

EAGA Business Builder

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July 13, 2021

Today's speaker was Miguel Mendoza—Perfection Pools & Spas



Mr. Mendoza has been a pool guy for a lot of years. In the early 1990s he began working for a local company in the pools and spas industry. He put up with that operation for about 9 years before deciding that the company's operating methods were not going to change to something tolerable. So Miguel resigned his position there. The order of business at that point became...what the heck to do now. It wasn't long before he received a call from one of the previous company's customers where Miguel's team had been planning a requested

project. The customer wondered the status of his job. Mr. Mendoza explained that he no longer worked there, but the customer could find the status by calling the company's office staff. The customer explained that he had decided to use that other company because Miguel would be doing the work. If that was no longer the case, then perhaps Miguel would just do the job himself as an independent contractor. He did. Then there were other such jobs. Because he was just starting out on his own, Miguel didn't yet have a well-established company record, but his good reputation earned him 30 day terms with a supplier. The combination of business and readily available materials allowed for a steady growth in business for the now two man team. All was going pretty well and Mr. Mendoza had most everything he needed...well, almost. A government agent visit one day informed Miguel that he was not doing things legally since he did not possess any of the required contractor licenses. Who knew...in today's world, a person can have the knowledge to do specific jobs; and can have a large amount of qualified experience; and can have a great portfolio of positive references, but is not allowed to legally do the work unless he has the government supplied papers that say it is OK for him to do so. In relatively short order, Mr. Mendoza took care of the problem. First the plumbing license was acquired, then, after a little more book learning and work, the GB-98 contractor's license. Now he was good at his work and legally able to say so. By 2004, Miguel's primary revenue source was from being the installer for a local pool company. But that company was not particularly interested in using the most appropriate supplies and parts. Apparently they were more concerned about their bottom line than they were with providing superior quality products. That philosophy doesn't fit Mr. Mendoza's desired method of operation. He prefers superior quality. Miguel ended that relationship and had his company move on to build up business with installation and maintenance services for the general public. His operation grew, and grew. Revenues were quite good, but with that sort of success comes the related hassles. About 20 employees to deal with; a fleet of trucks; and the inevitable increase in insurance, and all the other overhead expenses. His good successes were weighing heavy. The 2008 economic downturn did not hit Perfection Pools overly hard, but Miguel did take it as an opportunity to begin downsizing his company to a more easily managed operation. That worked relatively well, and things continued to progress, but in a less stressful way. The 2018 and 2019 business years were very busy. Then the pandemic arrived, but during that weird period of time Perfection's work remained steady, and actually a little better than before the shutdowns, etc. Miguel's company now consists of about 12 employees and a sufficiently sized fleet of vehicles and equipment. Life is pretty good. There are a lot of good customers, and Miguel's team does such good work, and has such a good reputation, that those customers are willing to wait awhile to get their projects completed. (Requesting a new pool installation today will get you on the schedule for some time in December). Some of the delay is caused by the large number of customers that want quality work, but some of it is also due to residual effects from that pandemic. Quality staff is difficult to find and the supply chain is still screwed up for many of the needed materials. Chlorine tablets are hard to get, and when they are finally available, the plastic buckets are not available to package and transport those tablets. But, hopefully that will correct itself in the very near future. If you are interested in having a new pool installed, or if you would like quality repair, maintenance or service for an existing pool or spa, you should definitely contact Mr. Mendoza at 505-877-2524. You don't have to settle for a rectangular lap pool, or a round, plastic type drop-in pool. The imagination (with slight limitations) is the guide for design. Perfection Pools uses a shotcrete type of installation, so they can spray the concrete base onto almost any shape or pool design. How about a four leaf clover pool; or a guitar shaped one; or maybe a clown head silhouette (with or without a hat)? Mr. Mendoza's crew can probably do any of those, but you may have to wait until early 2022. If you just want pool advice or information, that will be provided more quickly. Just give Miguel a call for that too. He knows a heck of a lot about pools and spas. He can even give you a ton of advice about whether to have a completely chlorine pool, or a salt based pool with its requirement for much less chlorine, but is likely to be a more repair and maintenance prone thing. Whatever you need in the pool and spa arena, Miguel Mendoza is your man. And you know that whatever your project it will be completed in a high quality manor. Miguel named his company after his philosophy regarding what customers can, and should, expect: Perfection Pools and Spas.

Contact information for Executive Director: Mario Hernandez
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Reciprocity:

None submitted for today

- ◆ Today was the first meeting under our new leadership. President Steven Douglas was at the podium and ready to take the reins. A couple of goals he has set for his term: Continue to increase membership; Bring back the self-serve buffet style breakfast; improve weekly attendance to regularly be above the current 65 to 70 percent. It appears that President Steven will also strive to inject even more subtle humor into the weekly get togethers. Keep paying attention, you don't want to miss any of it.
- ◆ Mission already accomplished on one of President Steven's goals. Today's breakfast format was self-serve buffet style. It has been too long since we have been able to stand in line to get a chunk of scrambled eggs, a couple of pieces (or three or four) of bacon, and/or some relatively more healthy oatmeal. Thanks to Executive Director, Mario, the Board, and President Douglas for making that happen
- ◆ The 2021 Summer Bash is "in the books" and it was, once again, a great success. Thank you to the Bash Committee, headed by Chairmen Pat Maloy and Dan Mowery. Your planning, and hard work made it possible for the participants to just do nothing but have a wonderful time. The catered food was good; the liquid refreshments were plentiful; and the camaraderie was everywhere. A special "Thank You!" to Kit and Toni Turpen for allowing us to invade their wonderful venue. Their hospitality is very much appreciated. And another special "Thank You!" to John and Janelle Mead for the prizes. They provided the table centerpieces, a couple of which contained hidden surprises: A coupon for a trip to Las Vegas and a fantastic John Thomas Jewelers gift certificate. Great finds for two lucky Bash participants. And finally - The trophy for our Cornhole contest will be traveling this year. The team of Dr. Ryan Marcus and Samantha Hughes were the 2021 winners, so they get bragging rights until the next Bash in July 2022. Thanks to all that attended.

Badge Board Greeters

July 20 th	John Woods—PHOCUS Real Estate brokered by eXp Realty
July 27 th	Scott Wilson—Crane Service Inc
Aug 3 rd	Paul Wynn—Acme Iron and Metal
Aug 10 th	Kevin Lorenzen—Aflac
Aug 17 th	Kit Turpen—Berger Briggs Insurance
Aug 24 th	Joe Sierra—Century Bank
Aug 31 st	Miguel Mendoza—Perfection Pools & Spas
Sept 7 th	No Meeting Labor Day Holiday
Sept 14 th	Soren Thomsen—TEMA Furniture
Sept 21 st	Lance Darnell—Darnell Cable & Fasteners
Sept 28 th	Kale Isaacson—Fyzical Albuquerque
Oct 5 th	Hass Islami—Pizza 9

Upcoming Speakers

July 20 th	Guest Speaker - Dave Campbell with Mesa Del Sol
July 27 th	Michael Johnson—Shockwave Defense
Aug 3 rd	
Aug 10 th	
Aug 17 th	Paul Wynn—Acme Iron and Metal
Aug 24 th	Scott Wilson—Crane Service Inc
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