

EAGA Business Builder

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Today's speaker was Jay Weingardt—The Fitness Superstore



Jay is not a New Mexico native, but he just barely missed. He was born in Indianapolis, then, in 1964, the Weingardt family, along with one year old Jay, moved to Albuquerque. The first few years in Albuquerque, Jay's father owned and operated the Burger Chef franchises. In 1971, he changed to American Sandwich Shops, which he operated until 1979. That means that the younger Mr. Weingardt's first work experiences involved a lot of burger flipping. Growing up, Jay attended Annunciation grade and middle school before high school at St. Pius. Staying local, Jay attended the University of New Mexico where he received a

Bachelors Degree, and a Masters Degree in Nuclear Engineering. Who ever said that burger flipping doesn't give you a good base for moving forward? After receiving the prestigious degrees, Jay still stayed in New Mexico. - working for 'the Labs'. He even published articles while at Los Alamos where some of his research involved melting nuclear reactors. And we thought that Jay's glow was just a by-product of his great personality. After a short while, Mr. Weingardt decided that the nuclear industry was not the career he was searching for. The nuclear world may not be his primary job anymore, but it is still a pretty strong hobby. Jay was obviously already very knowledgeable on the subject, and he has kept up with things over time. His opinion is that nuclear energy is a safe product. Incidents like Fukushima Daiichi nuclear disaster definitely generated a ton of negative publicity about the industry and certainly caused a pull back on nuclear development. But Jay points out that there have not been any deaths attributable to that incident; and according to Japan "The no-entry zone around the nuclear plant makes up less than 3% of its area, while the rest is safe for tourists to visit".¹ Outside of the nuclear world, Jay actually has another good life - usually. He has managed to convince Kathy, his wife, to stay with him for 31 years. They have three great children. Karen is 20 years old and is attending college on her way to a business degree. Son, Colin, is a NMMI graduate (ask Jay to tell you that story some day) and is currently in his last semester of Graduate School. Son, Kendall, has a Masters Degree in Chemical Engineering, and is working on a new and promising water purification technology that you will probably be hearing a lot about in the near future. Kendall also has some notoriety as one of the folks that discovered a Mastodon skull near Elephant Butte a couple of years ago. And Jay's current professional life: In 1992 he purchased The Fitness Super Store. It was located on 2nd Street; had 2 employees; and had a lot of potential. Taking advantage of that potential, Jay increased the business to four stores (2 in El Paso and 2 in Albuquerque); 40 employees; and \$10 million in annual revenue. Then the business version of Fukushima Daiichi struck in 2008. The economic downturn hit a lot of companies and individuals; and the ripple effect rolled over Jay's industry. As revenues decreased, The Fitness Super Stores contracted. Today there are 2 locations (1 in El Paso and 1 in Albuquerque). Now that the economy is recovering, business is stable, but sales to retail customers (the other group is commercial customers) remains low. Jay attributes that to internet competition that has a distinct advantage of not charging sales tax. Jay's stores have some definite benefits though. They provide equipment of the best quality; for the best value. They do not sell inferior products. The Fitness Super Stores' staff is very well trained, and is experienced in excellent service. They also offer a 'low price guarantee'. Exercise equipment is the product, but Jay can't settle for just being knowledgeable about the equipment or service. He always takes things to the next level and has learned all the intricacies about exercise; and weight loss and muscle gain. He knows that short term weight loss is a not the ticket. Long term fat reduction is the key. Doing that in the proper manner will naturally increase muscle and lead to the desired results. There is a lot of knowledge in that Nuclear Engineer's head. He explained about how the chemical Leptin tells you that you are hungry. He told us about how different parts of the body consume calories while you are at rest, the heart consumes 8% of the calories; the liver 19%; fat 3% (yep fat consumes calories) and the brain consumes 20% (Jay didn't note whether that was a standard number, or an average of older brains and millennial brains). Jay's presentation contained a lot of information that is helpful in figuring out how to approach a long term exercise plan. And, The Fitness Super Store can provide you with the equipment to assist in getting you to your goal. Jay can tell you what is best for what you need: maybe a recumbent elliptical; or an inversion & stretching machine; or one of their many other personal torture devices. The Fitness Super Store also installs weight room flooring; and they have swing sets for children's exercise. If you would like to tap into some of Jay's extensive knowledge, or have his staff provide you with a tour of some of the equipment, give Mr. Weingardt a call at 505-345-5985. He can also tell you about the spectacular electrical bicycles which are apparently very good exercise devices. They work so well that there is an almost immediate reduction in the size of your wallet (they cost about \$3,000).

1. <https://www.japan-guide.com/list/e1208.html>

Business Leads:

None noted today

Reciprocity:

None noted today, but see David's Shout Out to Michael Caldwell on our website. Look to the bottom of the screen as soon as the initial web page appears.

- ◆ Today, Past President David Rodriguez was presented with a plaque formally conveying our appreciation for a job very well done.
- ◆ President Soren Thomsen officially took the helm, conducting his first meeting today. Since David never missed a Tuesday meeting during his term, Soren never got the chance to 'practice'. It was obvious today that Soren didn't need any practice and will be doing a fine job for the next 6 months.
- ◆ President Soren provided some of the plans for his term: Increasing membership by a net of 3; making sure that there is a Golfing Event and presiding over another enjoyable Summer Bash, among others.
- ◆ There were 10 tables at breakfast today and nearly every seat was taken. GREAT JOB, GENTLEMEN! The benefit is in the participation. We are obviously on our way to another very good year.

Badge Board Greeters

Jan 16th	Tom McMahon—Sunquest Advertising
Jan 23rd	Scott Peck—MP Group, Inc
Jan 30th	Paul Jew—Moji Studios
Feb 6th	
Feb 13th	
Feb 20th	
Feb 27th	Raul Rodriguez—Kings of Wrap

Upcoming Speakers

Jan 16th	Andrew Sanchez—Ravelco of New Mexico
Jan 23rd	Leon Marler—Marler Manor
Jan 30th	Stan Byers—Milagro Media
Feb 6th	Robert Biernacki—Waterquest Landscaping
Feb 13th	Mike Skolnick—Excalibur Realty
Feb 20th	Phil Kenny—Trucks Unique
Feb 27th	Eric Berger—American Linen & Uniform Supply
Mar 6th	Pat Maloy—Maloy Mobile Storage
Mar 13th	Manny Corrales—Vigilant Security Management

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