

# EAGA Business Builder

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## Today's speaker was Luis Alvidrez - Upward Motion Personal Training



Luis Alvidrez is an all around New Mexico boy. Literally. He was born in Las Cruces and grew up in that community; and Socorro; and Belen; and Los Lunas; and Albuquerque. Lucky for us, Luis decided to stay in Albuquerque where he earned a BA Degree in Exercise Science from UNM, and certifications from the National Academy of Sports Medicine and the American Strength and Conditioning Association. Within three months of receiving his BA Degree, Luis was the proud owner of his own business - Upward Motion Personal Training. That is the 'Now' part of the story. The 'Then' part of his story included the above

referenced migration from Las Cruces, but, sadly, it also included Luis' father passing away when Luis was only 12 years old. Growing up without his father's assistance was difficult, and his Mom began trying a few different things to keep Luis out of trouble (probably a pretty big job at that time). When he was 14 or 15 years old, she encouraged him to get involved with a gym. It turns out that was the very best thing. Up until that point, Luis did not have much self confidence, primarily caused by the negative the body image of the person that he would see in the mirror. At age 17, Luis decided to enter a body building competition at the gym. He worked hard and lost about 40 pounds on the way to sculpting a new, more confident person. The new Mr. Alvidrez, understandably, really enjoyed the good feelings that were brought about by the body image transformation. He decided that he was going to help bring that feeling, and the transformations, to other people. That gets us back to the 'Now' Luis Alvidrez. He is very knowledgeable in the many aspects of physical fitness. Upward Motion Personal Training has four basic aspects: Personal Training; Weight loss; Corrective Exercise; Athletic Training. The UMPT clients come there for a variety of different reasons. For some it is weight loss; for other, it is to become more accomplished in specific athletic endeavors; for others it is to return to a more sexy body; and for still others, it is for assistance with chronic pain that can be reduced by exercising specific muscles. Although each of those folks may require different types of training, everyone will be involved in two required components: exercise and nutrition (with more time being spent on nutrition). The exercise aspect includes high intense cardio and strength training. Both have to be a part of the program. High intense cardio will help burn stored energy (calories), but doing only cardio will use up muscle before using up fat. The strength training is needed to rebuild the muscle. To get improvement, it is certainly not beneficial to be in a cycle of just dumping calories in, then trying to burn them up before dumping more in. That is where the nutrition aspect comes into the picture; and why it is the more important one. Nutrition involves carbs; proteins; and fats - and the good and bad of each. There is a whole lot more to it than just saying "eat this" or "don't eat that". Luis knows an incredible amount of all this, and he knows how to put together a plan, a guide, an encouragement program, and what ever else is beneficial for each client to achieve their own specific goal. It would be a good idea for each of us to check out the person in the mirror. Most likely, many will discover that our 'now' image more closely resembles Luis' 'then' image and we could use a bit of a change. If you would like to improve your body image, get into better condition, or just take more control of your health, check with Luis 505-268-1231. He and his staff can provide whatever knowledge, guidance and direction is needed for you to reach your goal. They will include an exercise program to fit your personal situation; nutrition advice and guidance that will be specific; and encouraging guidance that is way more thoughtful and beneficial than just "get running" or "if it tastes good, then spit it out".

♦ **Welcome to our three newest members:**

**Palms Trading Company - Indian Jewelry, Pueblo Pottery - Representative: Guy Berger**  
**Sunwest Trust - Escrow and 401k Custodial Services - Representative: Terry White**  
**Service Master Cleaning - Commercial Office Cleaning - Representative: Jeff Barkoff**

- ♦ Check your calendar, and fishing equipment...there will probably be an EAGA Fishing/Camping trip to the San Juan on the first weekend in May. Friday, Saturday and return on Sunday. If you are interested, please contact Klint Hall - Lobo Wealth Management [klint@lobowealthstrategies.com](mailto:klint@lobowealthstrategies.com) 505-821-4300. More details and confirmation of the event will be provided if there is enough interest.

Contact information for Executive Director: **Mario Hernandez**

Phone: 505-239-0259

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

## Business Leads:

LASER EYE CENTER opening at 6401 Holly NE  
RISE NUTRITION is opening at 5504 Menaul NE  
-Lionel Specter—Zeon Signs

## Reciprocity:

Thank you to Bobby Jackson—Parts Plus for an opportunity at commercial roofs.  
Thank you to Mark Tobiassen for the roofing opportunity at his residence.  
Thank you to Kit Turpen—HUB Insurance for roof maintenance opportunity on commercial property  
- Bill Elliott—AAA Roofing

Thank you to Jim Asperger—Crest Mechanical for XL Scientific possible lead.  
-Jeff Sakamoto

Thank you to Frank McCallister—Color New Mexico for great job painting our offices.  
Thank you to Aaron Rodgers for several electrical jobs - awesome service.  
- Michael Berezniak—ABQ Pipe & Pump Supply

### ◆ Second announcement of a prospective new member:

#### Windsor Door Sales

Representative: Mike Wilson, Residential Construction Manager  
Category: Garage Doors-Commercial & Residential  
Sponsor: Andy Pomroy

If you have an objection to this person 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.

## Badge Board Greeters

Jan 31st     Jukka Jumisko—WSI Web Enhancers  
Feb 7th     Michael Johnson—Shockwave Defense / Lou Rodges—Merchant Retriever Services  
Feb 14th     Garrett Hennessy—TLC Plumbing  
Feb 21st  
Feb 28th     Steve Grant—Downtown Bed & Breakfast  
Mar 7th

## Upcoming Speakers

Jan 31st     Adam Halpern—Dental Cooperative  
Feb 7th     Paul Jew—Moji Studios  
Feb 14th     Robert Biernacki—Waterquest Landscaping  
Feb 21st     Kiri Mathsen - Refugee Services  
Feb 28th  
Mar 7th

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