

EAGA Business Builder

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Today's speaker was Jukka Jumisko—WSI Web Enhancers



Jukka comes to Albuquerque from far away. Far, far away. He was born, and grew up, in Finland, which is about 8,000 km from Albuquerque, as the freezing crow flies. It sounds like his childhood days, probably all the way through his young adult days, contained many interesting experiences. To Jukka, those events were just usual happenings, but to us non-Nordic country folks, they were pretty amazing things. Like average size people jumping feet first into the snow from the seat of a snowmobile - to completely disappear. (If you missed the presentation, Google "Hide & Seek in Finland" to see what Jukka was talking about). Another more regular experience, was

taking a relatively long time to put on snow boots. It took awhile because, in Finland, the boots are worn without socks, but are instead, packed with hay to insulate the feet from the cold. Making sure that the hay is installed just right for comfort and warmth is very important. And that is before the entire top of the boot is wrapped tightly to keep snow from getting inside. Mr. Jumisko lived in a small community where his Dad owned a general store and was the largest snowmobile dealer in the country. Jukka's home was about 30 miles away from the schools, so his education included not only the time in the school building, but also the reading time during the trip. The route was actually a narrow, one vehicle, road with occasional wide places so that one car could pull off to allow someone going the opposite direction to pass by. The 30 mile trip took about 60 minutes, so there was plenty of time to read very many books that had been checked out of the local library. Jukka, being Jukka, calculated that his school years included travels of about 76,000 km - which translates to 47,000 miles; or two times around the globe. That's a lot of reading time. The 'Spring Breaks' in Finland were actually "Winter Breaks". During one of those times off, Jukka and his brother headed off on a hiking trip through the back country. They stayed in cabins along the way. The government built the log houses, and keeps them stocked with food and firewood, for just that purpose. The facilities were compliments of the government. The regular northern light shows were provided by a higher power. Jukka's world included many more experiences; but not all of them were of the happy-time type. Jukka is one of the more aware, concerned and determined gentlemen that you will meet. One example of those traits concerns his younger sister. She had kidney problems and after Jukka had moved to Helsinki for his first job, news came that his sister needed a kidney transplant and he was a perfect match. Not hesitating, Jukka went back home to donate. The transplant was effective, for a while, but at that point, his path had been a little disrupted. He decided to just move to the mandatory military service. After his tour of duty was completed, Jukka again headed into the corporate world. His sister was not faring so well though. The kidney transplant did not last very long, nor did the two others that she endured while still of high school age. His sister had multiple operations and as a result of those, had contracted a very serious infection. Jukka was notified that she only had a few months to live, but in a short time, the prognosis was reduced to only a couple of days. Jukka asked family to pray for his sister, but for some reason, they couldn't. A determined Jukka, knew what needed to be done, so he'd do it. Putting his life on hold again, he drove all night to get to the hospital. There, he found his very tired family at his sister's side. Jukka offered to stand watch while they got some rest. When all had left, Jukka prayed for his sister. It was a small prayer, but was exactly the right thing. By morning his sister's infection was completely gone. Its great to have someone with that wisdom, sincerity and confidence on your side. Shortly thereafter, Jukka went back to work - this time for Exxon Mobile in their Finland group's IT Department. From there he took a job with Polar, who was expanding their heart rate monitor operations. Jukka's job there was to build an IT infrastructure to connect the company's expanding activities in China, Germany, USA, etc. After about 3 years, Jukka had substantially completed the designated tasks. He asked the owner—"What should I do now?". How about running their USA office in New York. After doing that for about 10 years, Jukka found himself in Albuquerque. He phased out his involvement with Polar began concentrating all his time on the WSI company work that he had already been doing for awhile. So what is WSI? They are an internet marketing company. Primary concentration is on Google ranking, and Social Media Management. The two more important aspects of Google ranking are 1) Pay-per-click - paying Google based on the number of times that the visitor goes to designated sites; and Google has an interest in making sure that those sites appear first in search results. 2) Organization ranking - Basically, that is Search Engine Optimization. WSI knows what the search bots are looking for when determining which sites should get higher ratings. To take advantage of that, a website needs to be built to include 'key words'. Those are words or phrases that appear in multiple locations within the site. Such as: in the URL; in the site header; in the first and the last sentences. Additional benefits come from having links to the site from external locations. WSI knows how to make it all happen by using Google Maps listings; online directory listings; blogs that contain links to internal pages of the promoted site; press releases to be picked up by online reporting agencies; and on and on. The Social Media Management involves similar processes throughout various related platforms. If you want to figure out how to increase your business; improve (or establish) an online business reputation; or even get a more beneficial online presence, give Jukka a call at 505-850-9177. He can definitely be of assistance in enhancing your web. He can help with local recognition, and can help with global recognition. Right now Jukka is offering EAGA members a free website and social medial audit. So if you are one of those guys that believes the internet is not than just a passing fad, you might as well have WSI help you get the most from that world. If you don't feel that the internet is here to stay, you don't need help from WSI. You can Google "idiot" by yourself (that would be a search where you do not want to appear in the top results).

Business Leads:

None noted

Reciprocity:

Thank you to Robert Biernacki for the great service. "I CALI RECOMMEND"
- Larry Kennedy—Walla Engineering

If you have a working hunting rifle for sale, please contact Luis Alvidrez 505-261-2320

- ◆ The EAGA golfing event will be this coming Friday, May 11th. [An apology to all for the incorrect date referenced in the last bulletin]. Thanks to Jerry Becker for his hard work on organizing the event. He, and his committee, have everything ready for another enjoyable day on the links.
- ◆ You, and your spouse, are invited to join other EAGA members for a social gathering at 5:30pm, this coming Thursday, May 10th, at Rio Bravo Brewing Company, 1912 2nd St NW. A time to relax, visit with friends, and make new ones, and have an enjoyable evening. If you have questions, contact Pat Maloy.
- ◆ Please note that there will not be a meeting on Tuesday, May 29th because of the Memorial Day Holiday.

Badge Board Greeters

May 8th	Patrick Wallace—NM Solar Group
May 15th	Steve Grant—Downtown Bed & Breakfast
May 22nd	Raul Rodriguez—Kings of Wrap
May 29th	No Meeting—Memorial Day Holiday
June 5th	John Thomas Mead—John Thomas Jewelers
June 12th	Paul Jew—Moji Studios
June 19th	Mark Tobiassen—Action Coach Business Coaching
June 26th	Kit Turpin—HUB Insurance

Upcoming Speakers

May 8th	Terry White—Sunwest Trust
May 15th	Scott Peck—MP Group
May 22nd	Adam Tafoya—New York Life
May 29th	No Meeting—Memorial Day Holiday
June 5th	
June 12th	
June 19th	Guest Speaker
June 26th	

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