

EAGA Business Builder

Volume 13

Issue 30

eaganm.com

July 25, 2017

Today's presentation was by Tom McMahon—Sunquest Advertising



Not Ed. Not Jim. This is THE Mr. McMahon - Tom. Tom McMahon was born in El Paso, Texas during the last century. He did not spend much time in El Paso though. He and his family were on the move a lot and Tom attended twelve different schools for his first twelve years of education. It is always good to make new friends, though probably a strain for a youngster when the new friends have to be made before getting to know much about the previous new friends. After his school years, Tom was in Lubbock, where he did some skydiving and some working as salesman for a camera company. It was an enjoyable thing—the

skydiving and the work, though it sounds like jumping out of planes was his more favorite thing to do. Tom's knowledge, confidence, and willingness to take on a new challenge got him an opportunity to be a salesman for different camera company; in a different city; in a different state. That Denver company was a good place to be. Mr. McMahon went from salesman; to Sales Manager; then to General Manager. Then the company was sold. Only a minor bump in the road for a versatile and determined guy, though. Tom took his skills to a camera company in Dallas. Those 'camera' stores were actually electronics stores. Selling cameras; and video equipment, car stereos, cell phones and various related things. The Dallas company had 11 stores and about \$80 million in annual revenue. Things again were going well, and Tom continued to learn more about the equipment. While working for the Dallas company, Tom invented that action camera you see providing souvenir snapshots of the screaming and waving rollercoaster riders. It was first used at the Six Flags-Dallas. Life was good...but then that company sold, too. Mr. McMahon decided that working for someone else was a pain. Next time, he would be the owner. In 1994, he and his family moved to Albuquerque and Tom opened his own camera store. Actually, the New Mexico version of a camera store—heavy on photo finishing work. But that was alright. It was a lucrative business...for a few years...before technology interfered. The developable plastic, silver halide coated strips were replaced by electrons. Instead of folks capturing memories via a multi picture roll of film that needed to be developed, and printed, the people began recording their memories on chips; to only print one or two at a time. They didn't need the photo finisher person much anymore. In 2000, Tom had the sad experience of working at a company as it closed; but this time he was the instigator. At that point, his past 40 plus years of work became just a photographic memory. Before we get into the current career of Tom McMahon, we should note that work is not the most important thing in his life. Tom's family is a pretty important part of his world. Tom met his wife, Jenny, on a blind date - about 45 years ago. They have two daughters: Stephanie is the oldest. A graduate of Texas Tech; a Green Beret; and the mother of two great kids. The McMahon's youngest daughter, Sara, is also a Texas Tech graduate. She started out on the less than studious path her first year of college, but then pulled things together. Sara graduated in 4 years, with honors. Her family has one child and Sara is now a Fashionista for Christian Dior on Dallas' version of Rodeo Drive. It sounds like Tom and Jenny are rightfully very proud of their girls—and the grand children. But since his girls' and their families live a distance away, Tom has to occupy his time somehow, and he does that at Sunquest Advertising. Their main claim to fame is the Premium Shopping Guide. The Guide is published 6 times a year; 150,000 printed each time. 110,000 of them are distributed to Albuquerque area residences; 30,000 to Santa Fe; and 10,000 are distributed via various racks. The publication has been successful for about 25 years. Having it delivered directly to the homes makes sure that the folks have to deal with it. Most of the time, the recipients review its contents and find one or two ads of interest...but they keep the entire magazine, giving other advertisers multiple opportunities for their promotion to be observed. The newest adventure for PSG is Premium Meal Deal—a membership program where folks that sign up are provided with coupons for discounts at local restaurants. The coupons are good for \$10 off; BOGO; or other discount options. Membership costs only \$8 per month (even less for longer term commitments), so one coupon use a month can easily cover the entire cost. Tom has set up a discount code specifically for EAGA members. The code will give you the first month free. To get the code, give Tom a call 505-821-4488. You should also ask about advertising your company's services in the PSG. Not only will your ad be in the printed guide, it will also be included on their website. If you want to find out more information about skydiving or Tom's adventures in that arena, go ahead ask about his first 44 jumps; or the pending birthday-celebration 46th jump. Don't ask about number 45... and definitely don't wish him luck by stating "break a leg".

Business Leads:

None noted today

Reciprocity:

Thank you to Mike Williams—Builders' Source for supplying conference room big screens for expansion.
Thank you to Jerry Becker—Steamatic for providing assessment and quote for facility deep clean.
- anonymous, but appreciative member.

- ♦ Meeting attendance has been great, even throughout the summer vacation season. As you can see below, we also have great participation for the Badge Board and Speaking slots. The excellent atmosphere, tremendous active involvement and general camaraderie are very much appreciated.

Badge Board Greeters

Aug 1st	Mike Melloy—Petroglyph Animal Hospital
Aug 8th	Scott Peck—MP Group
Aug 15th	
Aug 22nd	Andrew LoBue—The Grove Café & Market
Aug 29th	
Sept 5th	No Meeting—Labor Day Holiday
Sept 12th	Jim Asperger—Crest Mechanical
Sept 19th	Phil Houser—Document Solutions
Sept 26th	Andrew LoBue—The Grove Café
Oct 3rd	Soren Thomsen—TEMA Furniture
Oct 10th	Lou Rodges—Retriever Merchant Services
Oct 17th	Raul Rodriguez—Kings of Wrap
Oct 24th	Jukka Jumisko—WSI Web Enhancers
Oct 31st	Jeff Barkoff—Servicemaster Clean
Nov 7th	Paul Jew—Moji Studios
Nov 14th	Mark Tobiassen—Action Coach Business Coaching
Nov 21st	Kit Turpen—HUB International

Upcoming Speakers

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	Lynn Sharp—Sharp Law Firm
Sept 5th	No MEETING—Labor Day Holiday
Sept 12th	Klint Hall—Lobo Wealth Strategies
Sept 19th	Jack Thompson—Legacy Mortgage
Sept 26th	Kevin Lorenzen—Aflac
Oct 3rd	Raul Rodriguez—Kings of Wrap
Oct 10th	Adam Tafoya—New York Life
Oct 17th	Lou Rodges—Retriever Merchant Services
Oct 24th	Randy Baker—DRB Electric
Oct 31st	Mark Tobiassen—Action Coach Business Coaching

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