on June 11th. Availability is already an issue, so if yu are interested, contact Jack Zipper as soon as possible.
- ◆ Membership Committee Chairman, Jack Zipper reminds us of requirements when recommending someone for membership in EAGA: The representative must be a part of the company and "...must be an owner, partner, officer or other executive with policy making authority and in a position of influence."
- ◆ Michael Caldwell—Armed Response Team is sponsoring a Womens Only Event at Los Ranchos Gun Shop on Tuesday, August 30th from 6PM to 8PM. "Introduction To Surviving A Tour Of A Gun Shop".

## Badge Board Greeters

Aug 30th	Jim Asperger—Crest Mechanical
Sept 6th	No Meeting—Labor Day Holiday
Sept 13th	Soren Thomsen—TEMA Furniture
Sept 20th	Raul Rodriguez—Kings of Wrap
Sept 27th	Rick Reese—Blue Ristra; Mark Abramson—Los Ranchos Gun Shop
Oct 4th	Kit Turpen—HUB International Insurance

## Upcoming Speakers

Aug 30th	Scott Lardner—Rocky Mountain Stone
Sept 6th	No Meeting—Labor Day Holiday
Sept 13th	Jason Espinosa—New Mexico Association of Commerce & Industry
Sept 20th	
Sept 27th	Steven Douglas—Design Printing Solutions
Oct 4th	

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