

EAGA Business Builder

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The speaker today was John Baerman—Susie N Cleaners and Alteration



Mr. Baerman was born in upstate New York. In this case, 'upstate New York' means Watertown. Very near Lake Ontario—where they have been known to have a winter snowstorm or two. John had pictures of one such event. The snow on the edge of the street was well above the height of the people walking on the sidewalk. John says that he remembers that storm to have dropped 106 inches of snow. His friends dispute that though, they are pretty sure that it was only 104 inches. The kids probably had school that day anyway. Not too many details about John's younger life, but when he was an all grown up 12 year old, he took a solo bus trip from Syracuse, NY; to New Orleans, LA; to Orange, CA. A pretty amazing adventure, particularly at that young age. Fast forward a couple of years. The Baerman family has moved to California, and John finds himself in Folsom Prison. Not as a resident, but as a youngster riding a school bus through the prison gates to and from school every day. Another interesting experience at a young age. The Baermans felt the tug of Watertown, and John was back there for his high school years. After graduation, he headed off to college for the next amazing experience of his now older life. But it only took a little time in the higher education world for Mr. Baerman to rethink the idea that 'college is the key'. Maybe the military would be a better option. In those days, he could just wait for the greetings letter from the president, but John wanted a little bit of control of the situation, so he volunteered. And joined the Army. Talk about 'interesting' experiences... in 1968 John found himself to be a participant in the US military presence in Viet Nam. Thankfully he survived that tour, but the adventurous Mr. Baerman had acquired an attraction to Viet Nam. A year later, he was back in Saigon—on a tourist visa. Not only did he enjoy the country, John also met his first wife there. Now back to the USA, and another attempt at that college thing. This time it felt better and John earned a BS Degree from Syracuse University, graduating in the top 10% of his class. Next, he earned a Masters Degree and was off to the Human Resources universe. John spent 8 years in that professional career before deciding to trade the clamor and noise of all the HR activity for a much quieter environment of a Midas Muffler franchise. Not overly happy with that decision, Mr. Baerman returned to HR life. Not back in New York though. This time he would go to a place where they didn't have the New York accent. He went to Houston. Not all days were good though. John and his wife had a wonderful life together, but, sadly, she passed away in 1993. Mr. Baerman continued on. His HR expertise landed him in Albuquerque when he was tasked with setting up the HR Department for the new Route 66 Casino. By now we have learned that John doesn't let his careers stagnate. Somewhere along way he became a suit salesman at Dillard's. It was, again, the right thing, at the right time, for John. That is where he met his second wife. Once more, fast forward - to 2011. On May 2nd, 2011, John opened Susie N Cleaners and Alterations. The business is not named after Mrs. Baerman, but is named for John's niece. He plans to, one day, bring his niece and her family to America and to give them the dry cleaning company for their own. Until then, John will definitely keep the business growing. They already have a fine reputation for both dry cleaning and alterations. One thing that separates Susie N from most of their competitors is that Susie N offers free dry cleaning pick up and delivery. Items picked up on Monday will be returned on Thursday. Amazingly, the cost for cleaning those mobile items is exactly the same as for items dropped off at the shops. No premium charge for the extra service. The only requirement for the free pick up is that the customer agree to spend at least \$50 a month for cleaning. In explaining the dry cleaning process, John noted that it is very similar to laundry cleaning. The clothes are put into a large front loading washer and agitated a bit (no wants to end up with angry clothes, so maybe tumbled is a better word). The only difference between the laundry process and the dry cleaning process is the cleaning medium. Water in the first case; dry chemicals in the second. The saying that "clothes make the man", doesn't just refer to style. It also refers to how great you will look when you are attired in garb that has been properly altered and cleaned by Susie N staff. If you want to improve your appearance, and free up some time for whomever in your family does your laundry, give John and his staff a call at 505-293-0613. They may not be able to improve your outlook on life, but they can definitely improve every one else's outlook on you. And if you ever have an opportunity to get John to talk in more detail about some of his amazing experiences, be sure to ask about being stranded for a couple of days in the Tokyo airport when the major tsunami hit about eight years ago. That would be the experience that caused John's lingering dislike of Ritz crackers.

Business Leads:

None written down today

Reciprocity:

None written down today

◆ Second 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.

Badge Board Greeters

Mar 26th	Kale Isaacson—Fyzical Therapy & Balance Center
Apr 2nd	Robert Biernacki—Waterquest Landscaping
Apr 9th	
Apr 16th	Rion Marcus—New Mexico Chiropractic Center
Apr 23rd	Paul Hanna—Hanna Plumbing & Heating
Apr 30th	
May 7th	Scott Wilson—Crane Services Inc

Upcoming Speakers

Mar 26th	Mike Skolnick—Excalibur Realty
Apr 2nd	David Dworski—Team 1st Technology
Apr 9th	Miguel Mendoza—Perfection Pools & Spas
Apr 16th	Kale Isaacson—Fyzical Therapy & Balance Center
Apr 23rd	Scott Lardner—Rocky Mountain Stone
Apr 30th	Scott Wilson—Crane Services Inc
May 7th	

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