

EAGA Business Builder

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The speaker today was Jeff Barkoff—Servicemaster Clean



In a world long ago, Mr. Barkoff was store manager of a Blockbuster video ; then a Regional Manager of many locations for a multi-store owner. But that world existed before mail order movies; satellite TV and the morphing of viewers into people too busy or lazy to drive to a store to pickup and drop off movies. Enterprising Jeff analyzed a couple of options, then, in 2004, headed into his new adventure. He took over a 13 year old business that was on its 4th owner. So that made him the 5th owner of one of the nearly 7000 franchises of the almost 90 year old Servicemaster organization. Since then, Jeff

has grown his business. He not only expanded his customer base, he has acquired and combined 4 competitor companies into his own. His business now has about 90 employees; at least 14 years of experience and an expansive list of capabilities. Mr. Barkoff's crew can take care of everything necessary to clean nearly any commercial entity. Whether a single office; an office building; a retail facilities; a shop; or a gymnasium. They even have a Zamboni type machine (that's a riding mop) for cleaning large warehouse facilities. He noted that they are in the "Goldilocks" state of existence...not too big—not too small—just right. But today, Jeff thought the audience would not be too attentive if he used his presentation time to provide dusting, sweeping or toilet cleaning demonstrations. He was probably correct in that conclusion, even though many in attendance may really not know how to do those jobs. Instead of the demos, Mr. Barkoff decided to explain what EAGA membership has meant to him...He has never been a "Group Joiner" type of guy. He doesn't belong to many organizations and is not really interested in a pursuit of that nature. He is, however quite happy with the decision to join our group. Phillip Menicucci was Jeff's sponsor into the Executive Association of Greater Albuquerque, and Jeff brought a list of how things have changed for him since becoming a member of our organization. Positive encounters, experiences, opportunities, learning events and other good stuff. Listed in no particular order: The most important part of his family now receives very good care from our Veterinary member, Dr. Melloy. Kings of Wrap have classed up Servicemaster's vehicles. Jeff has reconnected with a childhood friend Aaron Rodgers. Mr. Barkoff's technology department's computers are all properly cared for by David and his guys at Computer Solutions Group. Jukka Jumisko at WSI has put a new internet face on Jeff's business, and is now implementing SEO and pay per click advertising opportunities for them. Without EAGA, Jeff may never have encountered, and definitely would not have shared good conversation over lunch, with Jim Asperger. Jeff assured us that he really did get in a word during the meeting. Then there were the book introductions that would have not occurred. "Mind Set" via a Growth Club encounter. "The Traveler's Gift: Seven Decisions that Determine Personal Success" that Leon recommended during his presentation (actually Jeff had some rough commentary about Leon's talk, but no need to list that here). Jeff also noted SCORE meetings; VIP Event at the Isotopes; and his new found watering hole at Rio Bravo Brewery. Many of the benefits of EAGA membership are from first hand encounters with other members; their businesses; their experiences and their advice. There are also the 'three degrees of separation' benefits that have come from positive encounters and referrals from friends of friends of our members. A pretty good summary of Jeff's analysis of the benefits from belonging to the Executive Association of Greater Albuquerque is the term that Phil used when convincing Jeff to apply for membership in the first place... you can say that you "Know A Guy" for nearly every situation that you need resolved, or every business question you may need answered. Although this summary probably overlooked a few of Jeff's referenced experiences or membership appreciations (I apologize for the oversights) his decision to take the presentation in that direction was appreciated.

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Business Leads:

None noted today.

Reciprocity:

Thank you to Robert Biernacki—Waterquest Landscaping for property landscape cleanup and future irrigation installation

Thank you to Scott Wilson—Crane Services for coming in with his daughter and designing a diamond purity ring.

Thank you to Terry Roberts—Rocky Mountain RV for the custom designed ring wrap for his wife's wedding set.

Thank you to Dr. Rion Marcus for purchasing gifts for a retiring employee and for his wife.

Thank you to Michael Skolnick—Excalibur Realty for a custom designed men's ring using the diamonds from his Dad's old ring.

- John Thomas Mead—John Thomas Jewelers

◆ Welcome to our newest member:

DLM Collision

Representative: Darryl Moreland

Category: Auto Paint & Body Repair

- ◆ Jack announced that there will be an EAGA cruise starting June 8, 2019. Round trip from New Jersey to New England and Canada, Cabin availability is extremely limited and there is a \$275 cabin credit that will expire on October 31st (within a couple of days from now). If you are interested, please call Jack ASAP 505-259-5959
- ◆ Our Christmas/Holiday party will be December 8th at Hotel Albuquerque. Details and sign up sheets will be available at our weekly meetings later this month. If you want to reserve one of the special \$109 rooms that have been set aside for our group, call the hotel at 1-800-237-2133 and let them know you would like one of the "EAGA Holiday Party Room Block". That rate will only be available if you make the reservations before November 24th.
- ◆ Gentlemen: We have a definite need for speakers at our meetings from November 27th through the end of the year. If you haven't spoken in awhile, or if you are a new member interested in getting the word out about who you are and what you do, please consider taking one of the slots. We are always interested in hearing the insider's view of your business, and about any expertise or experiences (business related or not) that you will share with us. You can definitely count on an attentive audience. Please contact Executive Director Kevin to get on the Speaker List.

Badge Board Greeters

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| Oct 30th | Michael Skolnick—Excalibur Realty |
| Nov 6th | Steven Grant—Downtown Historic Bed & Breakfast |
| Nov 13th | Glenn Rosenbaum—French Funerals & Cremations |
| Nov 20th | No Meeting—Thanksgiving Holiday |
| Nov 27th | |
| Dec 4th | Jeff Barkoff—Servicemaster Clean |

Upcoming Speakers

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| Oct 30th | |
| Nov 6th | Glenn Rosenbaum—French Funerals & Cremations |
| Nov 13th | John Mead—John Thomas Jewelers |
| Nov 20th | No Meeting—Thanksgiving Holiday |
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