

# EAGA Business Builder

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## Today's speaker was Paul Jew - Moji Studios



Paul is one of three sons of Harry and Jeane Jew. Harry and Jeane are two of the more special things in the US that were made in China. Paul's parents immigrated to the United States in the mid 1900s. The Immigration Office folks couldn't properly pronounce the family name, so when filling out the necessary forms and papers, the immigration people just 'Americanized' the name to how they thought it sounded.

周 Zhou (hopefully I have that correct), was converted to "Jew". In 1959, Mr. and Mrs. Jew opened the New Chinatown Restaurant here in Albuquerque. In 1976 they built a new, special structure. It was designed with Hong Kong architecture, and capable of seating 450 people for special events. It was even used in a few movie scenes. Starting when he was 12 years old, Paul worked at the restaurant as a busboy and dishwasher. He not only learned how to wash a dish and clean a table, but he also learned even more important aspects of a successful business—delivering great service at a great value. The younger Mr. Jew graduated from Highland High School and then attended University of California, Irvine where he received a Bachelor Degree in Psychology and a Masters Degree in Business. In 1983, Paul married Judy. They have two sons, Brandon, currently attending UNM, and Corbin, a freshman at Hope Christian. After receiving his degrees, Paul worked in the marketing industry in California for a short time before returning, in 1983, to Albuquerque to assist in running the business operations of his brother Kim's photography business. The two brothers expanded the company to multiple locations, and along the way, acquired a substantial amount of work in group photography—high schools; athletic teams; churches; etc. That group work was quite different from the individual portrait type photography on which Kim Jew Photography has originally been founded, and to a degree, was complicating that foundation work. In 2013, the brothers decided that Paul would form a second company to do the group photography. Paul named the new entity Moji. No...not related at all to the little smiley faces and little symbols. Those are "emoji" characters. Moji is a Japanese word meaning "to remember". Paul has expanded their business to now include video work. Research indicates that people pay more attention to advertising done by video than they do to ads done by text. 60% buyer conversion rate for web sites using video over those containing just text. Studies also conclude that a person's brain can process video about 60,000 times faster than text. Telling stories through videos are 22 times more memorable than the written version. Basically, all those studies confirm the age old belief that a picture is worth a thousand words (and moving pictures are worth a small novel). Moji has the staff, equipment, the skill and the knowledge to improve your advertising results. After viewing the examples of Moji produced video, it was very easy to see how the viewer would be able to feel personally connected to the company that was being advertised. Obviously that kind of association would make the viewer much more inclined to shop at the advertised business. Video photography is also a wonderful way to provide memories for family events, or for future generations to learn family history—directly from the family members themselves. If you are interested in using video to improve your advertising or your website presentation; to document your business' history or preserve your family memories, contact the US-Chinese Christian Jew, Paul at 505-255-6747. Also remember that 'picture is worth a thousand words' thing when generating or revising your operations manuals. Moji can help prepare professional training videos that would be of great benefit.

- ◆ Mario will be having a medical procedure and expects to be out of commission for about 4 weeks, starting February 21st. If you have any pressing EAGA business, that needs Executive Director participation, please get with Mario ASAP so that it can be taken care of before his leave of absence.
- ◆ Next week is the second Tuesday of the month, so it is 'Get To Know Your Member' day. Don't forget to put your business card in the bowl on your way in to breakfast; and take some one else's card out of the bowl as you leave the meeting. Schedule a lunch / coffee / meeting to get to know that person better. Whomever gets your card will do the same, so within the next month, each participant will have been able to learn more about two other members and their business.

Contact information for Executive Director: Mario Hernandez

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## Business Leads:

CLEAN MACHINE Car Wash two new locations: 6016 Central SE and 4200 San Mateo NE  
- Lionel Specter—Zeon Signs

## Reciprocity:

Dan Mowery is looking for someone that is driving to Phoenix sometime in the next few days. He has some precious cargo that needs to be delivered to family there. If you are able to assist, please give Dan a call at 505-480-8526.

- ◆ There will be a Board of Directors meeting immediately after breakfast on Tuesday, February 14th.
- ◆ EAGA 2017 printed Member Roster will be available at our meeting this coming Tuesday.
- ◆ First announcement of two prospective new members:

Rio Grande Title Company, Inc  
Representative: Mark Bidwell, CEO  
Category: Title and Escrow Services  
Sponsor: Mark Tobiassen

NM Solar Group  
Representative: Ryan Wallace, Owner  
Category: Solar Company  
Sponsor: Adam Tafoya

If you have an objection to either 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

Feb 14th	Garrett Hennessy—TLC Plumbing
Feb 21st	
Feb 28th	Steve Grant—Downtown Bed & Breakfast
Mar 7th	Rick Reese—Blue Ristra
Mar 14th	Jerry Becker—Steamatic / John Campbell—Tonsorial Parlour
Mar 21st	Mark Abramson—Los Ranchos Gun Shop
Mar 28th	Guy Berger—Palms Trading / Scott Lardner—Rocky Mountain Stone
Apr 4th	Adam Tafoya—New York Life

## Upcoming Speakers

Feb 14th	Robert Biernacki—Waterquest Landscaping
Feb 21st	Kiri Mathsen - Refugee Services
Feb 28th	Rion Marcus—New Mexico Chiropractic Center
Mar 7th	
Mar 14th	
Mar 21st	