

EAGA Business Builder

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Today's presentation was by Lou Rodges—Retriever Merchant Solutions



Mr. Rodges is not a native New Mexican. He was actually born in one of the 4 letter states. Not Ohio, Utah or Iowa. He comes to New Mexico from Mississippi (there are only four letters, its just that some of them are used a bunch of times). Lou's father was a Pastor, but Lou did not follow in his Dad's career. Lou remembers his first couple of jobs very well though. As a youngster, he mowed lawns; then he chopped cotton. It was tough work, but Lou had his own money. He remembers using some of it to buy his school clothes - he was pretty tired of those checkered pants school uniforms. As far as being a rabble rouser and truant in his younger days---his Mother and Father were both school principals, so guess how that went. He does recall a time or two when he may have been slightly involved in something that was outside the proper behavior expectations of his parents. But Lou also remembers that the punishment was a bit more severe than what happens in today's world. And he still doesn't believe that his father was accurate when noting "this hurts me more than it does you". Judging from Lou's personality and friendly nature, he has definitely used all his growing up experiences to form a pretty good guy. Mr. Rodges also has a family that he is rightfully proud of. He has three daughters: Tabitha, the oldest, recently turned 21; Victoria is a freshman at CNM; and the 'baby', Aaliyah, is now 10 years old and keeping Dad pretty busy. Lou also has a professional life - at Retriever Merchant Solutions. That is a credit card processing agency. Every business that accepts credit cards has to have a credit card processing company that is the middle-man between your company and the credit card companies. That middle- man receives the transaction from the sale; gets the money from the appropriate credit card company; and gives the money to the selling company, less a pre-arranged fee. Sounds straight forward...but...are you regularly reviewing the monthly statements from your processing agency? The "pre-arranged fee" is probably a tangled web of many smaller, and varying fees. Are you paying for CNP activity? The Card Not Present charge can add an additional cost of \$0.14 per transaction. How about a penalty charge to your account for being non-PCI compliant on some transactions; but cknowledging compliance with no penalty on others. Your credit card method is either complaint or not. It cannot be both and possibly you are being charged an unwarranted fee. Is your agency giving you the benefit of Level-3 processing rates? That is a separate discount that should be applied to any "B to B" (business to business) and "G to B" (government to business) sales. If your company accepts a business credit card, or one that has bee issued to a government agency, your normal processing fee should be reduced by something between 1/2% and 1 1/2%. If you are not using Lou's company as a credit card processing agent, you may be using one of the unscrupulous processing companies that hopes you don't review and question entries on those monthly fee statements. Lou can help you review your statement (no matter who your current agency is). He will explain the various fees that you are being charged, and whether or not you have a reason to complain about incorrect ones. Or better yet, you may find a reason to change to Lou's company. To discuss any questions you have about credit card processing, or to sign up with a reputable, fair and quality processing company give Mr. Rodges a call at Retriever Merchant Solutions - 505-217-4393. He is always willing to assist. And when Lou puts his best foot forward, for a couple more weeks at least, it will still be the foot without a walking boot. Hopefully the ankle will be completely healed soon enough so that we are treated to the Rodges dance moves at our holiday party.

Contact information for Executive Director: Mario Hernandez

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email: eagaed@gmail.com

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

Business Leads:

None written down today

Reciprocity:

None written down at the meeting today. Check the new 'Shout Outs' section on our website to see any new postings there.

◆ **SPECIAL NOTE** - a change from previous announcements...

There **will not be a meeting on November 21st** because of the Thanksgiving holiday.

There will be meeting on November 28th.

◆ President Dave's Tech Tip of the Week: Network cables?

Network cables consist of 8 internal wires, arranged in 4 individually colored pairs. The secret is in the wrapping of wires, and pairs, around each other inside the cable casing. As electrical current travels through any wire, a magnetic field is created. That field interferes with the signal being routed through adjacent wires. There is a consistency in the magnetic field flow—called the 'Rule of Thumb' (making a fist with the thumb out, the curl of the fingers will show the flow of the magnetic field, and the thumb points to the direction of the electron flow.) Electrons moving in opposite directions will generate opposing magnetic fields, so when wires are twisted and wrapped around each other correct amount of times, it is possible to cause the magnetic fields to cancelling out each other. The result is a substantial increase in electron flow and maximization of efficiency. Engineers continually work on improving the wire wrapping and internal insulation to get even more distance and quality of the transported signal. Right now the standard is gigabit speed Category 5 (Cat 5) or Category 6 (Cat 6) cable .



◆ First announcement of a potential new member:

Kangen Water Center

Representative: Tim Baca

Category: Water Ionization Equipment Sales & Service

Sponsor: Kevin Lorenzen

If you have an objection to this company 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.

- ◆ The November Board of Directors meeting will be held on November 16th. Contact Mario, or David for time and location.
- ◆ Our December 5th meeting has been reserved for important EAGA business discussions. We will hold elections for new Directors and we will have a vote to ratify changes to our By-Laws. That meeting will be for members only, so will be closed to guests. Please make sure that you attend on December 5th, and that you get there on time (before 7:00 am). If you have questions about the meeting content, contact President David; Mario; or one of our other Directors.
- ◆ Tom Keleher announced that, this month, he will be retiring from the Law Firm and will move into the next phase of his life - pestering Greta, and enjoying other adventures. We all wish Tom a good future and hope to see him occasionally at Tuesday breakfasts and EAGA events.
- ◆ Our Holiday Party is scheduled for December 9th at Hotel Albuquerque. Cocktails from 6 to 7 PM; Dinner from 7 to 8 PM; 8 to 11 PM dancing and door prizes. Mario has been selecting some great items to give away at the party, and our holiday party is always an enjoyable event. Sign up sheets are available now, but there are only two meetings left for you to get your name on the list.

Badge Board Greeters

Nov 14th	Mark Tobiassen—Action Coach Business Coaching
Nov 21st	No Meeting - Thanksgiving Holiday
Nov 28th	Kit Turpen—HUB International
Dec 5th	

Upcoming Speakers

Nov 14th	David Dworsky—Team 1st Technologies
Nov 21st	No Meeting - Thanksgiving Holiday
Nov 28th	
Dec 5th	Business Meeting and Elections