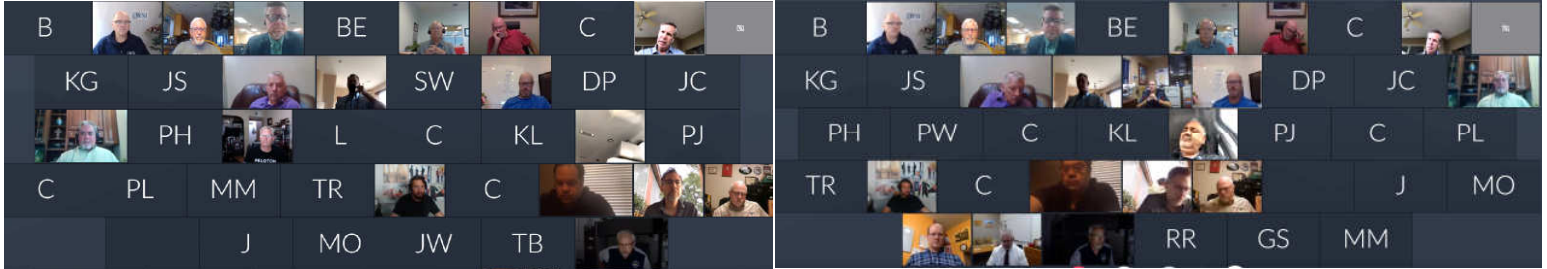


EAGA Business Builder

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One and a half steps forward...one step back as we frustratingly do the pandemic lock-down two-step... July 14, 2020

Today's presenter was the meeting participants



There was not a speaker/presenter scheduled for today's meeting. The floor was opened for any participants that had a topic to discuss. The coronavirus is, obviously, the primary subject on the mind of most people these days. That topic is of major importance to anyone trying to operate a business during this pandemic situation. President John asked a few specific individuals if they would be willing to share some insight about how they, and their businesses, are managing to progress through the current business atmosphere. Thankfully for the rest of us, they were willing to share. The following, in no particular order, is a very general summary of the meeting discussions:

- *- The pizza business is naturally built for delivery, so they have fared OK during these days when restaurants are relegated to only operate that way. Food service businesses are struggling. Particularly those types of operations that are not easily re-tooled for carry out or delivery only. Many have closed and, sadly, only some of them are able to muster the energy to continue the hope that they can figure out how/when they will be able to re-open. There is an app for fund raising that may be of assistance to some restaurant operators as they fight on. Fundaxi is the website and app that "...makes it easy for fundraising organizations to find participating partners."
- *- Exercise equipment sales is doing good. Many folks have chosen to set up an exercise area in their government relegated gym (otherwise called "home"). Business could be much better, though, if all the products were readily available. Currently, the most pressing shortage is in the 'strength products' area. Getting the parts necessary for pumping iron right now requires a six to eight week wait (pun intended). Revenues from equipment repairs and maintenance are down substantially because the hotels and community centers do not have their exercise facilities open, so no wear and tear on the machines.
- *- At the beginning of the stay-at-home mandate, many residential cleaning customers cancelled their services. Some, because it was just better to not have the cleaning staff try to navigate the extra congestion and activity that was now at home. Some, because they did not want any 'outsiders' potentially contaminating the area. But now, about 85% of the residential cleaning customers have come back. Those services now include an extra disinfecting process, after the standard cleaning has been done.
- *- Pest control operations have not had to cease their activities at all throughout the event. As a matter of fact, business is increasing. More than usual costs for PPE (personal protective equipment), as employees are required to use those items, whether or not the customer is comfortable without them.
- *- The jewelry business has been doing pretty well during the most recent parts of the pandemic. On-line activities were initiated as a response to the initial governmental lock-downs. Those new activities have not only generated substantial sales revenues for the company, but have also caused reconnection with old friends and customers. Those renewed associations will likely provide previously unexpected business in the future.
- *- To better position your business for passing through the weird economic world that currently exists, you should make sure that you have a couple of very important things: 1) A 90 day plan for continuing operations in the existing atmosphere; 2) A contingency plan for falling back if the more restrictive regulations are re-implemented; 3) A sufficient amount of readily available cash on hand. If you don't feel that you have the proper amount of cash now, then quickly remedy that situation. Secure reasonable loans, or whatever other funding vehicles are available so that you do have sufficient cash before it becomes too restrictive to do it.
- *- Be sure that your employees are properly trained and equipped to not only keep themselves and your customers safe, but to also be very mindful of the external perception of their actions. In today's world it is too easy to encounter someone that misinterprets a situation; does not have a full picture of what is happening; or otherwise chooses to act without all the facts. Those people can report that your employees are not following proper protocols and those reports, accurate or not, will start a social media firestorm that becomes tremendously difficult to put out.
- *- Banking institutions are continuing to operate in new territory. There are an extraordinary number of businesses that have had their operations severely impacted by the pandemic. Loss of revenue stream has made it difficult, if not impossible, for very many of those businesses to pay their loans or mortgages. The banks are trying, as much as possible, to work with their clients—adjusting terms, or modifying payment schedules in order to help the business weather the storm.
- *- There are confusingly 180 degree different opinions about whether or not the regulatory entities are handling the situation in the proper manner. On one side, there are those that have had first-hand encounters with professionals that indicate the proper actions would be to protect, as much as possible, the most vulnerable populations, but otherwise let the virus run its course. On the other side, there are those that have had first-hand encounters with professionals who feel that the regulators have a responsibility (or duty) to keep the infection level as low as possible throughout society, so as to not have an excessive burden on hospital rooms and equipment that would have otherwise been available for non-Covid-19 critical care patients. Hang in there, gentlemen. This situation will end - Its just not going to be within the next couple of weeks.

Reciprocity:

Thank you to Doug Stewart for spending three hours plus on a Saturday morning at my daughter's house in Rio Rancho installing a cell phone booster system so that she had decent cell phone service from her home home. She recently switched her phone service and could not make calls from her home.

- Jack Zipper

- ◆ The 2020 Membership Roster has been published. A pdf version is attached, one last time, to this bulletin email. Physical copies are available at the office of Chairman, Kit Turpen—Berger Briggs Insurance. Remember though, we are in pandemic mode, so please call ahead and make an appointment before you stop by. Kit's phone number is 505-247-0444. If, in the future, you need a pdf version of the roster, contact Bill McCabe (bmccabe@bowlintc.com), or Executive Director, Mario (contact information at the bottom of this page)
- ◆ Virtual meetings continue. The next one will be at 7:00am, Tuesday, July 21st. The link remains the same and is noted in the outlined box below.
- ◆ Our presenter for the July 21st meeting will be Haas Aslami—Pizza 9 Franchise System
- ◆ We are in need of presenters. Slots are available for the last meeting in July, and any Tuesday that you would like in August. Please contact Mario if you can make a presentation at one of our meetings.
- ◆ “Best of The City” voting deadline is August 1st. Here is the link to the website. Share it with friends and staff. This would be a good opportunity for good recognition for our members.

<https://abqthemag.com/events/best-of-the-city/>

- ◆ Mario has provided a data chart from the Texas Medical Association, via Fox News. The chart, titled Be Informed. Know Your Risk During Covid –19 is included as a separate attachment to this bulletin. Bottom line appears to be - spend a lot of time opening mail, just not while on the way to a bar.

Should you want to look up the chart yourself, the website is:

<https://a57.foxnews.com/static.foxnews.com/foxnews.com/content/uploads/2020/07/1862/1048/Covid-Chart-TEXAS-MEDICAL-ASSOCIATION.jpg?ve=1&tl=1>

EAGA Tue, July 21st, 2020 7:00 AM - 8:00 AM (MDT)
Join the meeting from your computer, tablet or smartphone

<https://global.gotomeeting.com/join/940475581>

You can also dial in using your phone.

[\(646\) 749-3112](tel:6467493112)

Access Code: 940-475-581

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