

# EAGA Business Builder

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## Today's speaker was Lance Darnell—Darnell Cables & Fasteners

### Darnell Cable & Fasteners

Mr. Darnell is a Texas boy. West Texas, around the El Paso / Van Horn area, as a matter of fact. He has been in New Mexico long enough now for it to have rubbed off on him a little, but fortunately, he has also been able to retain a lot of the good qualities he got from growing up in the rural world. Lance was on his own early in life, and doing OK with that, so he wasn't sure that college would be his cup of tea. Luckily though he did decide to pursue a college degree in El Paso. That good decision not only resulted in a Business Degree, it also provided Mr. Darnell with an opportunity to meet the love of his life. He and Cindy have now been married for 39 years, and they have three boys and 7 grandchildren. Having a wonderful family is definitely a happy, satisfying and important thing for Lance. As noted earlier, he was on his own early in life. He had a good job and, in 1978, was earning an Impressive wage of \$10 per hour. After he was married, and Cyndee was expecting twins, Lance understood that he had a bigger responsibility than just providing for himself. He knew that he had to have a secure and profitable job, but he began to give deep thought to the real reason for working. Receiving praise for a job well done is enjoyable, but is not a long term benefit. Money is important, but the dollars are actually only a useful byproduct for achieving the real reason for working...to provide for family. Being able to give the family all the things that they need, and some extras, is what makes life worth while. It is satisfying to be able to offer the kids opportunities for a good education; to make sure that they have easy access to all the necessities as they are growing up; and being able to send them on honeymoons to places where you would have liked to have gone yourself. For Lance, that challenging adventure began from scratch. When he and Cindy first headed to New Mexico, they needed only their Oldsmobile and one of the smallest U-Haul trailers to carry their entire fortune. That was in 1984. Things have become better since then. Somewhere along the way, and with the encouragement of his brother-in-law, Lance acquired a K&N Electric franchise. That business involved providing small parts and materials to the construction industry. After a short time, Lance realized that the K&N way of running a business did not always mesh with the Darnell way - and that wasn't a good thing. He decided that it was best to move away from the franchise operation. In 1995 Lance opened his own business. Figuring out the 'nuts and bolts' of his operation is pretty straight forward. He sells nuts and bolts...and a lot of other small things. He provides screws, bolts, tie wraps, connectors and tons (really) of other cables and fasteners, and the like, that are needed by construction, maintenance and large equipment installation folks. Mr. Darnell's clients would prefer not to commit their own staff to the task of finding and managing supplies of the little parts that they need in their everyday work. Darnell Cable and Fasteners is able to do that tedious job for them. Lance and his entire staff (Cindy) order large barrels of the parts, then they re-package the product into bags of smaller, more manageable, quantities to be distribution to their customers. Lance has a very good reputation of being responsible, fair and accurate and he re-supplies the customers' small parts bins on a regular basis. He has researched, developed and maintained suppliers of hi-grade products, so the items that he provides are reliable and of top notch quality. The Darnells do have competitors, and some of them are large and well established. Lance may not have the buying power of those larger operations, but he has done an excellent job of setting up a business model that allows for a much lower overhead cost, and he is able to provide the products at a competitive price, but with a much better profit margin than the big guys. Mr. Darnell gave us his secrets to achieving a good reputation and managing a successful business: "Like what you sell and who you sell it to; Always maintain your integrity. Work hard; Be good at what you do and regularly work at getting better; Find good suppliers and stick with them; Provide the best service that you can; and care about your work and your customers." Darnell Cable and Fasteners is a wholesale business, so many of you may not be able to drop by his facilities to buy four screws and six flat head washers on a Friday afternoon. But if you want to discuss his business, history or philosophies, or talk about family, you can contact Lance at 505-286-9378. He is a quiet sort of fellow, but is always willing to provide you with whatever knowledge or experience he has that may be useful to the subject. He just doesn't use a lot of extra, unnecessary, words to do it.

- ◆ The Summer Bash has been scheduled for July 10th at the Turpen Family Compound. The Bash Committee will be forming soon and if you are interested in becoming a member of that illustrious group, please contact one of the Committee Co-Chairmen; Pat Maloy [pat@maloymobilestorage.com]; Dan Mowery [danmowery@gmail.com].
- ◆ Our next meeting will be at Rio Bravo Brewing. Tuesday, April 27th - 7:00 am. There have not been any meaningful changes in the pandemic induced regulations and restrictions in our community, so please be mindful of the situation. Wear your masks to, and from, the venue, and even inside when you are not actually seated and eating your fabulous breakfast. Randy's friendly and helpful staff will be happy to serve you with food and beverages as desired.
- ◆ Upcoming speakers:
 

Apr 27th	Hass Aslami and Guest Speaker on Fundaxi
May 4th	Lou Rodges—Retriever Merchant Services
May 11th	T. J. Maloy—Waterjet Cutting
May 18th	<i>Available Business Promotion Opportunity slot</i>
May 25th	<i>Available Business Promotion Opportunity slot</i>

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