

EAGA Business Builder

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September 21, 2021

Today's speaker was Rich Rosley—A-TECH Security Inc



Mr. Rosley is a native of New York, but he was wise enough to head to New Mexico fresh out of high school in 1983. It wasn't a truly 'leaping with no net' situation though. His sister was already in Albuquerque, so Rich was operating on information supplied by an advance scout. After arriving in the Duke City, Mr. Rosley found a job working at the Journal. It was a good gig. He worked late nights/early mornings, and was earning pretty good money for an 18 year old. But that job wasn't set up to be a life long career. Even at his relatively young age, Mr. Rosley knew that now was the time to figure out what his long term career would be (a much more mature attitude than is found in many of today's 18 to 22 year olds). Rich thought he would really like to be a member of the FBI and he began down that path by signing up for the 2 year Criminal Justice Degree program at TVI. (For you youngsters, or transplants out there, TVI was the original name for CNM). Mr. Rosley did complete that degree, and he did it within the prescribed 2 year time period. However, a person doesn't usually just go directly to the FBI from TVI (or CNM either). Most often a job at the FBI comes after having gained experience at some other three letter agency or institution. In Mr. Rosley's case, it was decided that he should next apply for work at APD. But, when going through that process, Rich encountered a situation that would not let him finish the APD Police Academy. When the FBI option was no longer available, he was not sure where to head. Rich discussed things with his best friend (his father), and the two decided that Rich should take the aptitude tests provided by TVI to see if those could help direct him toward his best career interests. The results pointed him toward a career in electrical work, so the younger Mr. Rosley enrolled in the TVI electrical program. That did ignite a spark; shed some light on the situation; and all those other puns meaning that the world of electricity was probably where Rich would be most comfortable. While enrolled at TVI, he was encouraged to join one of the Vocational Institution Competitions—and he won at TVI; then he won at the New Mexico state event; then finished 7th in the national competitions. Maybe he was going in the right direction. While at TVI, Mr. Rosley also learned that electricity was not the only thing that would light up his life. In 1991, during his final semester at TVI, Rich and a wonderful young lady (Lorena) were married. Thirty years goes by quickly, and that young couple now have two daughters and two grandsons. During the years between wedding day and grandchildren, Rich has encountered a few other events as well. Not long out of school, the Rosleys had a first hand experience on what happens when a crook burglarizes your home. When Rich and Lorena returned home to find that there had been a major intrusion, his criminal justice education immediately kicked in. He called the police; made sure no one touched anything- in order to preserve any fingerprints; and took other precautions to protect the crime scene --- then waited four and a half hours for the police to arrive and note that they were not going to be able to do much to investigate the event. Whether because the police department is short staffed, legally hindered, other otherwise unable to properly investigate, and resolve, personal property crimes, how crappy is that for the victims. Rich was already somewhat involved in the alarm business, but he now took even more of an interest in that work. Soon after, Mr. Rosley was offered a job at a local alarm company. He enjoyed the work and got pretty good at it. Not too many years later, Rich and the company owner had some major disagreements, and Mr. Rosley decided to go out on his own. In 1994 Rich, and his sister (Joan), started their own business. Brainstorming with his sister, trying to figure out what to name the new company, they decided that "tech" was a good, brief description of their services. Then Joan, who has always been on top of that sort of thing, noted that the company should be names so as to appear first in the yellow pages (you remember the yellow pages...a very small written version of Google), so the name was going to be "A-TECH Security". A-TECH doesn't just sell alarm systems. The 'other guys' just sell alarm systems. A-TECH provides full service security, and they are there for their customers for the long term. Their client relationships don't stop with the sale. As a matter of fact, the equipment is only a minor part of the services that A-TECH provides. Rich combines his criminal justice education with his knowledge and training in security systems to provide customers with the most beneficial protection available. He notes that the electronics are actually a secondary part of a security system. The other components are more important. Good locks; strong and properly installed doors; security film on the windows - and an alarm system - are all needed to properly secure a facility. That security film on windows is a pretty amazing feature. It comes in clear, tinted and mirror options. The thin film actually makes a window shatter-proof. There are bullet proof versions available too. Besides offering the advice on how to make a structure more secure, A-TECH does provide all the up-to-date options for security equipment, too. They have the cameras (fish-eye for 360 degree viewing; standard, fixed vision models with manual or electronic zoom capabilities; cameras that are capable of capturing a license plate from a long distance, and so on). A-TECH also has entry access systems (card access; gate control; fence and perimeter monitoring, etc), including the 'electronic watch dog' layers of security for monitoring different levels of access throughout the exterior areas around a facility. A-TECH has a Christian based philosophy of operation with the customer's interests always on mind. There are no contracts and no commitment times. Keep their systems as long as you want, and there are no penalties for stopping the services whenever you choose. In 2014 the company was recognized as the area's Fastest Growing Company. Though not always first, they were also been on the list for monumental growth in years 2015, 2016 and 2017. If you have a need for good security system for you residence or business, you should contact Rich at 505-821-5777. (If you feel that your residence and business are not really in the need of good security system, you should call 1-800-IMA-FOOL and get straightened out). Rich and his team can review your individual facilities and provide specific recommendations for your particular situation(s). He cautions against using most of the Chinese manufactured cameras. It is suspected (or well known) that those pieces of equipment often transmit data about the facilities where they are installed. If those cameras are on the personal or business network, potential for sensitive data being stolen is even more severe. Also be aware that wireless transmitting devices are vulnerable to losing communication with the recording hub because of wi-fi signal jamming devices that are readily available to the bad guys. That is whether the cameras are on a private network or not. It is best if you discuss your security needs with Rich. His number is noted above. For a guy from New Your, he is pretty knowledgeable, competent and competent.

Contact information for Executive Director: Mario Hernandez

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Leads:

- Bank of Albuquerque is no longer at 4700 Montgomery NE. The new tenant is Rio Grande Credit Union.
- Lionel Specter—ZEON Signs

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:**
Yourson Construction Representative: Paul Barragan Category: Bathroom repairs & restoration
- ◆ We will soon print a new EAGA Roster. Please make sure that Mario's file has your correct information. Remember—the roster is a paper document, so cannot be readily changed after it has been printed. If you have edits to data in the last roster, or if you are just not sure, send Mario an email (eagaed@gmail.com) with your correct information. Please do that as soon as possible. Also note that information in the roster may be different from that on our website. If you made changes to your data on the website, you still need to give those changes to Mario.
- ◆ Out holiday party will be December 11th at Hotel Albuquerque. The event will be for members and their spouse/significant other. Mark your calendar now. More details will be provided as we get closer to the event date.
- ◆ Great news for those of you that wanted to speak on October 5th, but saw that date already taken. The previously listed speaker had to reschedule, so October 5th is now available. Please contact Mario right away to have that date assigned for your presentation. If you are too slow, someone else will get it and you will have to settle for October 12th or October 19th. Mario's contact information is at the bottom of this page.

Badge Board Greeters

Sept 28 th	Kale Isaacson—Fyzical Therapy & Balance, Albuquerque
Oct 5 th	Hass Aslami—Pizza 9 Franchise System
Oct 12 th	Rich Rosley—A-TECH Security
Oct 19 th	Bill McConnell—Window Fashions
Oct 26 th	
Nov 2 nd	

Upcoming Speakers

Sept 28 th	Guest Speaker Carla Sonntag—New Mexico Business Coalition
Oct 5 th	
Oct 12 th	
Oct 19 th	
Oct 26 th	Scott Lardner—Rocky Mountain Stone
Nov 2 nd	Kevin Lorenzen—Aflac

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