

# EAGA Business Builder

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eaganm.com

March 5, 2019

## The speaker today was Tom McMahon—Premium Shopping Guide



Mr. McMahon was born in El Paso, Texas. During Tom's early life, the family moved quite a bit. In 12 years, he attended 12 different schools and lived in 21 different homes. It sounds like there were regular family vacations, just not all of them ended back at the place of origin. By the time he reached age 18, the family was living in Denver. Tom decided to leave home and head out on his life's adventure. His family moved to Albuquerque. Since his parents never moved again after that, Tom is wondering if all the previous migrations were just his family attempting to get away from him. During the years (and there have been quite a few of them) since the 18 year old Tom left home, he has had more than a few interesting experiences. A couple of the more important ones are: meeting his wife, Jenny, on a blind date — and their marriage 48 years ago; the birth of their two daughters—Stephanie and Sara; and the arrival of their grandchildren. One grandson, Dillon, sounds like he is the one most obviously displaying some of the McMahon genes. He has the number 1 GPA in his class as a high school freshman, and he has been invited to spend a few weeks playing soccer in Europe. Then there is the important (or maybe most challenging) experience—raising a Grand Champion Show Dog. Tom's current adventure involves the Premium Shipping Guide. That company has been around for 30 years, but has changed quite a bit since Tom has been involved. They now print 115,000 magazines, six times a year. About 100,000 of those are delivered directly to households in Albuquerque and Santa Fe. The magazines are distributed to a specific demographic: households with an average annual income of greater than \$50,000 and homes with a value of at least \$150,000. In addition to the paper version, PSG distributes the magazine via email to about 6,000 more customers. It also provides every one of their advertisers with other 'impression' options: PSG's web site (which has about 6,100 visitors each month) is used to provide additional information to viewers, such as advertiser biographies. There are also 200 TV spots, a two hour radio program, and social media activity where PSG customers receive additional advertising benefit. At the meeting today, Tom was kind enough to give away a complimentary full page ad in the magazine. The ad can be used for advertising a business, or a favorite charity...A very great deal. If you want to get your company's name in front of potential customers, contact Tom at 505-208-0677. Right now, he will give you 30% off, and he will get your info to 115,000 homes; 6,100 emails; 3,100 website visitors; a substantial amount of social media followers; TV viewers; radio show listeners and, if beneficial, one champion show dog.

Contact information for Executive Director: Mario Hernandez

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## Business Leads:

None written down today

## Reciprocity:

Thank you to Frank McCallister—Color New Mexico. Great painting job for my daughter.  
Mike Deveraux—Document Imaging of the Southwest

### ◆ First announcement for a prospective new member

Albuquerque Convention Center

Representative: Fred Pugh

Category: Event Management

Sponsor: Mike Skolnick

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

- ◆ Board members please note: There will be a Board of Director meeting immediately after breakfast this coming Tuesday, March 12th.
- ◆ Kevin has resigned his position of Executive Director. Extended family health issues are requiring more of his involvement and time constraints are to the point where he will not be able to spend an appropriate amount of energy on EAGA matters. Mario Hernandez has agreed to return to the Executive Director position. As most of you remember, Mario has extensive experience, and an excellent reputation, as Executive Director. He hits the ground running. Please note the updated contact information in the box below.

## Badge Board Greeters

Mar 12th David Dworkski Team 1st Technology

Mar 19th Frank McCallister—Color New Mexico

Mar 26th

Apr 2nd

## Upcoming Speakers

Mar 12th John Baerman—Susie N Cleaners

Mar 19th Pat Wallace—Essential Pest Management

Mar 26th Mike Skolnick—Excalibur Realty

Apr 2nd David Dworski—Team 1st Technology

Apr 9th Miguel Mendoza—Perfection Pools & Spas

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