

EAGA Business Builder

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Today's presentation was by Paul Jew—Moji Studios



Paul's family roots have been in Albuquerque since his grandparents, Wing and Lin Ong, came here in 1929. The second of their nine children was Paul's Mom, Jeane. She married Harry Jew and in 1959, they opened the New Chinatown Restaurant. The restaurant was rebuilt in 1976 to the Hong Kong design structure that is the New Chinatown Restaurant most recognized by our generation. Sadly, that structure was destroyed in a fire some years after Paul's family had sold it. Paul is proud to be a graduate of Highland High School -

and is even proud to recognize a few of our members as fellow Highland graduates. After high school, Paul traveled to California for a college adventure, then, degree in hand, returned to his old stomping grounds. The young Mr. Jew married Judy in 1983 and they have two children, Brandon and Corbin. Paul brought his business education back from California and began to assist his brother in improving and growing the Kim Jew Photography company. After about 30 years, Kim decided that his business had become too diverse. In 2015, the two brothers decided to split the clientele. Kim would retain the original portrait type photography work and Paul would take the school group and activity photography. Paul's company is named Moji Studios. The name means 'to remember'. In addition to the aforementioned school and group photography, Paul's company has learned another unique type of expertise. They create stories through photography. The idea began when Paul attended a photography conference and was exposed (pun intended) to a book called "Hero With a 1000 Faces" by author Joseph Campbell. Mr. Campbell's research concluded that all cultures share a commonality in the existence of myths. The myths are basically stories that are communicated from generation to generation. Humans are intrigued by adventure, and enjoy learning about people, and life's journeys, via stories. The process is even more enjoyable, and the story more memorable, when it is told via pictures. In his presentation, Paul noted that there are four important parts to a good story: People; Places; Plot; and Purpose. The uniqueness and complexity of the people of the story, along with their particular desires and motivations, allow a personal connection by the people hearing the story. Taking the observer to the 'Places' of the story lends an authenticity to the presentation. The 'Plot' is the journey taken - investigating the hurdles, complications, and decisions made along the way. The 'Purpose' is what the story teller wants the viewer to take away from the experience. We have all been witness to compelling stories and we have also endured boring stories --- well actually almost all stories are interesting and important...to the subjects of the story. The "compelling" or "boring" analysis is from the observer's perspective...and is most often, the result of the story teller's method, detail, and attitude. If the story teller doesn't do proper research; doesn't 'hear' what the story's subject is trying to convey; or doesn't recognize the importance of the process to the subject, the end result will not be as successful as it could otherwise be. Moji Studios staff have spent a lot of time learning how to properly tell a story. They know the importance of proper application of the 4 P's noted above, and guarantee that any story they produce will result in a quality and desirable product. Moji Studios will produce two types of story: Legacy and Cinema. Legacy type involves a historical record of people, families, or groups. Cinema type presents a story to educate; improve; or sway opinion. If you are interested in using Moji's services for telling your story; or if you want to take advantage of the cinema products that they can produce, give Paul a call 505-255-6747. Judging from the examples that Paul showed during his presentation, the legacy type video stories are definitely exciting; emotional; compelling; and interesting. Maybe some of the politicians of our community could use Paul's services to show the 'real person'; note the journey that they have taken to get to where they are today; delve into the personal experiences and tragedies that formed their thinking; and thereby, show how the person behind the image is really a good intentioned and reputable individual. Never mind. Paul's work just presents real actions and situations. It doesn't fabricate stories or results to make things look more rosy than they really are.

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Business Leads:

None written down today

Reciprocity:

Thank you to Joe Kirkpatrick—Auto Glass Services. Joe's team replaced the windshield on my truck. Great Service.
Thank you to Jukka Jumisko—WSI . We now have an amazing new website; modern and up to date.

Paul Losey—Covenant Schools of America

Thank you to Chuck Mitchell—Ethrige Tire for great service.

Larry Kennedy—Walla Engineering

Thank you to David Rodriguez—Computer Solutions Group for the great service

Jack Zipper

◆ President Dave's Tech Tip of the Week: Microsoft Office 365

Microsoft has changed their marketing plan for their business software applications like Word, Excel, Outlook, PowerPoint, and others---as well as email. Microsoft no longer sells the applications that you buy; own; and upgrade as you want. The apps are now web based subscriptions. You purchase an annual license to use them. There are a couple of options for software rental bundles. Apps with cloud storage, but without email; apps with storage and email; email only. If you discontinue your subscription to Office 365, you will no longer be able to use the related apps.

- ◆ Our December 5th meeting has been reserved for important EAGA business discussions. The meeting will be closed to guests. There will be elections for new Directors and a vote to ratify changes to our By-Laws. Please make sure that you attend on December 5th.

- ◆ First announcement of a potential new member:

John Thompson Consulting, Inc.

Representative: John Thompson

Category: Lobbying, Consulting and Government Affairs

Sponsor: Adam Tafoya

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 (jdzipper@comcast.net or 505-259-5959) as soon as possible.

- ◆ Final call if you want to sign up for our Holiday Party on December 9th. Tuesday, December 5th will be your last opportunity to get your name (or the name of any guests) on the list. The event will be at Hotel Albuquerque. Cocktails from 6 to 7 PM; Dinner from 7 to 8 PM; then 8 to 11 PM dancing and door prizes. The event is free for EAGA members and their spouse/significant other. Guests are welcome and cost is only \$25 per guest.

Badge Board Greeters

Dec 5th	Jim Asperger—Crest Mechanical
Dec 12th	Robert Biernacki—Waterquest Landscaping
Dec 19th	
Dec 26th	NO MEETING - CHRISTMAS HOLIDAY
Jan 2nd	NO MEETING - NEW YEAR HOLIDAY

Upcoming Speakers

Dec 5th	Business Meeting and Elections
Dec 12th	Tom Keleher—Keleher & McLeod
Dec 19th	Jeff Sakamoto—Southwest Business Advancement, LLC
Dec 26th	NO MEETING - CHRISTMAS HOLIDAY
Jan 2nd	NO MEETING - NEW YEAR HOLIDAY