

EAGA Business Builder

August 4, 2020

Aaarg! Pandemic orders remain as the restrictive dining, everyone masked and social distanced version. School via online only until Labor Day

Today's presenter was Bobby Aragon—Amazing Jumps, Tents



Mr. Aragon was born in Albuquerque in 1977. He spent his early education years at St. Therese, and both the school and Bobby seem to have survived the adventure. Advancing up the learning ladder, Menaul High School was next. Mr. Aragon successfully maneuvered those early teen experiences and after graduation, headed toward a career that he was sure would be a lot of fun. You see, Bobby's previous education was not just book learning and classroom experiences. His father worked for Southwest Airlines, and one of the great benefits of that job was the ability for family to fly at a very reasonable rate. And they often did.

Somewhere through the travels, or maybe just the local growing up, Bobby learned to play Black Jack. And he liked to play it a lot. So, after graduating from high school, and before he had hit 21 (pun intended) Bobby became an 18 year old Black Jack Dealer at Sandia Casino. That was a few years ago, though, and Mr. Aragon has wandered a few different paths to get to where he is now. He was married in 1997, and has three daughters. In 2002, Bobby started his Amazing Jumps business with two employees. Today he has about seventy-five. In 2004, Mr. Aragon earned his contractor's license and began the Kokopeli home building company. He kept juggling the operation of both businesses until 2008 when the economic downturn dried up the housing market. He still keeps the license current, but has no plans for major construction activity in the near future. One of the turns in his journey led to a divorce; but then another path led to a second marriage in 2012; and also to another daughter. There have definitely been quite a few ladies in Bobby's life. Family has occupied a bit of his time, but Mr. Aragon has still been able to accumulate a few other interests. He enjoys playing sports (that activity has been severely limited during the last five pandemic months); he likes watching sports (that activity has been severely limited during the last five pandemic months); and he likes betting (that activity...you get the idea). With all the hobbies pretty much in suspension, Bobby certainly has time available to spend on his business —Amazing Jumps, Tents and Events. The spring and summer times of the year are very busy for the company. The inflatable slides, jumps, bounce houses, water slides, obstacle courses, and many other inflatable systems are popular for graduations, birthday parties, family reunions, and general social events. Revenues for February and early March were very good. Then came the coronavirus and the various government directives that severely restricted social gatherings, school events, city and state events and every other 'non-essential' thing. So how has Mr. Aragon's business been doing since the middle of March...Lets all repeat together: "that activity has been severely limited during these past 5 pandemic months". Bobby is not the kind of guy that just sits around and puts up with inactivity. During the complete shutdown period, he took up web site construction and design. Basically, he learned how to build web-sites. And he has started a couple of Face Book groups that will hopefully benefit a couple of specific business segments. He has also re-tooled his company so that there is much more of a concentration on the "tents" portion of their expertise. In recent weeks, government restrictions have loosened their grasp on restaurant dining operations, but only to the degree that take away food or outside dining are still the only allowed activities. Mr. Aragon's business is very well positioned to take advantage of that 'outside dining' aspect. These days, Tents are King, and Bobby and his competitors are creating a sort of 'tent city' in and around our community. Restaurants need tents for shelter and ambiance for out side dining; businesses and other entities are using tents as a convenient waiting area for customers and clients that are pending entry into the imited occupancy operations; and organizations of all kinds are using tents as a break room for employees that can no longer gather in the existing indoor spaces which are currently not capable of meeting the social distance requirements. A new phenomenon is also rearing its profitable head. Bobby's customers are more often requesting amenities for their tents. Things like flooring, cooling systems and lighting are being added to the rental. The normal rental rate for a large tent is \$1,000 per day. That includes set-up, take-down and liability coverage for any equipment or installation related issues. Bobby knows that the normal rate can be quite a hardship for the already struggling customers, so his current policy is to only charge rent for the first five days of a month. The remaining days are free. If you know of someone that could use a tent these days, give Bobby a call at 505-980-4579. He still has some available, and he makes sure that everything is cleaned and sanitized before, and after, each use. His tents are more safe, durable and functional than the camping and pop-up tents that may, on the surface, appear to be less costly alternatives. Bobby also has a few non-tent things that can be used even during the pandemic restrictions. The inflatable Sumo Wrestler suits and inflatable boxing rings are fun things, and the dunk tank can also be used under current guide lines...and would definitely boost participants' morale. All of Bobby's equipment is of good quality and he keeps them well maintained. He definitely knows how to hold 'em; knows how to fold' em...sorry, that pertains more to one of his other interests. But in any case, give Bobby a call if you think that any of his services could be of use for you. Particularly remember that his tents can be altered to accommodate some useful amenities should you want to find a replacement for that 'dog house' you continually find yourself in.

Contact information for Executive Director: Mario Hernandez

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Reciprocity:

Thank you to Lionel Specter—Zeon Signs. He moved a sign for us on a property where they are widening the highway through Bernalillo.

- John Menicucci—Berger Briggs Realty

- ◆ **Upcoming presenters:**

August 11th	Robert Biernacki—WaterQuest Landscaping.
August 18th	Phil Houser—Document Solutions
August 25th	Jeff Bentley—Bently Auction
September 1st	
September 8th	No meeting—Labor Day holiday
- ◆ It was really great to visit in person with the members at the meeting this morning. The masks may have blocked view of the smiles, but the laughter was audible, and most of you do look the same as you did last March, at least from the neck down. It was a fun morning. Thank you to Mario, the Board of Directors and Rio Bravo Brewing for making the event possible. Maybe we can do it again sometime soon.
- ◆ The next Board Meeting will be on August 11th at 8:00 am. It will be via the virtual format and will follow our regular membership meeting. Board members will receive a separate link to their meeting.
- ◆ The Tuesday meeting for August 11th will again be via the virtual format, so pants are not required, as long as you turn off your camera before standing for the Pledge of Allegiance. The meeting link and related phone-in number and code are listed in the outlined box below.
- ◆ EAGA's Annual Jim Fanning Memorial Trap Shoot will be on Friday, September 25 at 7:30 AM. There will be a raffle in conjunction with the event again this year. Instructions for the sign-up process, as well as information about the raffle prize(s) and method of selling raffle tickets will be provided shortly. The committee needs to know if any of the participants will be using a 20 gauge shotgun, so, if you do, please remember to make note of that when you sign up.
- ◆ The Summer Bash Committee is still planning on there being a Bash at some point this year. There will be a committee meeting at 5:30 pm on Thursday, August 13th. Prior committee members should have already received an email with appropriate information. If you haven't received that email, or if you want to join the committee, please contact Pat Maloy (pat@maloystorage.com or 505-263-3837) or Dan Mowery (danrmowery@gmail.com of 505-480-8526)
- ◆ Congratulations to Herman (actually to Herman's whole family) for pulling off a wonderful wedding, even during these pandemic times. The celebration was significantly smaller and in a different location than originally planned. "It came off so well that you'd think we planned it that way from the start". The wedding was limited to only the bride and groom's immediate families and a few close friends of the couple. Following all the government regulations, his daughter was married near Hanover, MD on July 18th. Whether it was through good timing, good luck, or just that Herman and his wife Aretha were involved, everything turned out great. We wish Cydney and her husband Andrew Curtis a very happy life.
- ◆ Thank you to the members who have signed up to present at our remaining August meetings. If you can speak in September, please contact Mario and reserve your date of choice.
- ◆ Copies of the printed version of our membership directory are still available. You can pick one up at Kit Turpen's office. We are still under government pandemic requirements, so please call ahead to arrange an appointment if you want to go get one. Also, there is an electronic version attached to the bulletin email.

EAGA Tuesday, August 18th, 2020 7:00 AM will be via the virtual format.

Join the meeting from your computer, tablet or smartphone

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

You can also dial in using your phone. Call **(646) 749-3112**

Access Code: **940-475-581**

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