

EAGA Business Builder

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September 17, 2019

Today's speaker was Robert Biernacki—WaterQuest Landscaping



Mr. Biernacki is not a New Mexico native, but pretty close. He has been in Albuquerque for 51 years. Robert was born in California, and, as “military brats”, he and his 3 brothers lived in a variety of places before landing in Albuquerque that fateful day about half a century ago. While here, he studied his way through Mark Twain Elementary and graduated from Highland High School. Robert also earned a BBA Degree, with a concentration in Accounting, from UNM. Turns out that the accounting wasn't concentrated enough to keep Mr. Biernacki in the world of green visors and offsetting debits and credits. Instead, he spent the next 13 years as a Life Insurance Salesman. When he began thinking about a different career, he encountered a person selling an irrigation repair business. Robert took on that challenge and purchased the company. He had always wondered how someone could make a living as an irrigation repairman. After he had owned his own business for a year or two, Robert knew the answer. You can't. So he expanded the company offerings to include grounds keeping and landscaping. The company has now been active for 26 years. Up through 2008, their income was about 80% builder work and 20% general customer. The 2008-2009 economic downturn basically dried up the contractor work, so Robert retooled their business to be substantially less dependent on builders, and get that income curve heading back up to today's pretty reasonable level. Throughout the years, insurance and dirt work are not the only things to capture Robert's interest. His family has been a big part of his world. He married Susan about 36 years ago (they met via an introduction by his mother). Their family also includes two now grown children. Daughter, Kate, attended Duke University where she was on the Dean's list. She also graduated from CSU with a medical degree and is now in Phoenix, about to complete her first year of residency as an OBGYN. Son, Beau, graduated from University of Austin. He worked in the Personnel Industry for a couple of years, with a construction placement company. But he soon gave in to a desire to learn and see what the rest of the world is about. Beau flew to Bangkok Thailand and spent a few months traveling through that country, Laos, Portugal and other places before returning to the mundane USA. He is now in Denver doing IT sales. Susan was an attorney for the City of Albuquerque for 25 years, but has now retired. So, when all the family activities were no longer happening at home, Robert started working on some hobbies. There is yoga, and Pilates, skiing, scuba driving, cruising, traveling, wine connoisseuring, and the newest thing—glass blowing. At least he has found something to occupy the time when he is not worrying about the family and the business. It sounds like Robert does spend a fair amount of time thinking about WaterQuest Landscaping though. He apparently looks for things that the company can do to improve the life of their customers...then he modifies the things that the company will do, so as to keep that profit trend moving in the right direction. At some point in the past few years there was the apartment painting business; and the gutter blowing business (that would be clearing leaves and debris from the troughs along a roof, not the job of trying to get politicians to move on); and the not as requested as one would think—dog poop picking business. The work that has passed muster and is still part of the brochure includes: installing water features and ponds (but not the fish); water leak detecting; irrigation system inspections; gazebo installation; outdoor kitchens installation and fruit picking. Looks like most of the seasons are covered . Oh yeah. There is also the winter work of Christmas light hanging (that does not include providing the lights, but it does include ladders and two guys that can follow instruction pretty well). The landscape work side of the business has also branched out to include artificial turf and putting green installation. The latest trend in improving a yard's appearance is to substitute pavers for concrete. The end product is much more impressive. If you would like to have some professional yard work done, a nice water feature or pond, or any of the other things that WaterQuest provides, give Robert a call at 505-792-3600. He can probably also provide some free advice about what to do, or not do, when you are picking up your own dog poop. And he may have a few drone-view videos to show of his landscape work...or other interesting sights of things/people in his neighborhood.

Contact information for Executive Director: Mario Hernandez
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Business Leads:

None noted today

Reciprocity:

Thank you to Manny Ortega—Ortega Appliance Service for repairing an icemaker by fixing the line that someone else had installed wrong.

Thank you to Michael Caldwell—Armed Response Team for helping resolve an issue with our alarm .

◆ Second announcement for a prospective new member

Pizza 9 Franchise System, LLC

Representative: Aslami Hass

Category: Fast Food Franchise

Sponsor: Jukka Jumisko

Second announcement for a prospective new member

SealMaster - Albuquerque

Representative: Mark Kevin Gullick

Category: Pavement Maintenance Supplies & Equipment

Sponsor: Pat Maloy

Sponsor: Jukka Jumisko

First announcement for a prospective new member

Albuquerque Legal & Fiduciary Services, LLC

Representative: Bruce J Puma Jr

Category: Legal - Wills, & Trusts

Sponsor: Robert Biernacki

If you have an objection to any of these companies 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 via phone at 505-259-5959) as soon as possible.

◆ It appears that the 2019 Jim Fanning Memorial Trap Shoot was a successful event.. Lots of smiling faces and lots of clay pieces spread around. Thank you very much to the event organizers: T J Maloy and Jack Zipper. Winners, and more stories, will be provided at Tuesday's meeting. Some photos from the event are on page 3.

Badge Board Greeters

Sept 24th	Bobby Aragon—Amazing Jumps, Tents and Events
Oct 1st	Mike Skolnick—Excalibur Realty
Oct 8th	Bruce Hoover—Business Environments
Oct 15th	Laurence Saban—AED One-Stop Shop
Oct 22nd	
Oct 29th	Chuck Osborne—Steamatic of Albuquerque and Santa Fe

Upcoming Speakers

Sept 24th	John Mead—John Thomas Jewelers
Oct 1st	Mark Tobiassen—Actin Coach Business Coaching
Oct 8th	Brock Carter—Safety Counselling
Oct 15th	Leon Marler—Marer Manor Shelter Care
Oct 22nd	Laurence Saban—AED One-Stop Shop
Oct 29th	Michael Melloy—Petroglyph Animal Hospital

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