

EAGA Business Builder

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August 24, 2021

Today's speaker was Paul Jew—Moji Studios



Mr. Jew is an Albuquerque native and is a second generation American. His mother was born in the US after her parents came to America from China in 1929. Paul's father came to America on his own when he was only 15 years old. The elder Mr. Jew founded the New Chinatown Restaurant in 1950, and operated that facility for 25 years. In 1976, Dad decided to have a larger venue and built a new restaurant for New Chinatown. It was an impressive facility, in design and size. As expected, Paul, and his two brothers Kim and Stan, grew up in the restaurant industry. Paul spent many of his younger days waiting tables, washing dishes, and realizing that he had no desire to be a restaurant owner when he grew up. Paul graduated from Highland High, then decided to follow a special young lady to college. She applied to attend University of California Irvine, so Paul did too. Then fate intervened. Mr. Jew was accepted, but the young lady was not. Paul stayed anyway, and earned a Bachelors Degree in Psychology, a Masters Degree in Business, and more importantly, he earned the love of a different, much more special young lady that would become his wife. They were married 38 years ago (if you heard Paul's presentation today, you will know how the number 28 played into the conversation). Paul and Judy have two sons, Brandon and Corbin. They are both grown now with Corbin doing quite well at pest control activities in Chicago, and Brandon is studying his way through grad school. Not long after Paul finished his college career, he returned to Albuquerque and became the business manager for his brother Kim's photography company. Over the years, Paul learned more about photography. When brother Kim decided to phase out the school photo segment of his business, the two brothers decided that Paul would take those jobs and form his own company. That was a few years ago, and it was the beginning of Moji Studios. Around 2014, digital cameras came onto the scene. They provided cinematographic quality pictures for a relatively low cost. Obviously that had a major impact on the professional photography world. Since then, the technological capabilities have just continued to advance. A couple of years ago, Paul was attending a conference which included a presentation about video photography. That experience propelled Mr. Jew toward a different memory capturing technique. Moving pictures is not really a brand new concept (ask some of our venerable members that have seen the product back when things were black and white). But new technologies; new education; new thought processes; and new analytical research have re-tooled that part of the picture industry. Paul and his team began learning all about video photography. They have attended many, many hours of training sessions and education classes in order to be as informed and experienced in that realm as possible. In 2019, Moji Studios became a 100% video photography business. Various research has determined that storytelling is a vastly more successful way of conveying a message than is just reciting facts. That research has become a lot more involved than just determining "25 out of 30 people liked the show". Analytics and science have crept into the figuring out 'Why' part of the story telling world. Someone has determined that mirror neurons are activated in the brain of a person hearing a well told story. ["Mirror neurons are brain cells that fire both when you do something and when you watch someone else do the same thing. Because they allow us to mimic what others are doing, it is thought that these neurons may be responsible for why we can feel empathy, or understand others' intentions and states of mind." - newsscientist.com May 12, 2008]. Other folks have found that oxytocin levels also rise as a person is listening to a compelling story. [Oxytocin is a hormone associated with empathy, trust...and relationship building" -Medical News Today]. Those are just two of the studies which indicate that listeners will make a more emotional connection to the subject when listening to a story than they will to just hearing a recitation of facts about it. Realizing the impact that storytelling has on consumers, marketing techniques are evolving to take advantage of that knowledge. They have figured out that storytelling provides a competitive advantage. Stories can be used to convey a purpose, and therefore capture the consumer's heart (and wallet). It is now not so much about the stuff that you sell, but the stories that you tell. Videos are actually a very profound way for telling a story. Not only are videos beneficial in getting people to buy products and services, but the art of telling a story via video can be so beneficial in many other aspects of a company's operations. As well as for marketing, video stories should be created for use in promoting, and expanding the company's brand recognition; for expanding the for employee hiring, training and camaraderie; and for conveying the company's purpose. People will buy into a vision much easier than they buy into just a plan, so growing businesses need an 'origin story'. Any business entity needs to make sure that all of their efforts have a similar scheme of things. Social media, blogs, advertising, promotions, etc. all need to match the company's brand story. Non-profit organizations should pay attention to the storytelling analytics as well. Their message is more successfully conveyed when it is from a personal level versus a 'here is what we can do' level. Having a captivating video story about a single person's experiences will be exponentially more successful than will some fact sheets about how many contributions are needed, or how many people have been helped along the way. If you want to see how Moji is conveying the message via video storytelling, you should watch their examples. Paul has provided links to some of his company's recent work for you to review. If you have any questions about how video storytelling can benefit your company, or you personally, give Mr. Jew a call at 505-315-3265. He , and his team (Tim March, RJ Anthony, and Justin Holtzen) are very knowledgeable and experienced in it all. They will show you how much the modern digital equipment and techniques have made improvements to the moving pictures and talkies of old. Paul and his folks are also quite good at asking the right questions, and suggesting the best path, to achieve the most interesting and beneficial video story for your purpose. Video links:

[The Irish Wedding Video](#) (the one that got Paul into storytelling)

[The TLC Origin Story](#) (part of ABQ's Most Iconic Companies)

[The Wings For Life Video](#) (if you want to donate to Wings of Life organization <https://wingsfl.org/donate/>.)

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: eagaed@gmail.com

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- Leads:**
1. dd's Discounts "coming soon" in the shopping center at 11145 Menaul NE.
 2. Route 66 Veterinary Clinic is re-locating from 136 Washington NE to 3601 Central NE.
 3. Ben E. Keith located @ 3205 Broadway SE will become QCD.
 4. Following BBVA branches are changing to PNC Bank: Cottonwood; NM 525; 9500 Sage Rd.; 6001 Academy NE; 1201 Rio Rancho Rd (likely others to follow).
 5. Tesla is opening a Service Center at 17730 US 84 Frontage Rd in Santa Fe.
 6. Jack Ollason Family Dentistry. New Office at 3901 Georgia NE
- Lionel Specter—ZEON Signs

Reciprocity: Thank you to Robert Biernacki—Waterquest Landscaping for the great personalized service on 3 of my properties.
- Jack Zipper

If you have information that you would like published in the bulletins, you can submit it in person at the meeting, or via email to bmac@swcp.com. (Please note the email subject as "EAGA")

◆ **Welcome to our newest member:**

Window Fashions, LLC Representative: Bill McConnell Category: Window Coverings

◆ **Second announcement for a prospective new member:**

Yourson Construction Inc
Representative: Paul Barragan
Category: Bathroom Repairs; Tub & Shower Renovations
Sponsor: Raul Rodriguez

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or phone 505-259-5959) as soon as possible.

◆ **The Jim Fanning Memorial Trap Shoot has been scheduled for Friday, September 24th. 8:00am for burritos and a mandatory safety meeting. Since there is a short supply of shells, the event will be limited to 50 participants (Members only. No guests at this time). If you are going to attend, please sign up at our Tuesday meeting. There will be a raffle - grand prize is a \$1,000 gift certificate from Los Ranchos Gun Shop. Tickets are \$100 each and will be available at the Tuesday breakfasts. All proceeds from the raffle will be used for the event.**

◆ **Please note that there will not be a meeting on September 7th because of the Labor Day Holiday.**

Badge Board Greeters

Aug 31st Miguel Mendoza—Perfection Pools & Spas
Sept 7th **No Meeting Labor Day Holiday**
Sept 14th Soren Thomsen—TEMA Furniture
Sept 21st Lance Darnell—Darnell Cable & Fasteners
Sept 28th Kale Isaacson—Fyzical-Albuquerque
Oct 5th Hass Aslami—Pizza 9 Franchise System
Oct 12th

Upcoming Speakers

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