

EAGA Business Builder

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Today's presentation was by Mark Tobiassen—Action Coach Business Coaching



Mr. Tobiassen's appearance today was definitely great to see. Not only for the information and words of wisdom that he conveyed, but more importantly—because it was confirmation that he is recovering from the medical events that nearly ended his life (a couple of times) this past February. Although not all the way back to his pre-event self, Mark displayed much of the previous Tobiassen enthusiasm and energy. Way back before the illness: Mark grew up in Corvallis, Oregon. At the beginning of his presentation today, he displayed a photo of his participation in the 1976 high school state basketball championship game. He was grabbing a rebound well above the other competitors; certainly dispelling the rumor that “white men can't jump”. After high school, Mark attended Oregon State University, where he received a Business Administration Degree in 1983. Mr. Tobiassen

probably realized that he would not be too successful as a professional race horse jockey, so he headed into the business world. It wasn't long before he had landed a job with a company named Enterprise Leasing Company. Tenacious Mark was on the front side of a growth wave for that company. Enterprise expanded its clientele; and changed their name to Enterprise Rent -A-Car. During Mark's 22 year tenure with that company, he worked himself into a position as the executive in charge of their entire southwestern USA operations. He was obviously working well, but was losing enthusiasm and the 'general happiness' of showing up to work each day. It was time to pursue something else, so Mr. Tobiassen began Action Coach Business Coaching. While at Enterprise, Mark acquired an extensive knowledge of business management. But in addition to that valuable experience, he also won the heart of a wonderful lady that he met there. Mark and Nicole were married and they now have three sons and a daughter. Mr. and Mrs. Tobiassen are also partners in Action Coach Business Coaching. Their goal is to help their clients “create a bigger life by helping them create a better business”. The idea is that the business owner should build an operation that can be run efficiently by processes and staff—in a manner that gives the owner more time to spend on analysis and planning - and ultimately have more time away from the business to pursue personal goals. What is a business coach? Someone that you can bounce ideas off of; someone that will hold you accountable in pursuit of specified goals; someone to keep you focused; someone that is a knowledge base; a CEO for hire to help with objectives and oversight; someone that has been there. Mark uses the operation of a large ship as an analogy for better explaining the general plan: the business owner should be the captain of the ship; running things from the bridge. Often owners, instead, get caught up in the day to day detailed jobs below deck. From there, it is hard to see where you are going; hard to get time to plan or make beneficial changes. The action coach's job is to help the owner figure out how to make their way to the bridge and still have the business continue to run smoothly. Mark also provided a couple of beneficial tips for business owners in pursuit of excellence. “Mindset” is quite important. Having the proper mental attitude allows for more confidence in various activities and it allows the individual to sometimes have a major screw-up, but still succeed in the long term. Mark also advised in changing pen colors when writing plans or taking important notes. **That function requires both sides of your brain to become engaged in the process; and allows for logical and creative input to be active at the same time.** Currently, the Acton Coach philosophy is currently being taught in 72 countries. There are 108 of them in the United States, and the Albuquerque franchise is prestigiously ranked #2. That is an amazing accomplishment for Mark and Nicole's Action Coach Business Coaching. If you want to know more about what Action Coach Business Coaching can do for you and your business, give the Tobiassens a call at 505-933-6003. They obviously have the knowledge, experience and reputation to assist you with finding your way to the bridge - and probably even get you to the golf course, or the local pub, more often.

- ◆ Tech Tip from President David: Firewalls are your friend...your very good friend. The software firewalls provided by the current operating systems are good for basic operation, but are not sophisticated enough to protect from many of the hacks and virus attempts. A firewall appliance, properly configured and regularly updated are best.
- ◆ Our website is eaganm.com
 User name is the first initial of your first name and your last name (no spaces)
 The password is user defined. If you can't remember yours (or if this is your first time to log in) , click on the phrase “Lost Your Password?” that is located just below the log-in box. Follow the instructions to get logged in. Review the site; verify your information; get a feel for what is on the site and ideas on how it can be improved.

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Business Leads: None written down today

Reciprocity: None written down today

- ◆ **Second Announcement of a potential new member:**
ABQ Gold and Silver Exchange
Representative: Ed Karler
Category: Fine Jewelry
Sponsor: Yukka Jumisko

First Announcement of two potential new members:

EXP Home Realty Home Finder Team
Representative: Kevin Mullaney
Category: Residential Real Estate Broker
Sponsor: Rion Marcus

American Linen & Uniform Supply Co
Representative: Eric Berger
Category: Linen & Uniform Supply
Sponsor: Guy Berger

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

- ◆ Thank you to Mario for setting up the Balloon Fiesta evening event. There was good food; great beer and wine provided by Rio Bravo Brewing Company; and excellent weather, probably also arranged by Mario.



Badge Board Greeters

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

Upcoming Speakers

Oct 17th	Adam Tafoya—New York Life
Oct 24th	Randy Baker—DRB Electric
Oct 31st	Raul Rodriguez—Kings of Wrap
Nov 7th	Lou Rodges—Retriever Merchant Services