

EAGA Business Builder

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Today's speaker was Patrick Wallace—Essential Pest Management



Mr. Wallace was born in Tucson, Arizona, but he didn't begin his presentation with that. Nor did he mention his growing up years in that community, or a formative 4 year period of time that he spent roaming the 'badlands' of Tombstone with his trusty BB Gun and a good imagination. He did, however, begin today's discussion with a very important set of events in his life that occurred in 1979. That is when he had a not-so-chance encounter with a lovely and wonderful racquetball facility manager. It led to a six month whirlwind courtship, and marriage 6 months later. The 42 years since then have passed quickly and the Wallace family now includes their six grown children and ten (soon to be eleven) grandchildren. Pat's business life during that time has had some variety too. For a period of time, he operated a Chem-Dry franchise here in Albuquerque and was awarded Franchise of the Year in 2009 for that activity. At the same time, he began to dabble in pesticide distribution (at the most basic level). Around 2017, Pat sold the Chem-Dry franchise and began to concentrate on his creepy-crawly work. Pat says that these days, the most important things in his life are bugs and family...not necessarily in that order. The bug side of that equation comes from owning Essential Pest Management. Please note that the name is not Essential Pest Control. Pat is a sort of laid back kind of guy and 'control' sounds so domineering and intrusive. 'Management' implies more of a guidance sort of attitude towards things. Besides - 'Essential Pest Control' is the name of an already existing company in a neighboring state. Pat's two truck team (Pat prefers to be a small, customer oriented operation) does work in the "structural pest control" realm. That means they will spray buildings inside and out, and in the related yards. His company specializes in bugs and small rodents like mice or rats. They do not have the skills, or desire, to take care of problems with bee relocation, nor removal of skunks, squirrels, racoons, or pretty much any other critters that are bigger than a cigar box. Not to imply that Pat uses a cigar box to trap and remove bugs. He is a licensed exterminator and provides effective service with industry approved, eco-friendly products. Note: although termites are individually smaller than a cigar box, Essential Pest Management does not do termite work either. He can recommend people that are specifically experienced in that sort of thing. When it comes to pest control (management), Mr. Wallace knows what he is talking about. But in today's presentation, he didn't talk about it that much. Most of his time was dedicated to providing some of life's lessons to be learned from bike riding. Pat has been an avid (or is the word 'obsessive'?) cyclist for a long time. He has earned that any of the experiences encountered while riding can be translated into guides for life and business actions. Today he provided 4 examples of those thoughts: 1) Pat was involved in a four day bike ride to raise funds and awareness for the Wounded Warrior Project. This time the route was in Arizona between Gilbert and Wickenburg. One particular day, the temperature rose to 105 degrees. Nearing the end of the ride that day, Pat began to feel tired and disoriented. Come to find out he was experiencing heat exhaustion. He remembers the very lousy, weak, tired feelings and that they came about because he was not properly prepared for the conditions of that day. Lesson learned: Preparation is Good. 2) Six years ago, Mr. Wallace decided to take a relaxing ride out to Algodones (stay with us...the lesson is not that a bike ride all the way to Algodones is in itself a bad idea). He was cruising just below 25 miles per hour along one of the less traveled back roads, looking at something, his cell phone, when all of a sudden a Chamisa bush jumped onto the road right in front of him. As Pat quickly reviewed all his options, he discovered that, at this point, there was only one. So he took it. He hit the bush, flew into the air and crashed to the pavement. One thing learned from the experience is that people in fancy sports cars don't stop to render aid to slightly damaged, bleeding bikers. More beneficial Lesson Learned: Look ahead. Don't just pay attention to close in things, but also farther out to see, and prepare for, what is ahead. It will not only benefit you in a business operation, but could help you avoid a broken hip, rib and hand. 3) Pat had been riding road bikes for over 20 years when he decided to take on the mountain bike aspect of things. He assumed that the equipment and preparation would be similar. He discovered that his bike tires would go flat only 3 or 4 miles into the ride. After much consternation and trying to figure it out, a bicycle repairman told him that the problem was too little air pressure in the tires. Mountain bikes need 100 to 110 lbs of pressure (substantially more than do road bikes). When mountain biking, under inflated tires will leak air at the rims as they constantly flex from the rigorous bumping and landing on objects. Lesson learned: It's the little things that can cause big problems. 4) Road races and tours most often include a large number of participants. Teams of riders will bunch together in small groups, called pelotons. Within these groups, riders that are not in the lead, but are actually little farther back in the pack can conserve up to 35% of their energy because of the 'drafting' affect from the lead riders. This technique is employed by most racing teams as the members can take turns being in the lead and being the ones that are 'pulled' along by other riders. Lesson learned: Working within groups (in life and in business) can reduce the stress and needed energy for the membership. Advice and experiences of each person can be used for the benefit of all. EAGA is a good example of this. Obviously Mr. Wallace has had a lot of beneficial experiences throughout his life (whether they looked like it at the time or not) and he is willing to share his knowledge and philosophies with anyone that asks. Give him a call at 505-900-1322 if you have any questions about cycling or pest management. Not only can he provide more thoughts about renegade and mobile Chamisa bushes, but he can also tell you that a vinegarroon may look ugly or scary, yet they are actually beneficial 'organic pest control' devices. They eat cockroaches and other pests, while not posing much of a threat to humans...other than the foul smell that comes from being smashed. Pat will also tell you that over the counter pesticides usually contain the same ingredients as those used by the pros, but the stuff used by exterminators is more concentrated, and more effective when applied in the professional manner.

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- ◆ Our next meeting will be 7:00am Tuesday, March 30th, at Rio Bravo Brewing. Activity throughout the state is ramping up again, but please remember that we are still under the government imposed restrictions. Social distancing, face masks, and so on are still required. We need to do our part to keep Rio Bravo out of trouble. Please wear your mask to and from the meeting, and at any time when you are not seated and eating breakfast. That includes the times when you just leave your table to get another healthy parfait, or just go to speak to another member. Also note: It is not a self-serve buffet. The food and drinks will be served by Rio Bravo staff.
- ◆ Upcoming speakers:

Mar	30th	Guest Speaker—Viante New Mexico
Apr	6th	Tom McMahon—Fenix Inc (Premium Shopping Guide)
Apr	13th	Joe Sierra—Century Bank
Apr	20th	
Apr	27th	
May	4th	
- ◆ Thank you to the gentlemen that have signed up to speak at our next couple of meetings. It would sure be less stressful for Mario and President Mark if the speaker list was filled in for more than two or three weeks ahead. Please review your schedule, and your knowledge or business expertise and decide that you can take one of the currently vacant slots. It would be much appreciated. If you can, contact Mario via phone or email as noted in the box at the bottom of this page.

It is officially spring again. Maybe 2021 will be a more enjoyable, more productive, more happy place than was that old 2020 thing. Parts of it look better already.



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