

EAGA Business Builder

eaganm.com

January 21, 2020



Today's speaker was Jukka Jumisko—WSI Web Enhancers

Mr. Jumisko began today's presentation as a rightfully proud father and grandfather. He has two daughters. Brita is studying to become a Mechanical Engineer. She is working hard toward the degree. Her excellent progress is obvious - in her great grades, and in the internship she has just secured, earning \$13,000 for 10 weeks of work. The second young lady is Inka. She has the wonderful distinction of being Jukka's daughter...and Jukka's mother. Inka has overcome some very serious challenges in her life, but is now on a positive path forward. Her son, Jukka, is named after the man that has done so much to help her. Young Jukka was born with spina bifida. After some major corrective surgeries, the little guy appears to be doing well. But there will still be tense times for a while as doctors and the family continue to monitor the youngster's progress through his growing up years. In the next portion of Yukka's presentation, he provided us with some information about his native country of Finland. Finland covers an area similar to that of New Mexico, but is more densely populated. Their residents number about 5.3 million residents, compared to our 2.1 million. Finland's political structure contains ten, or so, parties. Because of the large number of parties, none of them are big enough to control the government outright, so they form coalitions. There are three major groups, referred to as Left, Centre and Right. Currently the Left is in power. Their coalition consists of primarily younger, female cabinet members; the Prime Minister is 34 years old. In contrast, the Centre coalition is made up of primarily older females; and the Right coalition consists primarily of men. Finland provides free medical care and free education to its citizens...but don't call them Socialists. They never use that term and whatever coalition is in power, none of them argue for or against discontinuing those policies. There is no federally mandated minimum wage; anyone is able to start, and own, a business; there are as many millionaires in Finland as there are in many other countries. The government is not thought of as a foe, but as a logical ally. The governmental philosophy is based on Freedom and Trust. How can Finland not be great? It was recently designated as the Happiest Country In The World; it is the safest country in the world; and Santa Claus lives there. With all that, how did we manage to get Mr. Jumisko to Albuquerque? Well, in Finland, there are the very extended periods of living without sunshine. At some point, Jukka read about a city in southwestern USA that averages nearly 300 days of sunshine a year. He dream was to live in such a place. Yukka's professional life was working for a family owned company with business dealings in 40 countries. For 15 years he was an executive for that company; the latest as Vice President of their IT operations in Finland and New York. As noted, the company was family owned. Each year, the father would gift a few shares of company stock to his wife and children. After a period of time, the kids and mother realized that they could use their combined ownership to take control of the company. They voted the father out and one of the sons began running the business. The new management decided to use what they perceived to be a technological advantage over their competitors, and began raising prices 10 to 15 percent. It wasn't long before Jukka could, even in the non-sunshine time of the year, see the writing on that wall. So by the time the company's customers began to leave, Jukka was already on his way elsewhere. He made his way to that southwestern USA city and he is living his dream in the sunshine. Mr. Jumisko's professional career changed, but just a bit. He continues working in the technology world, but this time with WSI Web Enhancers. WSI is a full service digital marketing company. They do web design, search engine optimization (SEO), and mobile apps. They have a lot of insight and knowledge about Google Ads and in today's presentation, Yukka provided us with a couple of the newer techniques to use in promoting a business. The latest research indicates that nearly 50% of google searches are now initiated by voice commands. People are speaking into cell phones and digital devices around the house to get information from Google. Google then presents the search results as an ordered list of how to do something, or why something is done a certain way, so that the searchers can easily get easily understandable answers to the original queries. Google has developed ways to crawl through web sites to cull the information in the desired order. Your site's content should be arranged in a way to answer those referenced questions. That allows Google to efficiently find, and present the results. Yukka also noted Google's newest method of displaying results for a specific company but putting it in a side listing pane. For your company, the data displayed on that side pane is more important than your actual web page. You should check the side pane that gets for your company. Enter your company's web site in the search bar and see how Google displays your company's information. If that pane has the notation "Claim this site", it means that you have not done so and it would be beneficial if you would. 'Claiming' the site allows you to provide certain information and specify certain things to make your company more attractive to the web crawlers. It should get your company more attention. The information and instructions noted by this article are obviously incomplete and probably confusing. To get the right advice and the right instructions, give Mr. Jumisko a call at 505-850-9177. He and his team will provide you with all the information that you need to maximize your company's benefit from it's internet presence. Yukka can probably also tell you whether or not a snow glare sunburn feels the same as a regular sun sunburn one gets while living the dream.

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:

- W.D. LUCO DDS, 4405 Jager Dr., #C1 in Rio Rancho will become MOUNTAIN VIEW FAMILY DENTISTRY.
- GREEN GENE VEGAN CAFÉ will be opening at 2300 Central SE, Albuquerque
 - Lionel Specter—Zeon Signs

Reciprocity:

- I want to thank Dale Armstrong (TLC Plumbing & Heating) for donating a Cow Elk tag on his Montosa Ranch in Magdalena, NM for Catholic Charities to auction off last November. A friend of mine was the winning bid and I was able to accompany him on the hunt this past weekend. Dale and his family are incredible hosts.
- Thanks to Jukka Jumisko—WSI Web Enhancers for their work on our new website.
 - John Menicucci—Berger Briggs Real Estate & Property Management

- ◆ Today Mr. Tom McMahon was presented with a plaque noting the membership's appreciation for his services as President. Thank you Tom. Your energy and guidance over the past six months have been instrumental in keeping our organization heading on a positive path toward excellence.
- ◆ A couple of things to ponder:
 1. Name the one vegetable or fruit that is never sold frozen, canned, cooked, or in any form other than fresh?
 2. There are three words in Standard English that begin with "dw". Can you name them?

Answers: 1. Lettuce 2. dwarf; dwell; dwindle sharprains.com

Badge Board Greeters

- Jan 14th Raul Rodriguez—Kings of Wrap
- Jan 21st Paul Hanna—Hanna Plumbing & Heating
- Jan 28th Phil Menicucci—Paramount Custom Cabinets
- Feb 4th Rion Marcus—New Mexico Chiropractic Center
- Feb 11th Michael Johnson—Shockwave Defense
- Feb 18th Frank McAllister—Color New Mexico
- Feb 25th Soren Thomsen—TEMA Furniture
- Mar 3rd Gary Sanchez—Sanchez Dental Associates
- Mar 10th Tim Baca—Kangen Water Center
- Mar 17th Steve Grant—Downtown Historic Bed & Breakfast
- Mar 24th Bruce Hoover—Business Environments

Upcoming Speakers

- Jan 28th Larry Kennedy—Walla Engineering
- Feb 4th Michael Johnson—Shockwave Defense
- Feb 11th Roger Linn—i9 Sports
- Feb 18th Gary Sanchez—Sanchez Dental Associates
- Feb 25th Mark Abramson—Los Ranchos Gun Shop
- Mar 3rd
- Mar 10th Nestor Romero—The Payroll Company
- Mar 17th Randy Baker—DRB Electric
- Mar 24th

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