

# EAGA Business Builder

July 21, 2020

Lets go into a restaurant to eat since the revised backward orders were reversed! Wait...they've been re-reversed, so pick up your food and go eat outside

## Today's presenter was Hass Aslami—Pizza 9 Franchise System



Mr. Aslami is a native of Tehran. His family is in the construction business and, since Hass had been around that industry all his life, he thought he would be good at it too. Intending to pursue a construction career, a 17 year old Mr. Aslami came to the USA to get the necessary education. In 1981, he received a Civil Engineering Degree from Iowa State University, but that did not actually propel him into his lifetime work. Most people take on the challenges of a college education with the plan that they will have access to more knowledge, training and experience in their chosen career field. That was Mr. Aslami's plan, too. His time at Iowa State did provide him with all those things...only not just in the construction industry, and not just through the classroom and book learning experiences. Hass gained a more desirable education through his side jobs. Most of the extracurricular work was in the food service industry, and Hass discovered that he had a real passion for the restaurant business. So, setting the Civil Engineering Degree aside, Mr. Aslami headed full steam into the, sometimes less than civil, restaurant world. Over the next 40 years, Hass, and his partners, have been involved in a variety of restaurant related activities. Ten years ago, they started the Pizza 9 company and opened a restaurant in Albuquerque. Within a short time, other people became interested in the business, so Hass' company ventured into the franchise realm for Pizza 9. That franchise thing is apparently a very regulated proposition. There are many federal disclosure documents to file, and a national tradename to be registered. Then, there is the side complication that only about 30 states have adopted the federal program. The other states maintain their own regulatory requirements. New Mexico is one of those 'separate' states, so there are additional documents and filings for offering franchises in this state. Right now, Pizza 9 has 10 locations in New Mexico. Six are franchised operations, and four are corporate owned. The newest Pizza 9 operations are located in larger buildings that can accommodate entertainment facilities, like the glow in the dark golfing. The 10,000 sq ft Gallup Pizza 9 and the 12,000 sq ft Alamogordo Pizza 9 are the most recent examples. As noted above, Hass's restaurant adventures have been varied. The years from 1996 through 2006 were particularly adventurous. During that time, he was doing a lot of foreign consulting work, particularly in Dubai and Sudan. But ultimately he returned to "the greatest country of all" - the USA. In 2017, Mr. Aslami and his group opened Chello Grill, which offers flame-grilled kabobs, baked naan, many authentic Persian stews and sides, and vegetarian & gluten-free options. Then in 2019 they opened Revel Burger. I'm sure that you can all remember 2019, even though it was way back in the old days before the coronavirus pandemic. Throughout this pandemic era, restaurants have been severely limited by governmental rulings and even more than usual stringent general safety concerns. Being relegated to curbside or delivery only services has put a strain on the operations, and revenue generating capabilities, of many types of restaurants that are not able to quickly adjust accordingly. The pizza business is naturally tooled for delivery, so they have not been Covid-19 impacted as severely as others types have been. Pizza sales are doing OK, but the glow in the dark golf games have been just dark. Chello Grill had about a two year run before the coronavirus, so that restaurant has a bit of name recognition to at least generate a small (though very small) amount of curbside business. Revel Burgers was not so lucky. Having existed for only a couple of months before the shutdown, Revel is not doing well at all. In the second part of his presentation, Hass provided us with information about a new fundraising app that he is developing (Hass' concept; WSI built). For a long time, non-profit organizations have raised funds through their relationship with restaurants. Usually the restaurant selects a day and agrees to give the organization a percentage of the proceeds received from business that day. The organization promotes the event and, theoretically, the restaurant's business on that day will be greater than the normal level because of the restaurant/organization relationship. The concept works, but there are definite areas that could use improvement. Using that common concept, restaurants do not know how much business will actually develop, so quite often they are caught off guard with less food and supplies than were needed. The organization is expecting donations from the event, but they don't really know how much they will get, or whether or not the hasty post-event data gathering actually included everything. The new app that Hass has developed is named Fundaxi and it seeks to resolve the above noted problems. Fundaxi is a digital platform. Restaurants (called Partners) sign up; determine what days they can participate; and specify the percentage of business that they are willing to contribute. The fund raising organization (called a Fundaxer) signs up and pairs with a Partner. The Fundaxer, with some assistance from Fundaxi, promotes the event. Anyone that wants to participate in the event is called a Funder. They go to Fundaxi and buy funds, in the form of coupons, that are redeemed at the event. Throughout the process the Partner can go to their dashboard and see how much activity there has been. That allows them to know how to prepare for the event. The Fundaxer can likewise go to their dash board and see the value of coupons purchased. They are able to readily calculate how much they can expect to receive in contributions. The whole process is very transparent, relatively seamless, and easy to use for all the participants. Fundaxi is built to be more than just for a way for restaurants and not-for-profit organizations to find each other though. It can be used as a fund raising source for any worthy event. To get a better knowledge of how Fundaxi works give Hass a call at 505-764-3782. He can explain how your business can become a Partner or how it can be used to raise funds for an organization that you may be assisting. You can also talk with Mr. Aslami about how you can be of assistance to his business operations during this ongoing pandemic and it's directives of 'can't offer dine in; OK you can offer dine in; no you can't offer dine in'...and- by the way- figure out how to not lose money on the food and supplies that you purchased thinking that the 'OK you can offer dine in' was for real.

## Reciprocity:

I want to thank:

Chuck Osborn—Steamatic for sending a crew out at 2AM to clean up after a sprinkler went off at TEMA.

Randy Baker—DRB Electric for sending an electrician out on a Sunday to help with an emergency.

David Rodriguez—Computer Solutions for sending Bill out to help with a computer problem.

Aaron Rogers for calling me back Sunday to help with the emergency electrical issue.

Jay Weingardt—Fitness Superstore for hooking me up with a new elliptical.

Dave Armstrong—TLC for sending out a plumber to fix a plugged toilet.

- Soren Thomsen—TEMA Furniture

## ◆ Note EAGA's new officers and committee chairmen for the next 6 months:

Chairman of the Board—Kit Turpen

President—John Mead

Vice President—Mark Abramson

Treasurer—Phil Kenny

Board Member Search Chairman—Steven Douglas

Membership Chairman: Jack Zipper

Summer Bash Committee Co-Chairmen—Pat Maloy and Dan Mowery

Trap Shoot Committee Co-Chairmen—Jack Zipper, TJ Maloy and Damian Lusch

Holiday Party Committee Co-Chairmen—Mario Hernandez and Pat Wallace

- ◆ The August 4th breakfast meeting will be an in-person event at Rio Bravo Brewing, starting at 7:00 am. On Friday evening, July 24th, Mario sent an email with the pertinent information. Page 3 of this bulletin is a copy of Mario's letter. PLEASE NOTE THE DATE: The in-person meeting will be on August 4th. Be sure to attend the next virtual meeting on July 28th so that you hear any updates pertinent to the August 4th meeting.
- ◆ Risking excessive redundancy...Our next meeting will be via the virtual format, at 7:00am, Tuesday, July 28th. The link remains the same as before and is noted in the outlined box below.
- ◆ The Summer Bash has been postponed. Hopefully we will still be able to hold a reasonable facsimile of a normal Bash sometime this year. Obviously that will depend on future governmental regulations, and safety procedures. Mario, and/or the Board of Directors will keep us informed as conditions change.
- ◆ Our presenter for the July 28th meeting will be Tom Briones—Briones Business Law Consulting
- ◆ We are still in need of other presenters. If you act quickly, you can still choose any Tuesday in August...or September. 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/>

**EAGA Tuesday, July 28th, 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:(646)749-3112)

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

From: Mario Hernandez  
Date: Fri, Jul 24, 2020 at 5:57 PM  
Subject: EAGA Breakfast Announcement

Gentlemen,

Good evening and I hope you all had a productive week. I am happy to announce that Rio Bravo Brewing will allow us to safely host a breakfast meeting on August 4th at 7am. We will have social distancing and food service in mind for the safety of our members and for the staff at Rio Bravo.

As you suspect, we will not have a buffet, and our breakfast will consist of a breakfast burrito or a breakfast sandwich with coffee and juice. All items will be prepared and wrapped ahead of time and you will be asked to choose one or the other. Please keep your touches limited to selecting your item and beverages then getting to your seat. We will limit seating to 6 members per picnic table and keep social distancing in mind. To accommodate our group and keep Rio Bravo in compliance with the Governor's health order, the meeting will be held outside on the east side patio.

A few things to keep in mind, we have ordered food and beverage for the first 60 members so that we can eliminate any waste. When we have our breakfast at Tanoan, we typically have a turnout of 65-75 members. Not knowing what to expect in terms of attendance, we took caution in not over ordering. If this breakfast goes well, your EAGA board of directors will consider hosting additional breakfast meetings.

With all this being said, who would like to present at this meeting? Rio Bravo will have an audio system we can use, however no video system available. Please let me know if you have an interest in presenting on this day.

Have a good weekend and remember to bring your mask to our meeting on August 4<sup>th</sup>.

Mario Hernandez  
EAGA- Executive Director