

# EAGA Business Builder

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## Today's speaker was Jerry Becker - Steamatic



Mr. Becker grew up on the South-side of Chicago. Most of it enjoyable times. Elementary school years were fabulous. He was proud to be an Alter Boy; had a paper route; played pickup baseball games in the afternoon and basketball in the evenings under the lights at the neighborhood court. In general, great times. High School years were not as enjoyable. Not anywhere near as enjoyable. Those days coincided with the period in history when the country was engulfed in racial tensions and riots. Jerry's family lived 5 houses off from the 'ground zero' border line between predominantly black and predominantly white neighborhoods. Needless to say, life was constantly tense. His high school had armed guards, and the school day ended early in the afternoon to help minimize problem situations. Having the afternoon off gave Jerry time for productive opportunities. He caddied for 3 years moving up the 'caddie ranking chart' from #564 to #44. A pretty impressive adventure...and fine way to learn the rules and etiquette of golf. Jerry also had an opportunity to work with his accountant father. The elder Mr. Becker had a few side jobs to provide for his family and Jerry was able go along to help post journals...learning more useful skills along the way. Jerry also worked retail and delivered advertising flyers in downtown Chicago. In 1980, the younger Mr. Becker took a bookkeeper job with Hoof Products (an auto parts manufacturing company), and within 5 years had been promoted to Comptroller. When the company decided to modernize their business by purchasing a new IBM computer they encountered a difficulty. Having the ability to gather a ton of data is only as good as the ability to analyze that information. Enterprising Jerry figured a solution. He took programming classes at night and learned how to provide useful data and reports for management. Another impressive adventure. Fast forward a couple of years and the company has moved its entire plant to Iowa. A break from the union, but an acquisition of not yet sufficiently trained workers. With plant operations struggling, still enterprising Jerry took on the challenge of running the plant himself. In the beginning he commuted via one hour plane trip on Monday, then back at the end of the week. The plant began to operate productively and even won the coveted Ford Q1 Quality Certificate. Then a recession. The economy took a downturn, the company's business also dropped...drastically. The plane was sold and the commute became a tedious three hour auto trip...and then the business was sold. On a positive note, however, wise Jerry had been taking advantage of the company's generous profit sharing plan and he had built up a good nest egg for use to start somewhere else. Jerry had promised his wonderful Las Vegas Lady, Mirv, that they would move to a dryer climate when his work at Hoof ended. Holding to that promise, they checked an Almanac (Google was still a future thing) and found Albuquerque listed as the 5th driest climate in the west. Phoenix was too hot and Las Vegas wasn't as desirable, considering a young son was also in the picture; but Albuquerque looked promising. Jerry intended to use his Comptroller experience to find a good job. He discovered that New Mexicans spell Comptroller "bookkeeper", and they pay wages accordingly. Jerry decided to go just buy a business and make a living that way. He purchased the Steamatic business that looked pretty promising. The company's previous owner had successfully operated it for 20 years and analysis of operations, debt service and potential found that it could adequately operate at \$1.2 million per year. Appeared to be quite doable...until first year's operations yielded \$700,000 in revenue. That sent things into a downward spiral financially. Times were tough. Jerry had just become a member of EAGA and, in 1996, gave his initial presentation at one of our meetings. IB Hoover (Bruce's father) approached Jerry after the meeting. The Hoovers had a side component to their business—carpet installation, and that business had the requirement that they also provide cleaning services for the carpet owners. That operation didn't fit with the Hoover's general business model. It was generating about \$100,000 in revenue and many headaches. Cut the chase—the Hoovers just gave that cleaning business to Steamatic. Jerry will be forever grateful for that generous gesture by the Hoovers. It gave Steamatic the revenue needed to weather the storm until the things could be properly shored up. Since those days in 1996, when the company had revenues of about \$500k residential cleaning; \$100k commercial cleaning; and \$100k restoration business, Steamatic has grown to \$400k residential cleaning; \$800k commercial cleaning; \$200k residential restoration; \$800k commercial restoration; \$200k in construction work. They have gone from 12 employees to 24 employees and provide excellent service. If you would like some quality carpet cleaning or duct cleaning. Give Jerry a call 505-883-7766 . Hopefully you will never need restoration services, but if you do, Jerry will be there for you as well. On a separate note: Jerry has been a Cubs fan for years. As the baseball seasons began...every year of his lifetime...Jerry would hope for the best, but after the Cubbies first loss, he would resign himself to thoughts of "Wait 'Til Next Year". Not this year. The drought is over, the curse has ended, As the November 3, 2016 Boston Herald headlines read: "Pigs Fly! Hell Freezes Over! Cubs Win !" Congratulations, Cubs Fan Jerry!

## Business Leads:

LIBERTY TAX is opening an office at 800 Juan Tabo NE.

THE CLEANERY is going in at 10200 Corrales Rd, replacing Davis Cleaners.

ALBUQUERQUE INN AND SUITES at 1635 Candelaria NE is changing to RODEWAY INN.

- Lionel Specter—Zeon Signs

## Reciprocity:

None noted today

♦ SEE PAGE 3 FOR DETAILS OF A SPECIAL OPPORTUNITY BEING OFFERED TO EAGA MEMBERS BY ACTION COACH BUSINESS COACHING and sponsored by our Board of Directors.

♦ Second announcement of four prospective new members:

### Servicemaster Clean

Representative: Jeff Barkoff, Owner

Category: Commercial Office Cleaning

Sponsor: Phil Houser

### Palms Trading Company

Representative: Guy W Berger, President

Category: Indian Jewelry, Pueblo Pottery

Sponsor: Phil Houser

### Calvary Albuquerque - KNKT 107.1 FM / Star88 (KLYT 88.3 FM)

Representative: Steve Reimann, Sales Manager

Category: Christian Radio

Sponsor: Kevin Lorenzen

### Sunwest Trust Inc and Sunwest Escrow, LC

Representative: Terry White, CEO

Category: Escrow Services and IRA custodial services

Sponsor: Jukka Jumisko

If you have an objection to any of these companies 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.

## Badge Board Greeters

Jan 3rd **NO MEETING** SO MEMBERS CAN CELEBRATE THE NEW YEAR

Jan 10th Soren Thomsen—TEMA Furniture

Jan 17th Mike Deveraux—Document Imaging Of The Southwest

Jan 24th Raul Rodriguez—Kings Of Wrap

Jan 31st Jukka Jumisko—WSI Web Enhancers

## Upcoming Speakers

Jan 3rd **NO MEETING** SO THAT MEMBERS CAN CELEBRATE THE NEW YEAR

Jan 10th Jukka Jumisko—WSI Web Enhancers

Jan 17th The Gift Fund

Jan 24th Robert Biernacki—Waterquest Landscaping

Jan 31st Adam Halpern—Dental Cooperative

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The **Executive Association of Greater Albuquerque**  
is Sponsoring

**1st Quarter GrowthCLUB**  
**90-Day Strategic Planning Event**  
Friday, January 20<sup>th</sup>, 2017  
7:45am-3:00pm  
(Hyatt Regency Downtown)

**Includes:**

- ✓ **ONE** attendee per **EAGA** company – a **\$299** value!
  - ✓ **2** Complimentary Coaching Sessions
- ✓ Team Member rate of **\$75** per employee – a **\$224** value!

**Set Goals, Plan & Get Motivated for  
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**RSVP by JANUARY 13th**

Call **(505) 933-6003**

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