

# EAGA Business Builder

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## The speaker today was Bruce Hoover—Business Environments



Mr. Hoover provided only a quick synopsis of his formal education. He graduated from Comanche Elementary, Madison Middle School and Sandia High School. He went to UNM for 1 year, then to NMSU for a couple of years before returning to UNM for his degree. His UNM diploma provides proof that he studied well and passed all the requirements for a formal degree. The smile on Bruce's face when he spoke about attending NMSU is proof that his time there provided a good non-diploma education of a different kind. Then there

is his informal real world education. Bruce has been with Business Environments for along time. He officially started when he was 13 years old. Without any intention of implying that Bruce isn't carrying his age very well, we can still say...13 years old was a long time ago. But even 'long ago' was not the beginning. Bruce was born in New Orleans and he grew up there for a little while. His father (I. B. Hoover) became the V.P. of Finance at the Shell Tower in Manhattan, New York. Soon thereafter, the City had a long-lasting garbage strike...and a major subway strike at the same time. I. B. decided that he did not want that sort of life for his family, so resigned his position and began to figure out what would be next. The elder Mr. Hoover sent his resume out to all corners of the country. As good fortune would have it, Bill Keleher saw a copy and asked Mr. Hoover to come for a visit. I. B. took a \$10 cab ride to the airport on his way out, and a \$1 cab ride to the Law Firm upon arriving in Albuquerque. The interview went well, and I. B. definitely liked the lower cost of riding expense in this part of the world. In 1967, the Hoover family moved to their new home town and I.B. began with his new job at Pepco Petroleum. That work lasted until T. Boone Pickens acquired Pepco in 1973. Staying with the new organization would require relocation...to Amarillo. The Hoover family vote was to stay in Albuquerque, if possible. A very wise, and very dedicated Dad agreed, and looked around for local options. He bought a leasing service—for typewriters, copiers, and pretty much any electronic device (remember that was 1973, so whatever they leased back then probably doesn't exist anymore now). A year later, they got out of the service business and into New Mexico Office Furniture. The company staff included two employees, I. B. and the young Master Hoover. They were in a warehouse near the Fair Grounds, and it was a relatively old warehouse, so one of Bruce's more common tasks was cleaning bird poop off the merchandise. In the 45 years since then, the company has morphed and grown substantially. They now have 85 employees and reside in a 34,000 sq. ft. facility that doesn't require anyone be assigned to poop cleaning duty; the company name was changed to Business Environments to properly reflect that it is much more than just a desk and chair supply entity; 'Furniture' now includes modern variations like "sit / stand" devices; and the company offers other office related items, such as carpet and flooring - which includes polished concrete and low profile flooring (raised so that cables run beneath the floor—making it much easier to rearrange the office without having to re-pull wiring to new locations). The Business Environments company can definitely provide you and your staff with a business environment that allows you to "Love how you work". If you have a need for any of the many products that they offer, or if you want to get expert advice about just how to proceed with figuring out what would best work for your office, give Bruce a call at 505-888-4400. He has the knowledge, many-many years of experience, he is very willing to assist ...and he has access to I.B. Just don't ask about the recent Cowboys / Saints game. Bruce has first hand knowledge about that too, but gets cranky if he has to talk about it.

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**Business Leads:**

None noted today.

**Reciprocity:**

Thank you to Frank McCallister—Color New Mexico for a great paint job.

— Jack Zipper

Thank you to Windsor Door for doing a good repair, very quickly, at our house.

— Damian Lusch

- ◆ Latest information is that Aaron Rodgers is improving. The ventilator has been removed and he has a defibrillator. Health-wise he is headed in the right direction. As of Saturday evening, the EAGA fund raising event was already at 50% of its \$10,000 goal. Thank you very much to the contributors. Donations can still be made by check, payable to EAGA, or by credit card.
- ◆ Next year is coming quickly. We need speakers and badge board greeters beginning as soon as our first meeting in January. Please sign up for one of the available slots. It is as easy as putting your name on the sheets at next Tuesday's meeting. Thank you !

## Badge Board Greeters

Dec 11th Paul Jew—Moji Studio  
Dec 18th Patrick Wallace—Essential Pest Management  
Dec 25th **No Meeting—Christmas Holiday**  
Jan 1st **No Meeting—New Year Holiday**  
Jan 8th  
Jan 15th  
Jan 22nd

## Upcoming Speakers

Dec 11th Guest Speaker, Beverly McMillan—DVRC  
Dec 18th Mark Tobiassen—Action Coach Business Coaching  
Dec 25th **No Meeting—Christmas Holiday**  
Jan 1st **No Meeting—New Year Holiday**  
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