

# EAGA Business Builder

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Today's presentation was by Soren Thomsen—TEMA Furniture



Mr. Thomsen is a native of Brønderslev, Denmark. Brønderslev is a small community of about 12,000 people in the northern part of that country. Denmark itself is only about 43,000 sq km in size; the entire country would comfortably fit inside the state of New Mexico. After finishing his primary education, Soren enrolled in a school program specifically designed for training in the furniture industry. In 1983, he went to El Paso (by way of Amsterdam; Indianapolis and Dallas) as a member of a student exchange program. Soren arrived in El Paso at night and remembers how neat the lights of the city looked as they flew in. The morning shed a different light on that city and it seems that Mr. Thomsen's best impression of El Paso was his first impression...at night. When the exchange program ended, Soren returned to Denmark, but his experiences in the US made him certain that he would return - which he did a few months later. It appears that, at that point, Soren's must not have realized that the USA is a big and diverse country because his return to the US again landed him right back in El Paso. OK - it is that his connections and best opportunities were there, but still... In 1993 Soren and his wife Barbara (yes, there was another great experience resulting from Soren being in El Paso) moved to Albuquerque where he became the Sales Manager for Benny Kjaer at Tema Contemporary Furniture. Some milestones of TEMA: It was started in 1982; In 1989 they moved to their current location on Montgomery; In 1995 Soren designed their current logo; In 1996 (well before many businesses) they launched their website; In 2002 Soren took over operations of the company; In 2008 Barbara formally joined the company's employment; and in 2011 Soren and Barbara acquired ownership of TEMA. Mr. Thomsen is rightfully proud to note that about 60% of their products are provided by North American manufacturers. Only about 20% (and that percentage is dropping) of their products come from China. In order to better compete in the furniture marketplace, TEMA became a member of a large buying group; Soren has also, since 2008, been one of the participants in a 26 member contemporary design group [the group provides opportunities for rebates, special pricing, financing and mentoring]; and Mr. Thomsen is also a participant in the Business Owners' Council. Through most of the first decade of this century, Soren's guidance improved business to nearly \$7 million in annual revenue. Then in 2008, the economic downturn took a major toll on their customer's discretionary income. Revenues dropped substantially. In the years since then, Soren and his team have brought things back to about \$5 million a year revenue; and they feel that they are better off than before. The revenue drought provided an opportunity for a review of operations, and the discovery of a few places where there could be some beneficial improvements. Today, the more efficient operations actually allow for more of the \$5 million to go to the bottom line than did with the \$7 million; and they have maintained the high level of product quality. Soren notes that his employees (cumulatively, 125 years of experience with TEMA) have played a major part in the company's renewed success and highly valued reputation. TEMA provides a variety of affordable, quality furniture. Some of their major manufacturers are: Lazar (design furniture); Mobican (bedroom sets); Copeland (solid wood bedroom and dining items from Vermont); Ekornes (reclining armchairs and sofas); and American Leather (premium leather and fabric items, including a king size sofa bed, from Texas). Besides the 'standard' furniture, TEMA also has patio furniture; some kid's furniture; lighting and area rugs. If you have a need for quality furniture, inside or outside; and any room of the house (didn't hear anything about tubs, so maybe not the bathroom), give Soren a call at 505-275-2121. And although he didn't mention it in his presentation, Soren may even be coerced into providing instruction and guidance about how to improve your Krolf game.

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### Business Leads:

McGinnis School of Driving (3 locations) to become McGinnis Driver Safety Centers, same ownership.  
 SHOES ON A SHOESTRING store at 9311 Coors NW, which closed, will re-open as RAINBOW jrs-shoes-plus-kids.  
 TAKAMI RESTAURANT Sushi-BBQ-Teppan is going in at 2100 Louisiana NE. Winrock, near Dave & Busters.  
 - Lionel Specter—Zeon Signs

### Reciprocity:

Thank you to Aaron Rodgers for purchasing a tool.  
 Thank you to Mike Blomker—Merry Maids for great service cleaning our home.  
 Thank you to Jim Asperger for being a great landlord and helping with insurance.  
 Thank you to Rick Reese—Blue Ristra for great new hats and books.  
 Thank you to Chuck Mitchell—Ethridge Tire for great service and pricing.  
 - Timmy Simms—Territorial Scaffold & Tools

◆ EAGA Board has approved accepting credit card payments for membership dues and fees. Everything should be available in August. More information and instructions will be provided in the next few days.

#### ◆ Puzzles for the day:

A. In a grade school classroom:

14 of the kids in the class are girls. 8 of the kids wear blue shirts.

2 of the kids are neither girls or wear a blue shirt.

If 5 of the kids wearing blue shirts are girls, how many kids are in the class?

+++++

B. **524127**

Add mathematical signs ( +, - ,), ( \*, / ) in between all or some of the above digits so the result of the created mathematical equation will be 100

Answer s: A. 19 B.  $5 * (-2 + 4) * (1 + 2 + 7) = 100$  <http://www.mindhow.com/12-challenging-brain-teasers-for-adults-with-answers>

## Badge Board Greeters

- July 25th Kevin Lorenzen—Aflac
- Aug 1st Mike Melloy—Petroglyph Animal Hospital
- Aug 8th Scott Peck—MP Group
- Aug 15th
- Aug 22nd
- Aug 29th

## Upcoming Speakers

- July 25th Tom McMahon—Sunquest Advertising
- Aug 1st Brandon Sayler—Interim Healthcare
- Aug 8th Guy Berger—Palms Trading
- Aug 15th Larry Kennedy—Walla Engineering
- Aug 22nd Andrew LoBue—The Grove Café & Market
- Aug 29th

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