

EAGA Business Builder

Volume 13

Issue 02

eaganm.com

January 10, 2017

Today's speaker was Jukka Jumisko - WSI Web Enhancers



Mr. Jumisko is from Finland. His home was located about 200 miles north of Santa's Workshop at the North Pole. He grew up in the land of snow, and cold, nights that last all day, days that last all night, and the beautiful Aurora Borealis (Northern Lights). He was, for a time, a member of the Finnish Defense Forces. He had a closet full of white camouflage uniforms and as part of his training, learned how to hide in the snow and underground caves. It appears that one of Jukka's military heroes was Simo Hayha. During a 1936 conflict, a Russian sniper was shooting Finnish officers. One day, Mr. Hayha decided he would put a stop to that. He dressed in his camo gear, went out before dawn and hid out in the -30 degree weather, even eating snow so as to avoid detection by minimizing any telltale steam from his breath. By the end of the day, White Death had eliminated the Russian sniper. Thought maybe not as dramatic, Jukka also had a distinguished military service, achieving their highest rank of 2nd Lieutenant, before leaving that for a technology career. Jukka started his professional business life as a programmer for a large department store chain. Within a short time, he had advanced to head of the IT Department. Russia and Finland had an open trade arrangement, and Mr. Jumisko and his cronies would often go to Moscow to make extra money. They had discovered that there was such a difference between exchange rates of the black market and standard system, the guys could make very good profit by just exchanging currency. They often had a large amount of discretionary funds available...as confirmed by the story about how, on one of their trips, they used champagne to replenish their cab's windshield washer fluid. Jukka stayed gainfully employed though, and his next job was IT Manager at Exxon. They were having issues with internal operations, and Mr. Jumisko spent 3 years improving their tech security. His work resulted in the Exxon group receiving the best internal audit results ever. Having accomplished the desired goal there, Jukka took a job as VP of IT at Polar Electro. That company makes heart rate monitors and Jukka's task was to build the infrastructure that would be necessary for the small local company to become a world leader in heart rate monitors. The job included traveling to China to negotiate factory arrangements; trips to New York for implement sales services; and developing and instituting corporate systems in 40 countries that would all work together while providing the home office data and control of the operations. Mission accomplished in about three years. So then what? Jukka was asked to move to New York and become CFO of that organization. In 1999, with a family that included three year and five week old daughters, Jukka moved to the USA. He was part of a two man team that, within 6 years, improved the company to \$80 million in annual revenue. Jukka's departure from that company was a decision he made based on a drastic change in direction by new 'owners'. The company's founder had been regularly gifting company stock to his children in an effort to assist in the non-taxable transition of ownership. When the kids discovered that they had now accumulated an ownership percentage sufficient to control the company, they took over, moving the generous Dad to the sidelines. The new generation was not as astute as their father. They thought it prudent to raise prices for their heart monitors, just because they could. They also changed management control. Jukka could see the kids were taking the company in a bad direction, and he decided to leave. In 2007 he moved to Albuquerque to run a software business that he cofounded some years earlier. This may be the time to note that Mr. Jumisko speaks with sort of an accent...most likely the result of his learning to speak English during the ten or so years that he traveled to, and lived in, New York. Maybe that can be corrected by few more years of hearing properly spoken English in New Mexico. We digress.... Jukka is now associated with WSI Web Enhancers. WSI stands for We Simplify the Internet. They are the world's largest internet marketing network; they have been ranked as the #1 internet service business for 10 years in a row; and they are also Google's largest global partner. Whenever Google changes their algorithms, WSI (Jukka) is trained in the new stuff directly by Google Techies. WSI has an expertise in website improvement; mobile business apps; PPC (Paid Per Click) Advertising; and SEO (Search Engine Optimization). Jukka is willing to take advantage of any proper opportunity to increase his business, and even more so when it includes a chance to help others as well. Most recently, WSI has formed an alliance with Cultivating Coders. That group provides training in internet applications, software and techniques to people in rural and disadvantaged areas. Jukka has a tremendous amount of knowledge and experience in all the aspects of web based business. He is offering EAGA Members a FREE web scan with his 30+ different tests to analyze your site. The normal price for that service is \$1,000. To take advantage of his offer, or to discuss other web site enhancements that may be beneficial to your site/business, give Jukka Jumisko (pronounced Jukka Jumisko) a call at 505-850-9177. He may also be willing to tell you great stories of living in Lapland (the northernmost region in Finland). Mr. Jamisko can also confirm that the Finnish Military does not subscribe to the unwritten rule of not wearing white before Easter or after Labor Day; and during your conversation see if he will tell you which champagne makes the best windshield washer fluid/anti-freeze. Probably he will say "the most expensive one".

- ◆ Today was the first meeting of the new administration.

President Phil laid out three goals for his term.

1. Continue the growth and strong leadership that EAGA is experiencing.
2. Create a mentorship arrangement from the wealth of knowledge that our members possess.
3. Inspire members to live life by focusing on the two vital things of health & nutrition and setting a viable road map for our individual business for this year.

Immediately putting his plans into action, Phil and the Board of Directors have secured the services of a pharmacist that will, over the next few weeks, provide members with services such as blood pressure and cholesterol testing.

Business Leads:

None written down today

Reciprocity:

Thank you to TLC Plumbing for sewer line replacement at one of our properties. Outstanding service & very dedicated employees who did the work.

- John Menicucci—Berger Briggs Real Estate

Thank you to Michael Berezniak for the outstanding customer service—Twice

- Jim Asperger—Crest Mechanical

◆ Welcome to new member - John Costan - new representative of Rich Ford—New & Used Car Sales

◆ First announcement of a prospective new member:

Covenant Schools of America

Representative: Paul Losey, CEO

Category: Preschool

Sponsor: Luis Alvidrez

If you have an objection to this business 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 - 505-259-5959), as soon as possible.

◆ Board Members please note: The January meeting will be held immediately after breakfast, this coming Tuesday, January 17th.

◆ Last reminder of Action Coach Growth Club event on January 20th from 7:45 AM to 3:00 PM. Registration time has passed, but begging and pleading with Mark may still get you in. See page 3 of this publication for contact information and details.

Badge Board Greeters

Jan 17th Mike Deveraux—Document Imaging Of The Southwest

Jan 24th Raul Rodriguez—Kings Of Wrap

Jan 31st Jukka Jumisko—WSI Web Enhancers

Feb 7th Michael Johnson—Shockwave Defense ? / Lou Rodges—Merchant Retriever Services

Feb 14th Garrett Hennessy—TLC Plumbing

Upcoming Speakers

Jan 17th Bruce Geiss - The Realty Gift Fund

Jan 24th Luis Alvidrez—Upward Motion Personal Training

Jan 31st Adam Halpern—Dental Cooperative

Feb 7th Paul Jew—Moji Studios

Feb 14th Robert Biernacki—Waterquest Landscaping

Feb 21st Kiri Mathsen - Refugee Services

Contact information for Executive Director: Mario Hernandez

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GrowthCLUB

*take your established
business to the next level*

*GrowthCLUB is your chance to step out of
your business and get focused!*



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

1st Quarter GrowthCLUB
90-Day Strategic Planning Event
Friday, January 20th, 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
Your **BEST YEAR EVER!****

RSVP by JANUARY 13th

Call **(505) 933-6003**

Or email kathicunningham@actioncoach.com

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