

# EAGA Business Builder

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## Today's speaker was Eric Berger—American Linen & Uniform Supply



Mr. Berger has roots in New Mexico, where he was born, but he also has worldwide roots. Some extend to Poland; some to Germany; and some to Italy. Eric began with the Polish heritage. That would be one quarter of his genes. His grandparents came to New Mexico around the 1900s. Mary and George (not even going to attempt to properly spell their last names) began a homestead in the Zuni Mountains near Ft. Wingate, which is near Gallup. They had experience working on steamships, so figured that operation of the US Wild West railroads had to be similar enough for them to quickly learn that work. George lasted

awhile before he chose to head back to the Old Country. Grandma Mary was not one to throw in the towel though. She, and her three girls, would stay make a go of it in the New Country. Mary was apparently a tough lady. She worked for a period of time in the coal mines around Gallup. Then she had another opportunity for better money—making moonshine. She had a good sized still, and quite a few appreciative clients. She must have also had a good 'early warning system', because it sounds like the Revenuers hunting white-lightening sources in her area, only found inebriated pigs whenever they got to Grandma's place. Mary met, and later married, Charlie Berger. He was a Master Gardener and a Master Carpenter. Charlie was about 15 years older than Mary, but, from what we've already heard about his feisty wife, probably no one accused him of robbing the cradle. The Bergers had three children: Paul, Liz and Charles. That's where Eric's one quarter German genes come into play. Eric's Italian roots stretch to Segromigno (in the northern part of Italy-near Florence and Pisa). A family with five brothers lived there. First Joe and Louie found sponsors, and were able to come to the USA. Later, Guido and Frank similarly made the voyage. The fifth brother stayed in Italy to take care of the parents. Luckily for Eric, Guido was not the one that stayed behind. Guido and Fanny Franchini married and became Eric's future maternal grandparents. The Del Frates, the Italian side of the family, already lived in Albuquerque when Eric's future father moved here. One thing led to another and Eric's parents met, and were married in 1958. They had three sons: Eric, Greg and Guy (no indication whatsoever that they were ever nicknamed the EGG brothers). While growing up, the boys had some great times, including adventures while visiting the old homestead in the Zuni Mountains...where, possibly they encountered spirits (pun intended) of the old moon shiner days. Since this is about Eric, we should go specifically down that fork in the road now. Eric grew up in Albuquerque. He attended West Mesa High School where he may or may not have acquired a really good education. Next he went to University of New Mexico and received a degree that qualified him to be a coach and teacher. That was book-learning though. Real life experiences are not often the same as studies imply they would be. After not too long, Eric decided that his career plans did not include spending most days trying to keep from damaging unruly students. What should he do then...why of course...join the Police Department. Alright, that wasn't the fix either. So he, and a couple of friends, went on a two month tour of Europe. It sounds as though they had great fun, and it must have cleared his thinking. Eric has since had a long run with Southwest Distributing, but an even more important development - about 36 years ago, he married Jalene. They have two children: Daughter Kylee is a former volleyball star at St. Pius High School; and this coming June, will become a Law School graduate. Son Charlie received the prestigious "All Around Graduate" award his senior year at St. Pius High. He worked hard to get an appointment to the Air Force Academy, but when it did not happen, he moved on to the next best thing. He is attending the University of San Diego on a Naval Scholarship. He will be a Systems Engineer, and will get to drive airplanes - with dreams of becoming an astronaut. Eric is also on his own next adventure. He is the Area Sales Director for the Albuquerque branch of American Linen & Uniform Supply. American Linen has been in existence since 1949. Historically they operated primarily out of their Las Cruces area facilities, covering the southern part of the state, and El Paso, Texas. Now, Eric has joined their team and has been charged with developing and growing their business out of Albuquerque. If you want your company's staff to be very presentable - in freshly washed and pressed uniforms; if you want to have clean shop towels; linens; mops (wet or dry); or mats, check your options at American Linen. Mr. Berger and his staff can provide you with any laundry needs your business may have, or rental uniforms that you may want. The products are first quality, and the service is exceptional. American Linen's pricing is very competitive, PLUS they do not tack on the service fees like their competitors do. That, alone, can result in quite a savings for your operations. If you have a need for commercial laundry services or regularly cleaned and pressed uniforms for your crew, give Eric Berger a call at 505-288-1839. He can also set up a program with the new Hi-Vis items for your wife to wear, so that you can more easily keep track of where she is in that shopping mall crowd.

## Business Leads:

KOKOPELLI ANIMAL CLINIC is opening at 3301 Coors NW.

CBD BOTIQUE is going in at 10250 Cottonwood Park NW.

- Lionel Specter—Zeon Signs

## Reciprocity:

None written down today

- ◆ EAGA is now able to accept payments via credit card. If you are interested, please contact Lou Rodges—Retriever Merchant Services. He will tell—show—you how to get it all set up.
- ◆ Mario has announced that he is resigning as our Executive Director, effective March 31st. The recent loss of his father requires that Mario spend quite a bit of time on family matters, and along with his increasing work schedule, Mario is concerned that he will not be able to spend the proper amount of quality time on EAGA business. Our Board of Directors is currently reviewing replacement options and will make a decision shortly. We all certainly express our most sincere gratitude to Mario for a job very well done. He took on the task with the thought that it would be on an interim basis, for six months. Since that commitment was made in June, 2013, Mario will be just short of fulfilling the 6 months plan — for the tenth time in a row. THANK YOU, MARIO. Our wishes are for only good things in your future.
- ◆ Happy Birthday to Lionel Specter. He started the celebration of his 85th (or is it the 86th - you can't tell by looking at him) birthday by sharing some scrambled eggs and a bagel with the EAGA crowd. We can only hope that his day became a lot more fun as it progressed.

## Badge Board Greeters

Mar 6th Mark Bidwell—Rio Grande Title Company

Mar 13th

Mar 20th

Mar 27th

Apr 3rd

Apr 10th

Apr 17th Kevin Lorenzen—Aflac

Apr 24th

## Upcoming Speakers

Mar 6th Pat Maloy—Maloy Mobile Storage

Mar 13th Ron Pattison—Pattison Pension Specialists

Mar 20th Phil Houser—Document Solutions

Mar 27th Paul Jew—Moji Studios

Apr 3rd Tim Baca—Kangen Water

Apr 10th Manny Corrales—Vigilant Security Management

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