

# EAGA Business Builder

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## Today's speaker was Paul Jew—Moji Studios



Paul was born in Albuquerque in 1958. He has two brothers, Kim and Stan that were also born here. Paul married to his wonderful wife, Judy, in 1983; and they have two sons, Brandon and Corban. Mr. Jew earned a B. A. Degree in Psychology and an M. B. A. Degree from University of California, Irvine. His father (Harry) was quite a determined person. The elder Mr. Jew was born in the Canton region of China but was orphaned relatively soon after birth. He was adopted, but his adoptive father died when

Harry was only 5 years old; and only 10 years later, at the age of 15, Harry came to America. Paul's father went through a 3 month processing at Angel Island before entering the country. All alone, and searching for opportunities, he was able to get a ride to Pampa, Texas in order to be near a cousin, and that cousin's restaurant where Harry could work. At 17 years old, Harry joined the military, where he was part of the Flying Tigers group in World War II. Luckily for all of us, he got stationed in Albuquerque—and stayed. He married in 1951, and the family became an important part of the community. Mr. and Mrs. Jew opened the New Chinatown Restaurant in 1970 and operated it at its original location for about 5 years, before moving to a new, uniquely designed, facility, and operated there until 2000. At one point, they also owned the Tiki Kai Restaurant & Lounge. Paul is obviously, and understandably, quite proud of his family history. His story is an example of something that other folks would be very interested in hearing. Maybe Paul could find a professional that knows how to create interesting, informational, and educational videos of special events or compelling family histories. To find that sort of professional, Paul need only look as far as the closest mirror. His business, Moji Studio, is a photography company. They capture images for a variety of uses. Head shots for professional presentations. Identifications, or advertisements; family portraits; and individual or group shots for family or organizational memorabilia. Moji's newest adventure is the development of video stories. It has been said that stories are 22 times more memorable than facts alone; and video stories are more impressive than verbal stories. That is not as easy as it sounds. There is a definite challenge in weaving various random events into an organized story. According to Paul, there are 4 "P"s (5 if you count "Paul") to accomplishing that task. "People": emphasizing the uniqueness of the individuals. "Place":emphasizing where the events happened. "Plot": involving how the story's hero progressed through the situation...encountering challenges, finding guidance and ultimately succeeding. "Purpose": What does the story teller hope to accomplish. Paul and his crew have extensively studied, trained, and researched the proper and most effective way of creating video stories. During his presentation, Paul played three of his recent accomplishments - all involving EAGA members. Each video represented a different goal. The "Soren Video" was about Soren Thomsen and his TEMA Furniture business. It showed a brief history of the progress to Albuquerque and what the company can provide for customers. The "T.J. Video" was an emotion filled story about the hills and valleys of Mr. Maloys company's progress from its origin until today. It was the type of video that touched the heart and emphasized the authenticity of Waterjet's owner and staff. The final presentation was the "Manny Video". A story board type of product. Displaying the knowledge, professionalism and quality of service provided by Ortega Appliance Service—all from a customer's perspective. Definitely a successful method of advertisement . Paul's presentation was a very good display of how videos can be used to accomplish different goals. If you would like to discuss how Moji's story telling professionals can benefit your business, your family, or even your following generations, give Paul a call at 505-255-6747. He and his staff will be glad to discuss your thoughts and plans, and they will produce a product to accomplish your goals, and make you very proud. While you are talking to Paul, encourage him to hire Moji to tell his family story via a video. It sounds like that would be a quite interesting thing...and the DVD should be at least 22 times more memorable.

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## Business Leads:

Payless Shoes @ 5011 Montgomery (Montgomery Plaza) will be replaced by Domino's Pizza.  
Smiles For Kids Orthodontics will open @ 9201 Eagle Ranch Rd. NW  
-Lionel Specter—Zeon Signs

## Reciprocity:

Thank you to Chuck Mitchell—Ethrige Tire for great work on my car.  
-Paul Losey—Covenant Schools of America

### ◆ Second announcement of a potential new member:

Crane Service, Inc.  
Representative: John Scott Wilson  
Category: Mobile Crane, Rigging & Heavy Transport  
Sponsor: Kevin Lorenzen

### ◆ Second announcement of a member company's request for change in representation:

Keleher & McLeod requests a representative change:  
Justin Breen, Attorney / Director of Keleher & McLeod  
to replace Tom Keleher, who has retired.

If you have an objection to either of these applications, 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.

- ◆ Kevin Lorenzen has taken the reigns as our Executive Director. The formal contact information remains the same as before, except for the phone number. To find that contact information, please see the box at the bottom of page 1.
- ◆ The EAGA Golf Tournament will be Friday, May 11th. Four man, best ball scramble format; shotgun start 1:00 pm. Cost is \$20 for members; \$79 per guest. Fee includes golf and lunch. As of last meeting, half of the hole sponsorships were already taken. If you are interested in sponsoring a hole, contact Jerry as soon as possible. Sign up sheets for both golf participation and hole sponsors will be available at Tuesday's meetings. If you have questions, please contact Event Chairman Jerry Becker.

## Badge Board Greeters

Apr 3rd	Mike Skolnick—Excalibur Realty
Apr 10th	Scott Lardner—Rock Mountain Stone
Apr 17th	Jukka Jumisko—WSI Web Enhancers
Apr 24th	Terry White—Sunwest Trust
May 1st	Mike Deveraux—Document Imaging of the Southwest
May 8th	Patrick Wallace—NM Solar Group
May 15th	Steve Grant—Downtown Bed & Breakfast

## Upcoming Speakers

Apr 3rd	Tim Baca—Kangen Water
Apr 10th	Manny Corrales—Vigilant Security Management
Apr 17th	Mark Abramson—Los Ranchos Gun Shop
Apr 24th	Leon Marler—Marler Manor
May 1st	
May 8th	
May 15th	