

# EAGA Business Builder

Volume 14

Issue 45

eaganm.com

November 27, 2018

## The speaker today was Rick Reese—Blue Ristra



Mr. Reese grew up in Albuquerque. He is a triple graduate—Sandia High School; New Mexico State University and UNM Anderson School of Management. He has a wonderful wife, Kathryn, and an all grown up son, Ryan. In the years since Rick's formal education days, he has been heavily involved in the informal learning process. The latter set of experiences have been derived from work in a restaurant business; involvement in the western wear arena; and some dabbling in the real-estate world. So the past 40 plus years of education, work, learning, and more work, have led Mr. Reese to his current career. He puts names on things. No. Rick is not your common graffiti "artist". He doesn't skulk around with a can of spray paint to put his name on bridges, buildings and that sort of thing. He is much more sophisticated and professional about it...and he puts other people's name, (and more often, their company's name) on things. I would imagine that Rick could put your logo on a building, or bridge or window, but he would rather leave that work to others. Mr. Reese is quite content with working on the smaller things in life—like pens, golf balls, knives, mugs and about six thousand nine hundred and ninety-six other items. Finding someone to print on the whatever could be complicated because of the particular expertise needed. And what if you want to print on that 700,001st thing? Rick has access to the industry's search engine. He can locate the entities that have experience, and a good reputation, for printing what you need on what you want. There are a few conditions that are needed to insure a quality outcome. One thing: Artwork needs to be vector-based. Basically that means the artwork will be crisp and clear even when it has been enlarged. Another important item is specific color designation. Just noting "red" or "blue" is not sufficient. There are about a guzillion different shades of the various colors, and they range from "almost the blue that I want", to "that blue looks too purple". To make sure that you get the color that you want - every time— you have to have a way to identify your color and shade. Cyan, magenta, yellow and black (CYMK) are the building block colors. There is a Pantone Color Matching system that lists an identifying number for all (or maybe almost all) of the CYMK combinations. Using those identifiers, the desired color will be what is wanted, and will be the same each time. There are a couple of other important things that need to be considered when providing artwork for advertising products. Check with Mr. Reese about those. He has been doing this sort of thing for over 16 years and is pretty darn good at getting you what you want. Rick even brought a ton of examples of things he has had printed in the past. There were pocket knives, bumper stickers, mugs, key chains, bags of pistachios (just the bag, not the contents. Probably too expensive to put a logo on each nut), pens, and even a thing that Jay first thought to be a rectal thermometer. But (with one 't'), further analysis noted that the markings were not consistent with those of a thermometer, and the long cylindrical shape was painfully square and not round. Anyway...the samples were meant as inspiration for you to be aware of a few of the possible options. And maybe trigger a thought for your particular promotional gift. Whatever you would like to use for your company's advertising gimmicks give Mr. Reese a call at 505-249-5709. He will help you get that most memorable, or useful, piece of whatever imprinted with your company's name, logo, or slogan. And, come to think of it, what could be more unique and more memorable than a rectal thermometer with your competitor's name printed on the side (of course, using properly vectorized artwork and the correct pantone color identifier).

Contact information for Executive Director: Kevin Lorenzen

Phone: 505-771-9393

email: eagaed@gmail.com

8100 Wyoming Blvd NE;

Suite M-4 #345

Albuquerque, NM 87113

## Business Leads:

None noted today.

## Reciprocity:

Thank you to Dale Armstrong—TLC Plumbing for helping to resolve an ongoing plumbing problem.

Thank you to Mike Williams—Builders Source for help with a problem.

Thank you to Darryl Moreland—DLM Collision for fixing a bumper at a great price.

— Jack Zipper

Thank you to Dale Armstrong—TLC Plumbing. I needed a new gas line replumbed and he sent a tech right away. Great work and excellent service.

- Paul Losey—Covenant Schools of America

I'd like to let our EAGA group know that Palms Trading Company is having a holiday sale on December 8th. All of our merchandise will be 15% off the already low prices. We will also have the Sun and Fire Dance Group from Jemez Pueblo dancing from Noon till about 1:30 or so and have silversmiths and potters there in person to talk about their work.

- Guy Berger—Palms Trading

## ◆ Welcome to our newest members:

**Fyzical-Albuquerque**

**Representative: Kale Isaacson, PT**

**Category: Outpatient orthopedic physical therapy & rehab**

**Briones Business Law Consulting, PC**

**Representative: Thomas Briones**

**Category: Business Law**

- ◆ EAGA Holiday Party will be Saturday, December 8th at Hotel Albuquerque. Make sure that you sign up at our meeting on December 3rd. Reservations have to be turned by noon that day, so that meeting is the absolutely last time to get included. If you previously responded to this email address, and have received the confirmation reply, you are already included in the reservations.

- ◆ As noted in an earlier email - A fundraising program has been put in place to assist Aaron Rodgers and his family. Pat Maloy and Jerry Becker have been keeping in contact with Aaron's family and have arranged the fundraising effort.

Jerry has set things up so that anyone interested in contributing to Aaron, can do it through EAGA. The payments will be deductible for your company and all the money received will be given to Aaron's family. Just bring a check, made out to EAGA, in whatever amount you would like to donate. Lou will take credit card payments for this purpose as well. The current goal is to get \$10,000 to help with the family's needs through the next few months. Jerry and Pat will provide more information at our next meeting, but you can begin bringing checks right away.

## Badge Board Greeters

Dec 4th	Jeff Barkoff—Servicemaster Clean
Dec 11th	Paul Jew—Moji Studio
Dec 18th	Patrick Wallace—Essential Pest Management
Dec 25th	<b>No Meeting—Christmas Holiday</b>
Jan 1st	<b>No Meeting—New Year Holiday</b>

## Upcoming Speakers

Dec 4th	Bruce Hoover—Business Environments
Dec 11th	Guest Speaker, Beverly McMillan—DVRC
Dec 18th	Mark Tobiassen—Action Coach Business Coaching
Dec 25th	<b>No Meeting—Christmas Holiday</b>
Jan 1st	<b>No Meeting—New Year Holiday</b>