

# EAGA Business Builder

August 11, 2020

Coronavirus statistics for NM seem to be on a positive trend. Will it be enough for the government to release it's grip on society?

## Today's presenter was Robert Biernacki—WaterQuest Landscaping



Mr. Biernacki's records in Albuquerque go back to when he began attending third grade at Mark Twain Elementary. It is not a witness protection program situation. Robert's father was in the Air Force and this is where the family landed when Dad retired. That was about 1968, and since then, just about all of Robert's historical timeline is Albuquerque related. His educational memories, after Mark Twain, continued to Monroe Junior High and then to the ever popular, Menaul High School. Mr. Biernacki also received a Business Degree—with a concentration in Accounting, from the University of New Mexico. Robert admits that during the

late stages of the college degree, he guessed that he was not going to pursue a career in Accounting, but he did complete the program...then moved forward into a career in the Life Insurance world. The UNM education yielded more than a good degree for Robert. It also provided him an opportunity to meet Susan. And it wasn't too long before Robert (and Susan) realized that connection would definitely last a lifetime. They were married thirty-eight years ago, give or take. Robert can't remember how many anniversaries they have celebrated, but it is definitely probably about thirty-eight. Robert certainly remembers their two great, and now grown up, children. Daughter, Kate, is in residency as an OBGYN. Their son, Beau, is a technology salesman in Denver. Robert's probably forever insurance sale career lasted for thirteen years, before he became intrigued with something completely different. It happened when Robert was reviewing policy coverages with one of his insurance clients. The client had a friend looking to purchase a sprinkler repair company and the client asked Robert if he was interested in loaning the friend some money for purchasing the company. One thing led to another and Robert ended up buying the sprinkler company himself. He tried to juggle both careers, but after about six months, Mr. Biernacki realized that he was spending more time on the new company than he was on insurance sales. Robert cut the insurance cord and began spending all of his time (or more) on making the sprinkler company a success. The company did grow. Some of the growth came from increasing the number of clients, some of it came from expansion via acquisition of existing, related businesses. The first addition was a groundskeeping company. Robert had noticed that very many times when he (yes Robert did a whole lot of the work himself) was working on a sprinkler repair, the customer would ask for other yard maintenance work as well. Robert was referring that work to others. Entrepreneurial Mr. Biernacki became tired of 'giving away' work and began figuring out how he could just do the jobs with his company instead. The quickest way for that to happen would be to buy an existing business that was already familiar with, and equipped for, that particular type of work. So he bought a landscaping company. In a short period of time, Robert had an opportunity to do all the landscape installations for a couple of the bigger home builders that were constructing large developments in the late 1990's. His company's capabilities and good reputation, along with Robert's quick thinking regarding a price to quote, got him the work. Throughout the next few years, Robert's business did expand, but it got to the point where the work for builders generated almost 70% of his company's revenue. That seemingly positive situation became a negative when the housing industry experienced a dramatic decline in the 2008 financial downturn. The loss of revenue was dramatic, but Robert has managed to right-the-ship and successfully reposition his company for success in today's world. Robert hired his brother to manage the landscaping portion of the operation and for 23 years he managed it quite well. These days Robert has been able to shift and shuffle responsibilities of his very qualified staff, and extricate himself from the day to day, hands-on field work. He is now in the 'delegator' position. He manages the activities of others, while remaining available to fill in anywhere that an emergency need arrives. Robert has taken advantage of technology to assist with things like project routing and scheduling as tools to improve and maintain customer service. Mr. Biernacki considers WaterQuest to be customer service driven. He wants to make sure that their very good reputation continues. WaterQuest recently expanded their capabilities by an association with Celebrity Greens. Robert's people can now install a variety of options for artificial lawns and putting greens. If you have a need for landscaping work (design, addition, or maintenance); or sprinkler work (installation or repair) give Robert a call at 505-792-3600. Or how about that personal putting green right in your own back yard (or front yard if you want to have the neighbors around the place all the time). Mr. Biernacki and his crew will make sure that, whatever you need, you will get quality service and a quality product. Certainly Robert will be glad to personally provide you with options for any of your yard related needs. Keep in mind that you may have to schedule the meeting a few days in advance. Robert's position as 'delegator' has provided him with opportunities to spend time on hobbies and family - time away from the office. And he apparently takes advantage of that on a very regular basis.

Contact information for Executive Director: Mario Hernandez

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## Reciprocity:

None submitted this week

Upcoming presenters:	August 18th	Jukka Jumisko—WSI Web Enhancers
	August 25th	Jeff Bentley—Bentley Auction
	September 1st	John Woods—Phocus Realty
	September 8th	There will not be a meeting in honor of the Labor Day holiday
	September 15th	Phil Houser—Document Imaging
	September 23rd	

- ◆ Our next meeting, Tuesday, August 18th, will again be via the virtual format. To join the meeting via computer, use the link that is in the black box at the bottom of this page. If you prefer to join by telephone, use the phone number and code that are located in the same box.

- ◆ **ADDITIONAL GREAT NEWS:** Our Board of Directors have approved three more in person meetings. Mario has made arrangements for Rio Bravo Brewing to be the venue for those meetings, and the dates are:

August 25th

September 15th

September 29th

Each meeting will start at 7:00am and breakfast will be available. Please be respectful of Rio Bravo Brewing and bring your mask and practice social distancing. There will be a maximum of 6 members per table and there will not be any self serve breakfast items. Rio Bravo will provide additional staff to make sure they have someone serving drinks and breakfast during our meeting hour. Please refrain from any self service activity.

Mario sent an email to all members listing the remaining August, and the September meeting dates, with the venue for each. Some will be on-line via virtual format, and some will be in person events at Rio Bravo Brewing. Please keep Mario's list handy for reference so that you don't find yourself at the wrong place for any of our meetings.

- ◆ **THERE WILL NOT BE A MEETING ON SEPTEMBER 8<sup>TH</sup>** in recognition of the Labor Day Holiday.
- ◆ EAGA's Annual Jim Fanning Memorial Trap Shoot will be held at the Albuquerque Trap Club on Friday, September 25<sup>th</sup>, starting at 7:30 AM. There will again be a raffle (with a very nice firearm as the prize) in conjunction with this year's event. Mario sent an email to all members explaining the procedures, and noting other information that you need to know for this year's event. It is important that you completely read that email if you intend to participate this year. A copy is attached as page 3 of this bulletin. If you plan on using a 10 gauge shotgun at the event, please remember to make note of that when you sign up.
- ◆ Copies of the printed version of our membership directory are still available. You can pick one up at Chairman Kit Turpen's office. We are still under government restrictions, so please call ahead to arrange an appointment if you want to go there to get one. Also, an electronic version is attached to this 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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August 16, 2020 4:28PM

Subject: Information regarding the 2020 EAGA Trap Shoot  
From Jack Zipper, TJ Maloy & Damian Lusch- Trap Shoot Committee

## EAGA 2020 TRAP SHOOT

The trap shoot will be held at the Albuquerque Trap Club (ATC) on Friday, September 25 at 7:30 AM. Breakfast will be served shortly thereafter. There will be a mandatory safety meeting at 8:00 AM. **YOU MUST BE PRESENT AT THIS MEETING TO PARTICIPATE IN THE EVENT.** Due to the COVID-19 epidemic, this will be an EAGA member only event. There will be a practice round for those who wish after the safety meeting. This entire activity will occur outdoors. Masks must be worn except for when you are seated for breakfast and when on the firing line. After the practice round, the match will begin at 8:45 AM.

We are going to have a raffle as we have had in the past. Because we are not meeting weekly, we have contracted with Fundaxi to collect money for this year's raffle. The company is owned by our own Hass Aslami and Jukka Jumisko who have been very generous with donating their services. Mario will send out an email in the next few days with the website information and how you can pay. We believe this is the coolest firearm we have ever raffled. It will be built by Mike Predika. As you know, Mike builds firearms for the most elite operators in the world. The BB9 pistol has an MSRP of \$1650. Mike is giving EAGA a nice discount. Raffle tickets will be \$100 and will be available to EAGA members only. You can buy as many as you like. 100% of the money collected will be distributed for raffle prizes.

If you would like to participate, please email Jack Zipper at [jdzipper@comcast.net](mailto:jdzipper@comcast.net). For new members, you do not need a shotgun to shoot. When you contact Jack, please indicate if you will need a loaner shotgun. Members who own more than one shotgun are asked to bring them for other members. No previous shooting experience is required. You will break some targets and you will have a good time. We should be done at noon or shortly thereafter. We strongly encourage new members and members who have not previously been to this event to come. Please feel free to call Jack (505-259-5959) if you have any questions or need directions to ATC.

Mario Hernandez  
EAGA- Executive Director