

# EAGA Business Builder

eaganm.com

October 15, 2019

## And Today's speaker was Leon Marler—Marler Manor



Mr. Marler was born in Albuquerque, but he spent a lot of time at his grandfather's ranch near Thoreau. It was at that home away from home when he, at a very young age, learned how to shoot guns. To be specific, it was pistol shooting, and mostly as self defense against the snakes. Leon didn't note any unusual childhood encounters with law enforcement folks, so things must have been low key during his grade school and middle school years. During those days, though, Leon decided that he wanted to be a priest. He attended the seminary for two years, but at that point, decided he may prefer a different future...one that had a bit more to do with girls. Leaving the seminary, the almost-Reverend Marler finished his high school degree at St. Mary's here in Albuquerque. Along the way, Leon got connected with a milk man. Some of you remember the old days when someone would bring fresh milk to the customers' homes. This was even before the refrigerated trucks were invented and the products were kept cool with just ice. As a teenager, Leon was one of those guys. He would deliver milk in exchange for free ice cream. After earning his high school degree, Mr. Marler began working at a service station, down at 12th and Aztec. In short time, Leon purchased a partnership share of the business. That, obviously, wasn't the final career for Leon though. Listening to Leon's presentation today, it was apparent that entrepreneur Leon never passes up an opportunity to learn something new, or to expand his business resume. He has earned an income as a painter of curbs; a cleaner of ovens; and a window washer. Those were in the very early years...before he voluntarily enlisted in the Marines. As is customary, the marines do the planning for you, when offering resume enhancements. Some of the enhancements provided to Leon were: reconnaissance school; water survival training; desert survival training and stuff like that. The two year commitment passed rather quickly, and even though Leon enjoyed being a member of the Marine Corp, he decided not to reenlist, but to rejoined the civilian world. The entrepreneur Marler was once again free to do what he does. He sold insurance and real estate for awhile. He was a truck driver, and for a period of time, had a \$30 a night job hauling lumber. (back then \$30 a night was pretty good money, particularly when it was steady). Feeling comfortable with the trucking industry, Leon bought a truck; then, in a short time, had expanded his operation to 10 trucks. His tunits were some of the first to haul for Yoplait and Vienna Sausages. (Yes, he has driven the Wiernemobile.) Leon's troops were was also the first to haul Ball Park Franks. The route was from Tacoma to Los Angeles. There were other products, and other routes as well. Sometimes a trip out of L.A. with 46 stops along the way. Sometimes just a haul of Angus beef or hydroponic vegetables (which I gather is somewhat more challenging than hauling regular vegetables). Leon tired of paying a large fee to have his trucks washed, so he expanded into the truck washing business. Then into a mobile washing company; and a wheel alignments business; and then truck detailing; wheel polishing; and painting. Oh. We shouldn't forget the truck transmission business and the rear end shop. And there were the spinoff businesses. The truck cleaning work branched out to general tank polishing. They were even the guys that shined up all the Union Oil tanks to be pretty and presentable when the World Olympics were held in Los Angeles. The truck detailing and tank cleaning expanded into bed liner spray-on business. But there were still more things to learn and more resume lines to write. So moving away from the trucking industry, Mr. Marler headed into the food service world. A deli shop in Venice Beach; a steak house in Long Beach; and a soup kitchen in LA—the brain child of brother-in-law, Crazy Frank; and how about the shaved ice shop that sometimes pushed 1,500 cones a day, including the ones that kind-hearted Leon would give away to the little kids that couldn't afford the normal price. All that amazing work / business / learning history (except maybe the part about becoming a priest) doesn't appear to readily flow into Leon's current business world. These days he and his current wife, Georgia, operate a shelter care facility. They provide assisted living services for their residents. Those including help with bathing, grooming, meal preparation, dressing and much more. They also provide hospice care to help terminally ill patients and their families with beneficial services and support through the transition. Leon said that when he first got into the assisted living work, there were about 33 pages of rules to follow, but they could, with proper training, care for tracheotomies and colostomies, and could perform, and act on, their own blood sugar tests. Now, as is usual with government and regulatory agency involvement, there are many more rules for compliance, and the referenced procedures can no longer be performed 'in house'. But Leon and Georgia still continue on and are determined to provide the quality services, compassion and assistance for their clients. If you, or any of your acquaintances, have a need for the types of services that Leon provides, give him a call at 505-837-2273. You can be assured that loved ones will receive the very best care in a super friendly and compassionate environment. If you just want to learn more about assisted living options, guidelines, benefits and costs, Leon is always willing to tell you whatever he knows (and that is a lot). Leon is also probably still the guy to contact if you would like some advice about the best way to properly drive, fix, clean, polish or generally care for the family Peterbilt or Kenworth. Conversations directly with Mr. Marler would be the best way to get clarification of why the term 'current wife' was used earlier in this discussion; or to find out if Leon first realized that he was cut out to be a marine when, in his teenage years, he chose "hunt" as the answer to his uncle's question "Do you want to hunt or go the E.R. ?" after Leon was accidentally shot in the leg by one of his 'friends' when setting out on a hunting trip.

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

## Business Leads:

None noted today

## Reciprocity:

Thank you to: Raul Rodrigues—Kings of Wrap for whipping up signs for our event.

To Seven Douglas for the nice gift that he picked up for his wife's birthday; and for getting me new business cards.

To Jack Thompson. He got his wife the prettiest fancy color diamond that I've seen in years.

To Manny Corrales—Vigilant Security Management for personally providing armed security for our \$3 million estate sale.

To Rick Reese for referring his long time friend to my store.

And to Thomas Briones for nominating me for the Goldman Sachs 10,000 Small Business Program.

John Mead—John Thomas Jewelers

Thank you to: Robert Biernacki—WaterQuest Landscaping for a sprinkler repair.

And to Tom Briones—Briones Business Law Consulting for some legal help.

Mike Deveraux—Document Imaging of the Southwest.

### ◆ Welcome to our newest member:

**Pizza 9 Franchise System, LLC**

Representative: Hass Aslami

Category: Fast Food Franchises

### ◆ Shockwave Defense training for EAGA members is Nov 9th. 9am-1pm. Sign up still available. If you have already signed up please pay online before Oct 25th. The link to pay is: <https://shockwavedefense.com/events/eaga/>

### ◆ Reminder: The EAGA Holiday Party this year will be December 7th at Hotel Albuquerque. There will be more specific details provided within the next few weeks.

### ◆ Second announcement for a prospective new member:

Sanchez Dental Associates

Representative: Dr. Gary Sanchez

Category: Dentist

Sponsor: Jukka Jumisko

If you have an objection 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](mailto:jdzipper@comcast.net) or via phone at 505-259-5959) as soon as possible.

## Badge Board Greeters

Oct 22nd

Oct 29th Chuck Osborne—Steamatic of Albuquerque and Santa Fe

Nov 5th

Nov 12th

Nov 19th

## Upcoming Speakers

Oct 22nd Laurence Saban—AED One-Stop Shop

Oct 29th Michael Melloy—Petroglyph Animal Hospital

Nov 5th Joshua Orozco—New Mexico International Business Accelerator

Nov 12th John Mead—John Thomas Jewelers

Nov 19th Steven Douglas—The Printing Guy

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: [eagaed@gmail.com](mailto:eagaed@gmail.com)

8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113