

EAGA Business Builder

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Today's presentation was by Mike Blomker — Merry Maids



Mr. Blomker started his presentation with a nice discussion about his family. He is married to Paige; his partner in more ways than one. When this guy from the North Star State married the girl from the Sunflower State, they had three great children. Oldest daughter Jacqueline is married to a gentleman from Amsterdam. They now live in Houston and are the parents of the first Blomker grandson. Youngest daughter, Monica is also married. To a an Air Force NCO. They have just returned from a deployment in England and are now living in Oklahoma - experiencing their third form of English language. Dillon is the only son of the family. He is not married yet because he is only 9 years old. Even though it is still a few years away, he has his eye on a baseball, or some other good-time athletic career. But back to before the family: Mike grew up in Minnesota. He went to college at St. John's University. That is a Catholic school, and Mike was the Lutheran in the room. Even though he may not have been aware of all the Catholic tricks, he still graduated—with a degree and a four year commitment from his Army ROTC scholarship. His tour of duty, as an officer in the Medical Service Corp, got him stationed at various USA based locations. He was a Field Medical Assistant in M.A.S.H. type units. In 1989, after completing his active duty requirement, Mike stayed in the reserves (even longer than the original required 2 years). That year, he also decided to come to Albuquerque to run his father's company; Merry Maids. For the next 5 or 6 years, things went well. The company grew as business increased. In 2005, the younger Mr. Blomker decided that it was time to leave the reserves...but the reserves has one last hurrah in mind first. His reserve unit was sent to Afghanistan for a year. It was one of those "glad and proud to have experienced it...more glad and proud to be home" adventures. While Mike was away, Paige kept the business running . And as usual, she did a great job. More good days for the company...until the 2007 economic downturn. The Blomker's Merry Maids kept going, but it took a few, major changes to make it work. They consolidated the Albuquerque offices; drastically reduced overhead (without having to lay off any staff); and progressed onward. Over the years, staff has decreased through attrition, but the efficiencies that the Blomkers put in place have allowed the company to regain its old business levels, even with the smaller staff. Mike has given himself the title "Chief Innovative Officer". He can change anything he wants and enjoys the ability to look at things from outside the industry norms. Most of the national Merry Maid franchises acquire new business via phone sales. The non-Blomker owned ones use a type of script that engages the potential customers by asking a wide range of questions; taking about 18 minutes to get through the tedious ordeal. Mike has revised that process for his company. He does use phone calls for securing new business, but Mike's employee doesn't do much questioning. Instead, they encourage the potential customer to do all the talking. The folks are glad to tell about their home; their concerns; their needs; their expectations. The technique takes only a few minutes and has proven to be much more successful than the interrogation method. This local Merry Maids franchise is able to look at the business from the customer's perspective...and that has had a very positive result. For the industry, the average rate is 21% for getting commitments for desirable long term cleaning contracts. Mike's process has a 45% success rate. "Success" means securing cleaning contracts that are more than just the one time event. Merry Maids offers a variety of cleaning frequencies. They have one-time; weekly; bi-weekly; and monthly agreements. Mike also offers an "on call" option; which is much easier than saying "one time cleanings, 3 or 4 times a year, as circumstances require". Mike's Merry Maids have the knowledge; the experience; the reputation; and the desire to be the best at what they do. If you would like to use their exceptional cleaning services at your home, contact Mike at 505-294-1411. You might also ask for him to talk about the places he worked during his Medical Corp adventures - like Tinian, the island from which the Enola Gay and its Little Boy cargo departed. Be cautious if you ask for other Medical Corp stories though. Those could get a little unnerving for the squeamish among us.

◆ Welcome to our newest member:

NM Solar Group - Representative: Ryan Wallace

◆ Please note the date changes for upcoming EAGA events:

The Golf Outing will be May 6th at Sierra Del Rio. Cost is \$20 for members; \$65 for guests.
Event Chairman is Jerry Becker. Sign up sheets at Tuesday's breakfast.

The Fishing Trip will be the weekend of May 13th

Event Chairman is Klint Hall. If you have not already signed up, or if you have questions about the details, you can contact Mr. Hall at klint@lobowealthstrategies.com

Business Leads:

PURLIFE is opening at 9800 Montgomery NE—Medical Canibis
NEW MEXICO ESCAPE ROOM is opening at 4401 McLeod Rd NE
Lionel Specter—Zeon Zigns

Reciprocity:

Thank you to Mark Abramson for ordering a pistol for me.
Thank you to Bill Elliott fro a new roof on my house.
- Mike Deveraux

Thank you to Andy Pomroy—Windsor Door for great response and service on my garage door.
- Jerry Becker

Thank you to Chuck Mitchell—Etheridge Tire for fixing my daughter's car.
Thank you to EAGA Members for your support during my time off.
- Mario Hernandez

Thank you to Paul Jew for helping my wife with some school photos for our granddaughter's school.
- John Menicucci

◆ First announcement of a prospective new member:

James Turpen LPCC
Representative: James P Turpen
Category: General Psychotherapy Services
Sponsor: Kit Turpen; Michael Berezniak

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper, (jdzipper@comcast.net - 505-259-5959), as soon as possible.

◆ Answers to last week's brain teasers:

1. The river was frozen.
2. An hour glass with thousands of grains of sand.
3. Take the first letter of each word and place it at the end. It will spell the same word backwards.
4. It contains each number, zero through nine, in alphabetical order.
5. Push the cork into the bottle then remove the coin.
6. The boxers are female.
7. The person was born in 2005 B.C
8. The man is playing Monopoly. He lands on a property with a hotel and doesn't have enough money to pay the rent.
9. The words are pronounced differently when the first letter is capitalized.

<https://www.forbes.com/sites/work-in-progress/2012/11/06/10-brainteasers-to-stretch-your-brain/#5462c0611ded>

Badge Board Greeters

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

Upcoming Speakers

Apr 4th Donald Brainard—Winrock Town Center
Apr 11th Carla Sonntag—New Mexico Business Coalition
Apr 18th SCORE
Apr 25th Adam Tafoya—New Your Life
May 2nd Ryan Wallace—NM Solar Group

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