

EAGA Business Builder

eaganm.com

May 7, 2019

The speaker today was Jukka Jumisko—WSI Web Enhancers



Today, Mr. Jumisko did not spend a lot of time talking about his company, WSI Web Enhancers. He did note that they provide web sites, mobile apps, SEO (search engine optimization), and advice and assistance for advertising on the internet. He also noted that Google Reviews are very important. The reviews are widely accepted as a reliable way for potential customers to determine the reputation and professionalism of the related company. Jukka has provided instructions for how someone can leave a Google Review. Those instructions can be found on page 3 of this bulletin.

Mr. Jumisko spent the remaining time providing us with some quite interesting personal stories and information. Jukka grew up in Finland; a country located about 200 miles north of the arctic circle. They have a heck of a lot of snow, and the exact opposite amount of direct sunlight. Young Yukka had a one hour bus ride to school each day. There was plenty of time for reading - stuff other than school books. The young motorcycle enthusiast used some of his transit time reading motorcycle related magazines. He remembers an article about the 300 days of sunlight a year in the southwest USA. That, he dreamed, would be a very great place for a motorcycle rider to live. But until then, he would ride in his current world. Story 1: The best place to ride in Lapland (his world at that time) was along a 100 kilometer paved road. So one day he decided to take his 1300cc Goldwing for a leisurely ride...at 130kph. The first awakening came when he flew past a road sign warning he was approaching a curve with a 40kph limit. Adrenalin kicked in as he hit the breaks hard enough to set the cycle into a skid and the front wheel into a wobbling, hard to steer, stutter. Bouncing along the guard rail, he dislodged a fair amount of steel splinters, but finally did come to a heart pounding stop. Jukka gathered his wits and reflected on the fact that he was still in one piece. The bike was still in good shape too, so might as well finish his ride. It was not long before he was again cruising along at 130kph. Then another 'slight' complication appeared in the form of a dip in the road...one completely full of reindeer. Wonder who had the wider eyes, Jukka or the reindeer. Too late to break, everything for him went into slow motion. He didn't see his life pass before his eyes, but he did watch as the reindeer moved; one sliding this way, one that way- as he just drove right through. Then there he was on the other side after safely passing through a parting of the reindeer sea. His amazed thoughts, after checking his underwear... "I am not going to die today". Story 2: Hunting and fishing, and picking lingonberries, provided a lot of meals when Yukka was younger. He had a 22 magnum rifle with a scope. In the winter, he hunted a grouse like bird. The 22 had a loud 'crack' sound when fired, but the birds would not be frightened away when they heard it. The rifle sound was just like one made by trees as they froze and broke apart, so the birds were very familiar and comfortable with that noise. Jukka could find a group of birds and shoot a few without the others even worrying about trying to get away. So long as he didn't miss and blow up the snow. That would scare the birds. Story 3: School in Finland is free, but attending college was quite competitive, and required passing stringent tests. Jukka wanted to continue his education and chose one of the more difficult degrees...computer science. That was 1978, and computer science was quite different than today's technologies. Jukka's studies involved tapes, huge computers and punch cards. He was up for the challenge, and was able to pass the tests for admission. Then, the first of a couple of disconcerting situations that Jukka discussed: Yukka's sister had an illness since childhood. During his first year of college, that illness worsened and she needed a kidney transplant. He received a communication to call home (In the 70's cellphones were not common). When he did call, Jukka was informed that his kidney would be a match for one needed by his sister. Mr. Jumisko chose to put his education on hold and provide the kidney. The surgery was successful, but the prep, the procedure, and the recovery time, as well as the mental drain, caused Jukka to rethink whether or not he really wanted to return to college just then. He pondered awhile, then decided to fulfill his mandatory military service instead. Those duties had some interesting stories too: Jukka's service was in one of the more elite units. Their duties included monitoring border activities to protect Finland from east bound movement by the Russian army. Some of Yukka's training involved hiding in the snow and blowing up stuff. His experiences included detonating an explosive device under the front of an automobile. The device was intended to disable a tank, so the resulting explosion left the rear end of the car in place, but disintegrated the front end—and propelled the motor into a nearby tree. Moving now to the current Jukka Jumisko: He has made it to that childhood dreamland where he could ride a motorcycle in the 300+ sunny days each year, but, at 60 years old this coming December, he doesn't ride as much as he use to. Also, Jukka had a heart attack in 2016. Feeling something weird, he tried to 'walk it off', but that didn't work, so he went to an emergency room. The next day he was in surgery where they inserted 2 stints. He is doing well now and has changed his diet to one without any animal products. Recommendation: read the book "Fork Over Knives". Other important parts of Mr. Jumisko's current life: He has two daughters. The oldest daughter is 22 years old and was a bit of a renegade. Until a few months ago, her life was one of serious problems. But today, she has embraced religion and has returned home. Her struggles, are not over yet though. Her baby boy (Jukka John) will be born soon, but has been diagnosed as having Spina Bifida. The family is ready to take on the challenges though. Mr. Jumisko is mentally tough and well grounded in religion, and he will provide great support for his daughter and Jukka John. The youngest daughter is graduating from Texas Tech. Next, she will travel to Italy, then to tour Europe for a year. Most likely Yukka suggested the European trip. He had some adventurous travels to that part of the world...when he was 16 years old. Definitely a whole different thing way back then. Running out of room, so, if you weren't at the meeting, you should ask Jukka to tell you about the Russian commercial activities he set up, or the time he used champagne as a radiator coolant. Another good idea would be for you to call Yukka at WSI phone number 505-266-5985 and find out how they can create, or improve, your website, mobile app, or SEO. See page 3 for the previously mentioned instructions for providing a Google Rating.

Business Leads:

None noted today

Reciprocity:

Thank to Kale Isaacson—Fyzical Albuquerque for working on my back. Does a great job.

Thank you to Jukka Jumiski—WSI for working on our new website.

- John Menicucci —Berger Briggs Real Estate

Thank you to Miguel Mendoza—Perfection Pools for great service in replacing my pool equipment.

- Paul Losey—Covenant Schools of America

- ◆ **Welcome to our newest member:** Albuquerque Convention Center Representative: Fred Pugh, Director of Operations
- ◆ The Golf Outing will be June 6th at the Santa Ana golf course. Shotgun start, beginning at 1:00pm. There were 70 golfers signed up as of the last meeting. Jerry is in the process of setting the teams and will have an updated status, hole sponsor list and any other pertinent information at our next meeting.
- ◆ The Summer Bash was originally scheduled for early July, but a venue conflict came up. The Bash has been moved to Saturday, August 24th. It will still be held at the home of Phil and Theresa Houser. Updates will be provided at our upcoming meetings.
- ◆ **Please note: THERE WILL NOT BE A MEETING ON MAY 28TH because of the Memorial Day Holiday.**
- ◆ Elections for open board member spots will be held on June 11th. There will be two positions available. If you are interested in getting your name on the ballot, please contact Kit Turpen at 505-828-4000 or christopher.turpen@hubinternational.com
- ◆ Be sure to include invoice numbers when you are making payments for quarterly dues. That information is necessary so that the payments are applied exactly as they are intended.
- ◆ A pdf format version of the new directory has been emailed to all members. The plan is for you to have a electronic copy available. If you would like assistance saving the document for use via your cell phone, Mario can help with that.
- ◆ See page 3 of this publication for instructions about giving a Google Review

Badge Board Greeters

May 21st	Mark Abramson—Los Ranchos Gun Shop
May 28th	There will not be a meeting—Memorial Day Holiday
June 4th	Mark Tobiassen—Action Coach Business Coaching
June 11th	Scott Peck—MP Group
June 18th	Terry Roberts—Rocky Mountain RV & Marine
June 25th	Kevin Lorenzen—Aflac

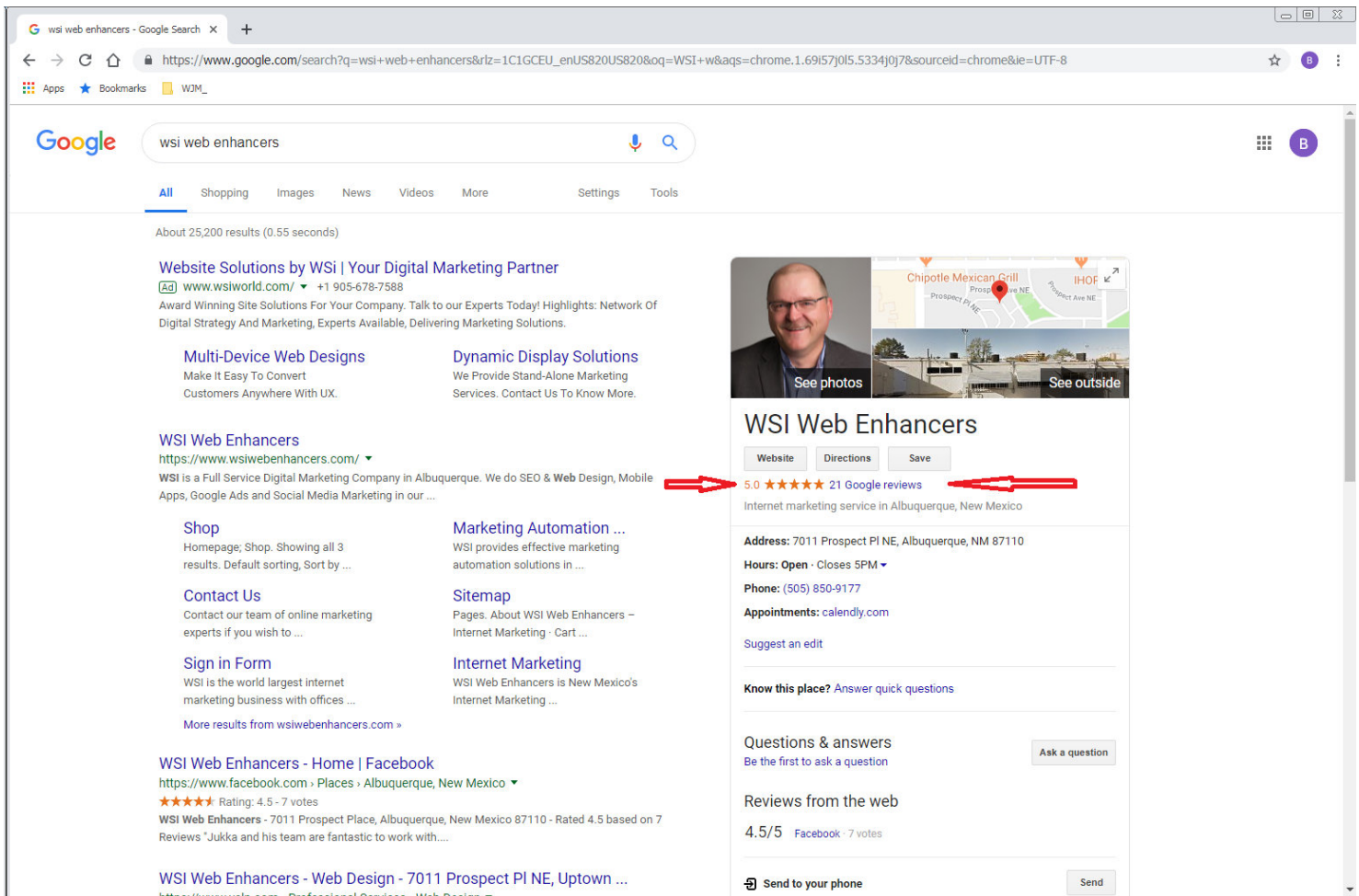
Upcoming Speakers

May 21st	Nick Kadlec—New Mexico Solar Group
May 28th	There will not be a meeting—Memorial Day Holiday
June 4th	Roger Linn—i9 Sports
June 11th	Guest Speaker Bobby Ehrig—New Mexico Veterans Integration Center
June 18th	Manny Ortega—Ortega Appliance Service
June 25th	Mark Abramson—Los Ranchos Gun Shop

Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Instructions for giving a Google Review:

1. Go to [google.com](https://www.google.com)
2. Search for the company to whom you would like to give a review.
As an example search my company - WSI Web Enhancers
(or you can also search WSI Albuquerque)
3. On the right column under company name you see 5.0 ★★★★★ 21 Google reviews
"21 Google Reviews" is a link to read all my reviews.
Click it and you see a blue button "Write a Review"
4. Write a review. Notice that you can write a review even if you did not buy from me (yet). You can just tell that Jukka is a good guy and you enjoyed my presentation.



Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113