

EAGA Business Builder

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Today's speaker was Jeff Barkoff—ServiceMaster Clean



Mr. Barkoff is an Albuquerque native. He attended, and actually graduated from, Highland High School in 1979. He continued a formal learning adventure and received a Marketing Degree from UNM in 1983. While at the university, he also managed to get the attention of a three-time State Tennis Champion and in 1983, they were married. The

Barkoffs have two children; the oldest is a dentist in Denver and the youngest is at home here in Albuquerque. Once upon a time, Jeff was also a pretty good tennis player. Wonder if he took up the sport in college to stay near the wonderful female State Champion. Whatever the motivation for playing, Jeff was pretty good at it and even participated in seven Nationals tournaments. He still likes the sport, but doesn't get on the court much anymore. These days he gets a lot of his exercise as a hiker in the area near his second home in Pagosa Springs. Not long after college, Mr. Barkoff became a manager of a Blockbuster movie rental store here in Albuquerque. It was a bustling industry, and enterprising Jeff advanced up the corporate ladder. By the time the 21st Century arrived, he was a Regional Manager; overseeing 40 Blockbuster stores in New Mexico and Wyoming. In 2004, that ladder, along with his advancement dreams, crashed down. People no longer wanted to drive to a movie rental place to get a VHS (sure you remember those) movie; and they wanted even less to drive to the rental place to return it. Satellite TV; mail subscriptions; and the internet turned the Blockbuster company into a neighbor of the Acme Buggy Whip Company over in Nowheresville. So what should a not very wealthy 43 year old guy who is responsible for the wellbeing of a wife and two children do? This particular guy began looking for any option that included not working for someone else. He remembered a message he had read in the book titled "The Millionaire Next Door". That book urged someone wanting long term success to pick a "...dull and normal" business". Something that "...fulfills basic necessities using things produced in the United States". Jeff had his antennae up for opportunities when something appeared. A business was for sale and it had the traits emphasized by the book. It was a good opportunity...at least that is what the three previous owners said. But those unsuccessful owners were not Jeff Barkoff. He purchased the company and has remained its 4th owner for nearly 14 years. His intelligence, determination and innovation have improved and expanded the business. It continues to grow and has absorbed 3 competitors in the last 18 months. There are 80 employees cleaning a variety of commercial businesses in our area. Most folks think of 'commercial cleaning' to mean mopping and polishing corporate offices. Although it may qualify as a "dull, normal business", it is a lot more than mopping and polishing corporate offices. Jeff's company does that work, but they also have clients that are car dealerships; manufacturing companies; and movie theatres. They have a stable, competent crew and, probably more important, they have qualified and expert night supervision. ServiceMaster Clean provides a non-unique product, and has managed to stay ahead of the competition (or as previously noted, just absorb the competition). ServiceMaster Clean can provide quality services for any commercial entity. There are none too large, and none too small. If you are interested in finding out more about what Jeff's company can do for your company, give him a call at 505-891-8943. ServiceMaster Clean will not only provide a clean working environment for your employees, but also a clean and positive environment for your visiting customers. When you give Jeff a call, take a minute to ask if there is really a bird feed black-market for that renegade theatre popcorn. And as an unrelated caution: If you are talking to Jeff at one of our breakfast meetings and he doesn't recall a conversation from the prior week...ask a question about golf and one about tennis. If he knows the golf answer and not the tennis one, be cautious. The Barkoff boys may be playing a practical joke and you are actually speaking to Jeff's twin brother who has been known to frequent the Tanoan golf course.

- ◆ Please note: The meeting this coming Tuesday (March 21st) will involve a discussion of our By-Laws. Study ahead by getting a copy of the by-laws from our web site eaganm.com
If you don't remember your username and password: Go to the site; below the log in box that appears, click the phrase "Lost your pass word?". Enter you user name (first initial and last name) or your email address (likely to be the one where you received this email). Log on credentials and instructions will be emailed to you. If all else fails, send me an email and I will forward you a pdf format copy of the by-laws.

Business Leads:

None written

Reciprocity:

None written

◆ First announcement of two prospective new members:

Sagecore Technologies

Representative: Nathan Martin, President

Category: Cloud Technologies

Sponsor: Raul Rodriguez

Axcess Financial Group

Representative: Mark Zapatka

Category: Employee Benefits Consulting

Sponsor: Kevin Lorenzen

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 - 505-259-5959), as soon as possible.

- ◆ EAGA Fishing /Camping Trip will be May 5th through May 7th—sign up sheets are being circulated at our breakfast meetings. If you plan to attend, please fill out the information requested on the sheets. For more details about the event, contact Klint Hall 505-831-4300, or visit with him before / after breakfast on Tuesday.

Badge Board Greeters

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
Apr 11th	Terry White—Sunwest Trust, Inc.
Apr 18th	Lou Rodges—Retriever Merchant Services / Brandon Saylor
Apr 25th	Jeff Barkoff—ServiceMaster Clean
May 2nd	Steve Grant—Downtown Bed & Breakfast
May 9th	Tom Keleher—Keleher & McLeod

Upcoming Speakers

Mar 21st	EAGA By-Law Discussion
Mar 28th	Mike Blomker—Merry Maids
Apr 4th	Donald Brainard—Winrock Town Center
Apr 11th	Carla Sonntag—New Mexico Business Coalition
Apr 18th	
Apr 25th	

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: hernmar129@yahoo.com

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