

EAGA Business Builder

Volume 14

Issue 35

eaganm.com

August 28, 2018

Today's guest speaker was Raul Rodriguez—Kings of Wrap



Raul's family is originally from Puerto Rico. They moved to the United States mainland in the 1950s. Coming from a warm climate country, they obviously migrated to Massachusetts. That area of the country certainly has a lot of hot air, but only during the political primary seasons. Raul has nine brothers and sisters...and he is the youngest of the group. Growing up, he was able to attend one of the Vo-Tech high schools. At least one week a month was spent in a shop class for his chosen expertise. For Mr. Rodriguez, that was Graphic Design. After high school, Raul went to the Art Institute in Boston to hone his creative skills. In 1985, he took a position with an engineering tech company, designing their presentation packaging. After 6 years, he moved into the semiconductor industry, working for the Digital Corporation. It was another six years when Intel recruited Raul to join their company as part of the New Mexico group in Rio Rancho. Over the next 19 years, he worked his way up to a Senior Tech status. In 2007, however, Intel began restructuring of its local plant. Raul would be able to stay with the company if he would be willing to transfer to Arizona or Oregon, otherwise he risked being phased out at the local facility. Raul, with encouragement from his wife, decided to not move, but to, instead, get his graphic design talents out of the closet. He bought a wide format printer and began to dabble in the new industry of banners, sign printing and architectural wraps. By 2010, it was time to take the tentative plunge. He used \$60,000 from his 401k to set up his own shop - named Kings of Wrap. At that point, he was not fully wrapped (pun intended) up in the new business. His 'day job' was still at Intel, but his 'rest of the waking time' job was more enjoyable. In 2011, Raul joined EAGA as the King of our group. The new friends and referrals expanded his 'part-time' operation so much that, in 2014 it became his full time adventure. Leaving Intel was difficult because it was a good job; there was 19 years of history; and there was the financial security. But the call of his dream was bigger - and so the Rodriguez family was off and running. That family: 35 year long partner and wife, Sandra, and their two sons have always been a very important part of Raul's world. Sandra is by his side, as always. Son Raul Jr. is now the morning News Director at KOB. And son Daniel, as Production Manager at Kings of Wrap, is learning the business, and keeping an eye on Dad. Raul Sr. has found a great way to exercise his creative talents, and he doesn't have to keep the product of those talents cooped up in an art gallery somewhere. His works are on display in many places out in the real world, where everyone can enjoy them. Kings of Wrap produces a wide variety of artwork. They can 'easily' do the usual vinyl wraps for fleet vehicles and the company-logo-on-company-car kind of work....but they can produce waaaay more than that. There is Kings' wrapped stuff everywhere. Boats; motorcycles; race cars; trailers and motor homes are covered with classy wraps. There are also the not so mobile items like banners; lockers; interior walls; exterior walls; reception areas; floors; windows; doors; and furniture that are equally artistically 'wrapped' with the Kings' work. Michelangelo could have saved so much time and aggravation had he known about the Kings of Wrap. The term "wrap" obviously means "covered with" and the 5 mil thick material will stick to metal, plastic, glass, brick, concrete, stucco and, when not handled properly, humans. When necessary, the vinyl can be removed without any damage or residue on the previously wrapped surface. If you have a need for classing up a vehicle; customer waiting room; or store front, give Raul a call at 505-892-1893. If your "Honey Do" list includes painting bathroom, you might also want to enlist Kings of Wrap for assistance with that. It would be interesting to see how Raul's creative talents could make your relaxing place be the talk of the neighborhood. As noted Kings of Wrap can put an impressive look on almost anything...just ask. He says that Easter Eggs are still too intricate though.

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Business Leads:

None noted today

Reciprocity:

Thank you to Aaron Rodgers for coming in to buy a nice gift.

Thank you to Mike Blomker for sending over his Office Manager who made a nice purchase.

Thank you to Scott Gorman who bought his wife a nice diamond ring.

Thank you to Mario Hernandez who brought his wife in, then left me a great 5 star Google rating.

Thank you to Jack Thompson who sent both his boys in for engagement rings.

John Mead—John Thomas Jewelers

Thank you to Mike Deveraux for introducing me to a young man interested in the New York Life career.

JP Espinoza—New York Life

◆ Welcome to our newest members:

- * AED One-Stop Shop - Category: Automated External Defibrillators - Representative: Laurence Saban
- * French Funerals & Cremations - Category: Death Care - Representative: Glenn Rosenbaum
- * Perfection Pools & Spas, LLC - Category: Pool Remodel & Maintenance - Representative: Miguel Mendoza
- * Representative change: NM Solar Group - Representative: Nicholas Kadlec

◆ Second announcement of a potential new member:

Essential Pest Management
Representative: Patrick Wallace
Category: Pest Control
Sponsor:

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or 505-259-5959) as soon as possible.

- ◆ The Annual Jim Fanning Memorial Trap Shoot will be this coming Friday, September 14th. Location: Albuquerque Trap Club; 9617 Broadway Blvd SE. To get there: Take I-25 South to the Broadway Exit; Take the exit, bearing right so that you head north on Broadway; Take the first left (about 100 yards); cross Broadway and travel south a short distance along the 'frontage road'. The Trap Club will be on your right. The Committee is geared up for everyone to have a great time. Breakfast burritos and coffee will be served; and maybe some humble pie or a portion of crow for the 'pros' when one of the never-shot-before novices cleans up the clays.

Badge Board Greeters

Sept 11th Barry Porter—Express Employment Professionals
Sept 18th Phil Menicucci—Paramount Custom Cabinets
Sept 25th

Upcoming Speakers

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