

# EAGA Business Builder

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Today's guest speaker was Jonathan Lewis—Partner, VP, Strategy Director -McKee Wallwork + Company



McKee Wallwork + Company is an Ad Agency...of sorts. Their philosophy is that the overall image of a business has to be taken into consideration when that business is analyzing how to attract, and keep, customers. Success depends on much more than well written, well placed, advertisements which can be easily overshadowed, or even negated, by a potential customer's bad experience with company staff; facilities or service. A successful company's image requires constant attention. Proper management of a business requires regular review of not only the public image, but also of the internal operations and direction of the entity. Many businesses owners try to reach a point where their company runs pretty

much on its own. They are happy because everything is going as it did yesterday... and yesterday was a good day. In the general scheme of things, that is not really a desirable place to be. Jonathan's hypothesis is that there is, and will always be, some form of change that has to be dealt with. In the business world there is constant adversity that will be encountered. Whether from competitor activities; customer interest fluctuations; industrialization; or as a result of many other factors; there will be constant change to deal with. There appears to be two different attitudes that business owners have when determining the path to take as adversity arises: The first type views the uncertainty as something that has to be fixed...stop it from effecting the business. The second type views the adversity as a situation requiring navigation...revise operations or methods in order to mitigate the effect, or better yet, turn the adversity into a positive for the organization. The McKee Wallwork philosophy is that in the overall operation of a successful company, "Flexibility trumps efficiency". In their view, energy and assets spent to make changes as needed are vastly more important than making sure that previously successful operations remain efficient. No one can know everything; no one can precisely measure everything; and a closed system invites decay and disorder. If a business ever reaches a point of concluding that it knows pretty much everything about how to operate...that business is doomed to fail. There are, and will always be, external influences and information which are vitally important to any business. A very important part of the regular review of a company's strategy requires that those external issues must be discovered, analyzed and considered. As President Mark noted: The winds of change will certainly blow through a business. Will the owner create a windmill to use the change to drive progress; or will the owner build a wall to in an attempt to redirect or hold back the change. To find out more about the matters discussed by Mr. Lewis, you can visit the website of McKee Wallwork + Company <http://www.mckeeWallwork.com>

- ♦ Mark Abramson is holding an Open House for EAGA folks at his Los Ranchos Gun Shop. It will be Tuesday, October 18th from 4PM to 6PM. Please see page 3 of this publication for his flyer.
- ♦ The EAGA Holiday party has been set. It will take place at Hotel Albuquerque on Friday, December 3rd. Sign up sheets will be available at our meetings in November, and more details will be provided as we get closer to the event.
- ♦ There are new regulations regarding employee overtime pay; salaried employee restrictions/requirements; and record keeping. Nick Minetos – PEO Emperor is in the employee management business so he has access to research and information about the subject. Nick has emailed a brief summary of the issues to EAGA members, and he has provided a web link to a site that offers a very good overview on the new Overtime Rules.

<https://www.patriotsoftware.com/payroll/training/blog/dol-salary-new-overtime-law-change/>

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## Business Leads:

DUNN ORTHODONTICS is going in at 3710 Bosque Plaza Lane NW  
- Lionel Specter—Zeon Signs

## Reciprocity:

Lionel is looking for someone to work in their Service Dept.. The job entails:  
Making phone collection calls re Past Due bills, going to pick up payment if requested.  
Meeting with customers to attempt to resolve problems.  
Keeping Service Call records up to date.

This is a perfect job for someone who is retired and needs to get out of the house 15-20 hrs. per week.

If interested contact Steve Tafoya, at ZEON Signs, 243-3771.

### ◆ Second announcement of two prospective new members:

Gorman Industries, Inc  
Representative: Scott Gorman, Partner  
Category: HVAC Distributor  
Sponsor: Phil Houser

Johnstone Supply, Inc  
Representative: Carl Ward-Hersee, GM Albuquerque  
Category: HVAC Wholesale Distributor  
Sponsor: Jim Asperger

### ◆ First announcement of two prospective new members:

Moji Studios  
Representative: Paul Jew  
Category: Photography and Cinematography Company  
Sponsor: Mark Tobiassen

New York Life  
Representative: Adam Lee Tafoya  
Category: Life Insurance  
Sponsors: Michael Edwards; Klint Hall

## Badge Board Greeters

Oct 18th	Mike Deveraux—Document Imaging of the Southwest
Oct 25th	Lou Rodges—Retriever Merchant Solutions
Nov 1st	Scott Lardner—Rocky Mountain Stone
Nov 8th	Manny Corrales—Vigilant Security Services
Nov 15th	

## Upcoming Speakers

Oct 18th	Michael Johnson—Shockwave Defense
Oct 25th	Nick Minetos—PEO Emperor
Nov 1st	
Nov 8th	
Nov 15th	

# **G** *Los* **GUNS** *RANCHOS* **S** **H** **P**

## OPEN HOUSE

Join us on Tuesday, October 18 from 4p-6m. We are located at 6542 4<sup>th</sup> St. NW, just south of Osuna in Los Ranchos de Albuquerque.

Special pricing will be in effect for EAGA members:

Ammunition

Firearms - Shotguns, Rifles, Handguns

Accessories

Outstanding deals on inventory that we acquired when we bought the shop – at or below cost. If you don't like the price, negotiate a better one!

Have a Christmas list for yourself or family member? Prices will not be better for the quality guns we carry.

Special orders? Get your list together now.