

EAGA Business Builder

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Today's speaker was Darryl Moreland—DLM Collision



Jeff Moreland is a Texan. He was born at Reese Air Force Base in the early 1950s. Jeff has a brother and a sister, and sad to say, also has two other siblings that are no longer with us. He is very proud to say that his mother, now 86 years old, has always been a major influence in making him who he really is. As was noted at the very beginning of this article, and as you already know if you were in attendance at the meeting, today's speaker was Darryl Moreland, but everything about his family situation, where he was born, and when he was born, is exactly (within a few minutes) the same as for Jeff Moreland. They are twin brothers. Probably soon after they were born, the two brothers began their own individual paths along life's highway, so the rest of this discussion will be regarding Darryl's perspective. Growing up in a military family (remember the 'born at Reese Air Force Base' thing), Darryl got to live in a few different communities. He certainly remembers the four years that they spent in Spain. He really enjoyed that adventure and was lobbying to stay there instead of taking the next relocation. As military children know, their vote doesn't usually carry much weight in making the final decision regarding travel, and the family did move. That time it was back to the USA. Albuquerque, New Mexico, USA to be exact. Darryl became a member of the mighty 1972 graduating class of Manzano High School. He is also a Viet Nam Veteran - actually doing two tours of duty. (Thank you Darryl for that service in the not so popular conflict). But before the Viet Nam action, and even before graduating from Manzano, Darryl's career path had already been set. His first car was a 1969 Camaro that he purchased for \$300 with saved lawn mowing and odd jobs money. The car needed a bit of body work, but Darryl fixed it up and made it look really nice. So nice in fact that someone offered to buy it from him for \$600. Not only did the experience give him a hefty profit for his quality work, it gave Mr. Moreland the direction toward his future profession. In the beginning, he had a few different auto repair related jobs, including that of an auto painting apprentice / fill-in type position. One day, the primary painter was not able to do a job and Darryl was asked to get it done. The boss was so impressed with finished product that he offered Darryl a fulltime auto painting position, and a substantial pay increase from \$5.75 to \$8.00 per hour. That was big money in those days. Over the next many years, Mr. Moreland's career included some interesting (to say the least) activity. He was working for Melloy Dodge at the time of their catastrophic fire in the early 1990s. Nearly thirty years later, Darryl still has vivid memories of the incident. His experience with the event began when he came out of the paint booth where he had finishing work on a '79 Camaro (seems like that model vehicle has appeared in a few of Darryl's notable events) when he encountered a coworker running around with a fire extinguisher trying to fight a very huge blaze. Apparently it was an astonishing sight. Though the effort was valiant, it didn't take too long for them to determine that their efforts would be futile and exiting the facility might be a prudent course of action. Darryl encountered his freshly painted Camaro owner friend who was frantic about saving the car...while Darryl was interested in just verifying that everyone had been able to safely get out of the burning building. Apparently everyone did manage to escape and Mr. Moreland has never been told the cause of the fire (it definitely did not have anything to do with the paint booth). The fire was intense. It completely burned everything that was not steel. Tires, auto parts, and really just about everything not steel lug bolt covers had been completely destroyed. Even the aluminum engines had been melted. Definitely a once in a lifetime experience, unless you can avoid having the experience at all. Darryl continued working for the Melloy Dealerships until, oddly enough, after nearly 20 years of providing them with great work, a newly inducted manager fired Mr. Moreland because he was making too much money. The work had been quite acceptable, he was just being paid more than the manager wanted to budget. Being treated that way would have been devastating for a lot of good people, but not Darryl. He is one of the optimistic, intelligent and industrious folks. When he was booted out the door, he didn't look around and see himself in a gloomy, unforgiving world. He instead reviewed his personal qualifications, experiences, knowledge and desires. He decided to just start his own business. Since then, DLM Collision has grown to now include 7 employees and a lot of very satisfied customers. Mr. Moreland knew a lot when he began his own company, but he hasn't stopped learning about everything in his industry. His education comes not only through the school of hard knocks, but via at least nine certification courses. He owns a Masters Certification in A/C and in Auto Painting and Auto body work. And Darryl never stops learning. He stays current on the newer processes and techniques and he picks up better ways to do things whenever gets the opportunity. Often those come directly from others in the industry, including his own staff. Mr. Moreland notes that he is intentionally not one of the insurance company recommended facilities. Insurance companies work off their own set of procedures concerning auto repairs, and often those procedures don't include getting the best outcome for the customer. The insurance carriers are more concerned about their benefits than they are about finished product. Repair and paint shops that want to get on the recommended lists have to agree to finish the jobs according to insurance industry timelines. Most often those do not allow for all the time it takes for real quality work. The insurance folks may want certain auto body damage to be repaired and back to the customer within a 1 day, while the professionals know that just the painting portion of the job would require more time than that for proper drying for the proper number of coats. Cranking out jobs according to volume results in inferior work. You should also know that insurance companies cannot specify where you get the repairs made to your vehicle. You are quite justified in having a shop such as DLM Collision do your repair work - without voiding your claim for coverage from insurance coverage. If you ever have a need for any auto body repair work, you definitely should contact Darryl at DLM Collision 505-293-1400. They are very professional about what they do. As noted earlier, Darryl has amassed a tremendous amount of knowledge and experience in the industry procedures and techniques. And more importantly, he cares about providing the customer with excellent results every time. When you hear Darryl talk about the history of paints and painting processes; the techniques used and how he and his team make the vehicles shine, you can tell that he is concerned about always doing the very best work (and he has fun doing it). When you hear his customers talk about how Darryl used his knowledge and skills to make a quality repair for a substantially less fee than those of his competitors, you can tell that Darryl has great values and the right perspective regarding how to treat people. And when you hear Mr. Moreland speak about his wife and their 3 year old daughter, you know that Darryl is a great family man, with an accurate understanding about what are really the most important things in his life.

◆ **Welcome to our newest member:**

Darnell Cable and Fasteners

Representative: Lance Darnell

Classification: Wholesale distributor of industrial maintenance supplies

◆ **Mario has provided a couple of announcements from the recent Board of Directors meeting:**

1. Qtr 2 dues invoices will be sent later this month. The Board has decided to increase dues to \$200/member.

2. The Board has approved 2 membership category changes:

a. Gary Sanchez formerly w/ Sanchez Dental and in the "Dental" category has changed to Why Institute.

Category- Cognitive Research & Development Services.

b. Mike Caldwell has retired from Select Security and is now "honorary retired".

As a result, we now have Dentist & Security Systems as open categories.

◆ **Our next meeting will be 7:00am Tuesday, March 16th, at Rio Bravo Brewing. Please remember that we are still under the government imposed restrictions for a 'yellow' coded county, so social distancing, face masks, and so on are still required. Please wear your mask to and from the meeting, and at any time when you are not seated and eating breakfast. Also, beware that it is not a self-serve buffet. The food and drinks will be served by Rio Bravo staff.**

◆ **Upcoming speakers:**

Mar	16th	Randy Baker—DRB Electric
Mar	23rd	Patrick Wallace—Essential Pest Control
Mar	30th	

◆ **HELP!!! We need speakers for our March 30th meeting, and for all meetings in April. Please consider taking one of those opportunities. If you can do so, please contact Mario to let him know of your choice.**

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