

# EAGA Business Builder

eaganm.com We are not a political organization, so no political comments please. Consequently-nothing to say here about the status of our state and country January 19, 2021

## Today's speaker was Mark Tobiassen—Action Coach Business Coaching



Mr. Tobiassen grew up in Corvallis, Oregon. One of his favorite accomplishments as a youngster was being a prominent member of his high school's almost state champion basketball team. His senior year, the team came within a hair (pun intended) of winning that championship, double overtime, game. They didn't quite make it. Mark still has a photo from that game. The picture was taken with him at the apex of a jump ball, and he was towering head and shoulders and torso above all the other players. A pretty impressive display of jump-ability, particularly in that heavy Oregon air. Mark has retained many of those skills and attributes from his youth. It is just that, other than height, most of them have become a little more rusty or stored away as he traveled through the journey to now. Along those travels, Mr. Tobiassen has moved up in the world. He is now lives about a mile higher than when he was in his youth. Besides altitude, Mark has gained a lot of other more useful and wonderful things too. One of the most important events was when Mark married Nicole. His great wife, and now business partner. Their family consists of three sons and a daughter. The youngsters are growing up quickly. The two oldest children have headed up to Oregon to progress through their own careers. The two youngest sons are finishing their matriculation here in Albuquerque. Mr. Tobiassen has been a member of EAGA for 8 years. During that time he has held all five of the positions available. He has been Chairman; President; Vice-President; Board Member and General Member. Mark's company is Action Coach Business Coaching. They take a hands-on approach to assist company owners and staff with planning, managing and succeeding at their individual business. In his presentation today, Mark spoke about the new, and even more challenging, aspects of managing the ever increasing variety of employee in the current work environment. Today's management skills require more psychology than they do technology. There are now 5 different generations that are in the workforce, and the makeup (pun intended) is changing as well, as women have become much more prominent in the working arena. Each of the different groups require a different approach to properly inspire the workers to succeed. The oldest generation are those born between 1930 and 1945. Those folks adhere to rules, respect authority, are conservative, frugal, patriotic, hardworking, disciplined, dutiful, loyal, ethical and family-focused. The next generation is named the Baby Boomers (born 1946 to 1964). This group is hardworking, achievement-minded, efficient, loyal to the team, risk takers, democratic, humane, big-picture thinkers, politically savvy and responsible. Next comes the Gen-X generation. They were born between 1965 and 1980. They have the strengths of being self-reliant, independent, hardworking, fast-paced, results-driven, positive, adapts well to change, direct communicators and eager to learn. The next generation is the Millennials, or Gen-Y. Born between 1981 and 1994, this generation is diverse and open-minded, confident, self-expressive, liberal, upbeat, receptive to new ideas, socially- and community-conscious, impatient, entitled, high-expectations. And the most recent generation is referred to as Gen-Z. They are 'youngsters' born after 1995. They are optimistic, self-assured, self-directed, image-conscious, design-sensitive, money-motivated and comfort-seeking. It is obvious that today's managers will likely encounter a wide variety of employee attitudes, expectations, contributions and skills, all at the same company. Management training skills and attitudes have to change accordingly in order to be successful. Where did you acquire your leadership education. It is likely that it is from the same source as did many others. From parents, teachers, coaches or leadership classes in high school. The world has changed in the last 20 years. Heck-things have changed in the last coronavirus influenced months. Your father's leadership training probably won't work well anymore. In order to be successful, you will need a new set of standards, and an enhanced dose of knowledge. Action Coach Business Coaching can provide you with what you will need. As a matter of fact, Mark has already provided us (via email last Monday evening) with some knowledge and tools to help make a successful transition from 'the old days' to the more modern and appropriate methods of leading today's employees. You can contact Mark and Nicole via phone number (505) 908-0186. They have a great deal of knowledge and experience. They have access to a huge amount of books, research and training on the most current philosophies to help leaders through these challenging times.

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

◆ There were about forty participants at today's meeting. Most impressive was that thirty-five of them were there, but more impressive, is that thirty-five members were participating in discussions before the meeting even started—great to see the interest, and respect for the organization. Thank you.

◆ Our next meeting will be at 7:00am on January 26th. It is again via the virtual format and the link remains the same. Our speaker will be Robert Biernacki—WaterQuest Landscaping. There will, no doubt, also be discussions about the upcoming small group meetings. Please log on to the meeting by the starting time so that you don't miss any updates or general information. We all look forward to seeing you there.

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

You can also dial in using your phone. Call (646) 749-3112 Access Code: 940-475-581

◆ Upcoming speakers:

Jan	26th	Robert Biernacki—WaterQuest Landscaping
Feb	2nd	Michael Johnson—Shockwave Defense
Feb	9th	Paul Jew—Moji Studios
Feb	16th	Small Group Meetings
Feb	23rd	
Mar	2nd	
Mar	9th	
Mar	16th	

◆ We are in need of presenters for the March meetings. Please contact Mario if you are able to speak on one of those days. His contact information is in the box below.

◆ President Mark, and the Board of Directors, are trying out a new format for some of the Tuesday meetings. Mario has sent an email to everyone (January 23rd) outlining the plans and asking for volunteer hosts. The meetings will comply with all the state regulation that are in place at the time for the event. Please see a copy of Mario's email that is page 3 of this publication. Please contact him as soon as possible if you are able to host.

Contact information for Executive Director: Mario Hernandez  
Phone: 505-239-0259 email: egaed@gmail.com  
8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Gentlemen,

To build some comradery amongst our members, we are going to attempt to schedule some small live breakout meetings. To make this work we are looking for members who are willing to host a breakfast at their respective place of business. These individual meetings will take the place of our Tuesday morning video conference meeting and we will report back via a scheduled video conference meeting the following week. Feedback w/ successes and challenges with the meetings will be requested.

Let's see if we can make this work and if so, we will implement these monthly until we are able to get back to having our breakfast meetings. Once we have hosts in place, we will begin the sign up process and depending on the number of hosts, we may have to go to a first come first serve format. The following is a brief outline.

- Proposed date- Feb 16 from 7am-8am.
- One host, one board member and randomly selected members to attend.
- Host will provide refreshments and EAGA will arrange reimbursement up to \$12/person w/ receipt.
- Business topic to be selected for group discussion.
- Report back to membership the following video conference meeting.
- Please be respectful of the current state health orders.

What I need is to have members that are interested in hosting a meeting contact me via email: [eagaed@gmail.com](mailto:eagaed@gmail.com)

Mario Hernandez  
EAGA- Executive Director