

# EAGA Business Builder

September 15, 2020

Covid-19 changes. Not really. Youth non-contact sports can practice, no games and no groups &gt;10. Just fluff.. No economic recovery benefits.

## Today's speaker was Phil Houser—DSI



Mr. Houser was born in Albuquerque way back in 1961. He grew up in New Mexico, but didn't always live in the city. The first family home was on Wyoming Blvd. Back in the early 60's, that may or may not have really been within the city boundaries. Then, for a while (two years, or so) the Housers lived in the small community of Pendaries in northern New Mexico. That was a great experience for a youngster. While there, Phil had a horse to ride and a fishing stream not too far from their back door. He also had an opportunity to learn the finer points of chopping wood. The home had a wood stove in each room, so there was a constant need for right-sized wood. After the rural living, Phil's family moved back to

Albuquerque. This time to the North Valley, where Phil had an opportunity to encounter a different type of wildlife as he navigated the high school years at Valley High. While matriculating at that institution, a young Mr. Houser had the good fortune to take typing class at the right time. Not only did he learn that the quick brown fox jumps over the lazy dog, but he learned that 'qwerty' can spell love. Typing class is where Phil met his forever sweetheart, Theresa. But there was more to Phil's high school days than eagerly anticipating that typing class. He was also the proverbial 'jock'. Wrestling, soccer and baseball helped occupy his time. Phil was pretty good, particularly at baseball. His high school playing earned him a spot on the Trinidad State Junior College squad, and that led to an opportunity to play for TCU. The dream was to continue on and play professional baseball. But as the NCAA commercial says "Most college athletes go pro in something other than sports". That was the case for Phil. After receiving a Marketing Degree from TCU, he returned to New Mexico and started a non-baseball career. Before we head down the path of Mr. Houser's life in the business world, it would be good to step back to his younger years, and the influence of his father. When Phil speaks of his father, it is obvious that the younger Mr. Houser and the older Mr. Houser have a pretty good bond. Phil says that he got his salesman/entrepreneur side from his father, and his calmness from his mother. Phil's father developed his own businesses. He started ICX Trucking before veering off into a Real Estate career. Apparently the elder Mr. Houser had a pretty good knack for selling real estate. He was part of the Cochiti Land Development group that convinced people to purchase a 100 year lease for a lot in the Cochiti Lake area. Phil's father was also involved in selling land in the out of the way, but oh so pretty, area at Pendaries, New Mexico. (That was the reason for the Houser family's temporary relocation to live there - as was noted earlier). Then, in the mid to late 70's, Phil's father got into the Indian Jewelry distribution business too. Phil refers to his Dad's general demeanor as that of a "rebel". Given the stories about the elder Mr. Houser's technique for debt collections, or his wild west like method of subduing the guy that tried to steal from their store, the term "rebel" may be a little more subdued than the activities would warrant. But the real life experiences, and the on-hands training provided by his father, have had a quite positive influence on Phil's business plan and success. When Phil graduated from TCU and returned to Albuquerque, he married the Sweetheart From Typing Class. That was about 35 years ago and since then, among other adventures, he and Theresa have raised four great children. The kids are all grown up now and are building their own futures. Eldest daughter, Lauren, is an Assistant Principal in Colorado; Daughter Jocelyn, and son Alec are becoming pretty involved in the operation of DSI with Dad; and youngest son, Preston, is a CSU graduate and data analytics guy. Phil's non-pro baseball career path has had a few positive direction changes since the initial outing way back then. Right out of college, he went to work for a 3M company selling copier equipment. For the following 12 years he was pretty successful at that work. Obviously part of the salesman influence and training acquired from his father. But then the entrepreneurial portion of the influence gained the upper hand. Phil decided to venture out and start his own business - Document Solutions Inc. His office/warehouse/manufacturing facility was a 10x10 room where he was operating a toner cartridge remanufacturing business. In the twenty-three years since that initial venture, Phil's business has grown, morphed, and diversified. The 10 x 10 room has been replaced by a huge warehouse facility. There are now six offices in New Mexico and one in El Paso. Toner remanufacturing as the primary business has given way to supply sales; equipment sales and technological advancements into off-site computer management and security systems. With the way that our society now operates, the printing side of the business is not expanding. Electronics and computerized products are the ones that are advancing. Phil's operations have changed so much in recent years that the name 'Document Solutions' no longer accurately represents the majority of the work that they do. So the company name has morphed too. It is now DSI. These days, Phil's company still provides copiers and printing equipment, but they also remotely manage about 4,000 computers and provide electronic surveillance and security systems to about 60% of New Mexico schools. For a time now, DSI has been involved in thermal technology for things like detecting a fever. The Covid-19 pandemic, with its temperature related aspects, has substantially increased the awareness, and the need for such temperature monitoring. But DSI's systems are capable of much more than being fever police. They have partnered with Mobotix to provide advanced and intelligent security system options. DSI Provides options for intrusion detection; access control; facial recognition; immediate, one-touch, lock down systems; and all the StarTrek or super sci-fi equipment you can imagine. Do you want a security system that is capable of detecting an intruder, monitoring the movement, then attempting to divert them with dog barking, loud speaker messages, of verbal commands, all while communicating the activities to you via cell phone? Or could you use a system that allows you to push one button and immediately lock down your office and/or warehouse facilities? Or maybe just a thermal imaging system that will alert you to when the wife has arrived home, and just how angry she appears to be when finding out that you haven't completed any of the tasks you were supposed to do while she was out? Phil and his company can help you with any of that, as well as with copiers and printers if you need those. Give Phil a call at 505-256-9579 to see what solution they can provide for your situation. It may be best to stay away from asking his advice about collection techniques or physically subduing a thief. The Rebel's influence in his answers may still be a little too much.

Contact information for Executive Director: Mario Hernandez

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- ◆ Today, Jukka Jumisko—WSI was presented with a plaque in recognition of our appreciation for his assistance in getting the virtual meetings setup and managed. The on-line option has definitely been of great benefit to our membership during the pandemic caused meeting restrictions, complications and general business related problems. THANK YOU\_ JUKKA !
- ◆ Notes from our Executive Director:
  - Dues for the 4th Quarter will be \$100.
  - Wednesday, September 23rd, will be the last day you can purchase raffle tickets for a chance to win the custom made firearm. (The website to purchase the tickets is Fundaxi.com. Detailed instructions are at the bottom of this page).
  - EAGA will host a members only happy hour at Rio Bravo Brewing. September 24th starting at 5:30pm. We will be meeting on the patio while honoring social distancing requirements. If you plan on attending, please bring a mask.
- ◆ We need more speakers for our meetings. Please see the empty slots noted below. There are plenty of options, so contact Mario as soon as possible if you can take one of the meetings. The presentation need not be a huge production. Our members are interested in finding out what your company does; how it is surviving (or struggling) during the pandemic; and/or what interesting history you may have in your personal experiences. Fifteen or twenty minutes long would be sufficient.
- ◆ For those of you that are signed up for the Trap Shoot:
  - Gates will open at 7:30. Breakfast will be available at that time.
  - There will be a mandatory safety meeting at 8:00. If you don't attend that meeting you will not be able to shoot.
  - Albuquerque Trap Club address is 9617 Broadway Blvd SE.
- ◆ There are two more of our Tuesday meetings in September. The first one will be on-line, the second will be at Rio Bravo Brewing.
  - September 22nd On-line
  - September 29th Rio Bravo Brewing
- ◆ Upcoming presenters:
  - September 22nd
  - September 29th
  - October 6th
  - October 13th Kit Turpen—Berger Briggs Insurance
  - October 20th
  - October 27th

**Instructions for purchasing a raffle ticket—September 23rd is the last day that tickets will be available for purchase.**

1. Go to the website: Fundaxi.com
2. Sign in, or set up an account. Use the horizontal menu and select "Learn more/Sign Up"
3. Once signed up, select "Upcoming Events" located on the menu.
4. Find "EAGA Fundraising"
5. Select "Purchase Fundz"
6. Select the number of tickets you would like to purchase, \$100/ticket.
7. Once you have selected the number of tickets, select "Purchase Now"
8. You will then be prompted to a checkout page. If your ticket count is confirmed, select "Checkout Now"
9. Complete the "Billing details"
10. Once you have completed the Billing details, scroll to the bottom of the page and select the blue button "PayPal".  
This will allow you to pay by credit card or PayPal if you prefer.
11. Complete the needed payment information.
12. Done

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