

EAGA Business Builder

eaganm.com

June 18, 2019

The speaker today was Manny Ortega—Ortega Appliance Service



Mr. Ortega was born Gallup. He didn't live there very long though. As a matter of fact, Manny has been an EAGA member for a longer period of time than he was a resident of the Indian Capital of the World (4 years). Manny's dad was a service repairman for Sears for many years. When their Gallup shop closed, the elder Mr. Ortega went to work for a local dealer. A short time later, that dealer went bankrupt, so the Ortega family moved to Albuquerque where Manny's dad opened his own service business. So, Manny has spent all but 4 years of his life as an Albuquerque resident. He graduated from El Dorado High School, but during those

years, Manny's education also came from a couple of places other than the class room. The beginning of his service technician learning came by Manny working after school, and during the summer, at his father's business. Somewhere in those high school years, Manny was also bitten by the car racing bug. He apparently had his own car, at least most of the time, and found that he enjoyed the thrill of a race. One particular evening, Manny and a buddy decided to run a drag race on Montgomery Blvd. A couple more things learned that evening. The first thing learned was that right before a street race, it is good to check the rear view mirror. Manny's dad happened to be on Montgomery, just a little ways behind him when the drag race took off. The second thing learned was that it is not good to race on a public street. When Manny got home that night, his Dad pulled the car keys for 3 months. That was only a brief time out, though. The racing (track, not street) hobby still exists today. Manny's 'real job' education continued after high school too. He received a technical degree from the University of Phoenix, then returned to help at his father's shop. After 9 years, Manny decided he wanted his own business, so, in 1993, he headed out to do just that. Things went well, and as Manny's business grew, and his father age grew, the two Mr. Ortegas decided that Manny would purchase his father's business. The dad became an employee of the son. It seems kind of difficult to tell whether the business or the racing occupies more of Manny's time. On the racing side...In 1987, racing Manny built a custom car to exact allowable specs. The car was made to be as wide as the maximum permitted. As Manny found out, the maximum racing rules allowance, was actually a bit bigger than the standard trailer size allowance. The finished car would not fit on a regular trailer. But there was a silver lining. Building the car to those specs would have an unforeseen beneficial, and permanent, affect on Manny's life. In order to get the car to racing events, he had to have a custom trailer made. While getting the trailer built, Mr. Ortega happily discovered that the fabricator had a wonderful daughter. Three years later, Manny and the young lady, Annette, were married. From the beginning, Mrs. Ortega acknowledged that racing would be an important part of their family's world. On their honeymoon the pair attended the last race ever held at southern California's Ascot Park. Later, on a trip to Europe, it was Annette's idea that they go to see the British Grand Prix—with pit passes. Mr. Ortega had taken a little time away from his personal race car driving, but in 1995 thought he would get back in the groove...so to speak. Now in his early 30's, Manny was bolstered by his young son's encouragement "You can do it Dad. Even old guys can still win". But even though racing is in his blood, Manny does have to spend a bit of time on that other part of life called "running a business". Ortega's Appliance Service has a great reputation for providing quality work at a reasonable price. Manny operates his company with the same personal values that he learned early on in his life. He makes certain that his staff all have integrity, knowledge, and a desire to do the right thing. There is continual training and a constant review and, as appropriate, implementation of current technology. Apparently it is working well, and Manny (and his company) have quite a few awards to show for it. In 2012, he won the Ethics in Business Award; In 2015, they were named the Small Business of the Year; In 2016, Premier Service Partner of the Year (from GE); Also in 2016, Manny was awarded Tech of the Year; and in 2017 the company received the Gold Award from GE. Mr. Ortega will make sure that the crew continues to maintain the positive reputation that has been earned with hard work over many, many years. If you have any appliances that are not working up to snuff, give Mr. Ortega a call at 505-884-9177. He, or one of the techs will stop by and check it out. It is quite likely that they can get the job done right on the first trip too. Manny has a new GE app called NewFI (nu-fee) used for diagnosing problems and predicting parts that may be needed so that the tech arrives prepared to repair any of the most common issues for your particular device. Wonder if that device can be used on race cars sponsored by GE, so the pit crew could get real time messages for things like 'adjust fuel', or 'replace the old guy'.

- ◆ Welcome to our newest member: **Amazing Jumps** Representative: **Bobby Aragon, Owner**
- ◆ Congratulations to our newly elected Board Members:
Phil Kenny—Trucks Unique and **Pat Wallace—Essential Pest Management**
- ◆ Thank you to the two outgoing Board Members for their great service and assistance in keeping the group heading in a positive direction:
Lou Rodges—Retriever Merchant Solutions and **Rion Marcus—NM Chiropractic Center**
- ◆ A special “Thank You!” to the hole sponsors for our recent golf tournament:

Jay Weingardt	The Fitness Superstore
Mike Berezniak	Albuquerque Pipe & Pump Supply
Paul Hanna	Hanna Plumbing & Heating
Wayne Pollack	Peoples Flower Shops
Jack Thompson	Legacy Mortgage
Mike Skolnick	Excalibur Realty
Phil Houser	Document Solutions
Brock Carter	Safety Counselling
Mike Williams	Builder’s Source
Terry Roberts	Rocky Mountain RV & Marine
Kevin Lorenzen	AFLAC
Scott Peck	MP Group
Joe Kirkpatrick	Auto Glass Services
Bill Elliot	AAA Roofing
Chuck Osborne	Steamatic
Scott Lardner	Rocky Mountain Stone
Glen Rosenbaum	French Funerals & Cremations
Rion Marcus	NM Chiropractic Center
Mark Tobiassen	Action Coach Business Coaching
Soren Thomsen	TEMA Furniture
Bruce Hoover	Business Environments
David Dworsky	Team 1st Technologies
- ◆ Please remember to visit the EAGA website to find member information and organizational data. Address is: eaganm.com You will need to log in to enter the confidential portion of the site. Your credentials are the first initial of your first name and your last name, no spaces. If you can’t remember your password, click the ‘Lost your password’ phrase below the sign in box. You will be sent an email with instructions. If you have any trouble, contact Mario for assistance.

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

Business Leads:

None noted today

Reciprocity:

Thank you to Chuck Mitchell—Ethridge Tire for great service on our car's air conditioning.

- Jack Zipper

- ◆ Summer Bash has been set for August 24th. More information will be provided in the next few weeks, but be sure to reserve that date on your calendar now. That event is always a great time.
- ◆ Invoices have been sent out for the for quarterly dues. They will be arriving via email from Intuit. If you have not received the invoice , please check your spam filter. If you still do not find it, please email Executive Director, Mario and he will get you a copy. His email and contact information is in in the box at the bottom of this page. Invoices for all golf fees have also been sent out in the same manner.
- ◆ Please note that there will not be a meeting on July 2nd because of the 4th of July holiday.

Badge Board Greeters

June 25th	Kevin Lorenzen—Aflac
July 2nd	No Meeting Fourth of July Holiday
July 9th	Tim Baca—Kangen Water
July 16th	Kale Isaacson—Fyzical Albuquerque
July 23rd	Miguel Mendoza—Perfection Pools and Spas
July 30th	John Baerman—Susie N Cleaners and Alterations
Aug 6th	Phil Menicucci—Paramount Custom Cabinets
Aug 13th	Paul Jew—Moji Studios

Upcoming Speakers

June 25th	Mark Abramson—Los Ranchos Gun Shop
July 2nd	No Meeting Fourth of July Holiday
July 9th	Kevin Lorenzen—Aflac
July 16th	Laurence Saban—AED One-Stop Shops
July 23rd	Jack Thompson—Legacy Mortgage
July 30th	Michael Johnson—Shockwave Defense
Aug 6th	Guest Speaker, John Stomp—Albuquerque Bernalillo County Water Utility Authority

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