

EAGA Business Builder

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Today's guest speaker was Jukka Jumisko—WSI Web Enhancers



Mr. Jumisko grew up in Finland. It is a magical land about 200 miles north of the Arctic Circle. He was within driving distance of the north pole home and workshop of Santa Clause. And getting to the estate of that jolly fellow (Santa not Jukka) would be a more reliable adventure if the trip were made on one of those Ski-Doo devices. Jukka is very familiar with mechanical snow sledding implements. His father owned the General Store in their community and regularly sold more Ski-Doos than did anyone else. At one point both the younger and the older Mr. Jumisko knew everything about

repairing the machines. Jukka could (and probably still can) tell you what even the smallest part looks like, what it is used for, and how to replace it. Finland is one of those countries that has 2 months of complete darkness and two months of complete daylight every year, so Jukka also knows a bit about travel methods that don't require snow. Some of his fondest memories are of the days when he and a friend would get off work at 6:00pm and go to a nearby lake to fish. The sun would be out, and likely to be nearly straight overhead at 1:00 in the morning. They had a row boat which was built for two sets of oars, so the friends each had a place from which to propel the craft. The team threw their lines out the back, then used human power to troll for fish. They caught their dinner, and probably a midnight snack too, as their adventure often lasted until 4:00 or 5:00 in the morning—when they would return home and get ready for work again. It was a good sized lake with easily accessible shores for brief stops and for cooking meals. The lake surface was very smooth and the crew could easily look back and see the trails left by their oars as they rowed. I wonder if that was when Jukka first got the idea that it would be interesting if he could have a way to keep a visual record of everywhere that he has been. One day in one of Finland's always dark months, while reading a motor cycle magazine, a 15 year old Jukka learned there was a place in the southwestern United States that had sunshine during 300 days of the year. Jukka dreamed of living in that place. Now, after growing up in a world of some months of complete darkness, some months of always daylight, and many months of something in between, Mr. Jumisko is in New Mexico and he is living that dream. But, as is for all dreams that get accomplished, Jukka didn't just transform from being a wide-eyed 15 year old in Finland to a probably still wide-eyed but somewhat older gentleman in New Mexico. It took him a bit of time, and a few adventures to get to where he is now. Along the way, Jukka earned Masters Degrees in Accounting and Computer Science; had a couple of interesting jobs that took him to Russia and to New York; he was married, and he had two daughters. It is obvious that Mr. Jumisko is a very proud father. He loves his daughters, and he saw them grow up in the blink of an eye. He notes that 'just yesterday' a smiling, very small young lady looked up at him and said "Daddy I want to be your friend", and today both Britta and Inka are all grown up. Britta is working on a masters degree and Inka is the mother of Jukka's first grand son. As noted, Mr. Jumisko has been able to live his dream. But that was the dream of a lot younger Jukka. Now, at a little more than 15 years old, the current Jukka is off to a new set of adventures. Jukka's brother contracted the Covid-19 virus and sadly, after a few weeks of battling the illness, passed away this past January. Jukka was also ill with the virus at the same time. Although Jukka is now completely recovered, those events made him realize that life is definitely a short term event and he should be getting on with trying to fulfill some of his other dreams. The first one is to travel around in an RV and see the world. In February, Jukka sold his house and purchased a small RV. As is Jukka's nature, he put some thought into the project. His new turtle shell is the largest RV that can still fit into a regular parking space. It has satellite TV, internet connectivity via mobile phone, and solar power capabilities so he can power-up a Ninja cooker to have the next meal ready whenever he returns from an evening (or mid-day) of beer and wine tasting. Mr. Jumisko has joined a couple of RV groups and he can easily find an inexpensive (usually free) place to park his RV when he is not in a standard sized space right in front of the bar...I mean restaurant. Jukka showed us samples of Google maps that noted his travels since early this year. There were identifiers for all the places that he has been. There were marks indicating places he stopped while on the 'short' trips to Phoenix and back in February when he was trying out his new RV. And there were many markings designating places he visited while on much longer adventures to places like Maine and California. Yes. He has already traveled the country from the east coast to the west coast...and he is just getting started. (Jukka wonders why the United States has to have two Carolinas? And why, unimpressively, there are hardly any books in a Presidential library?) Starting tomorrow, Jukka is off to a variety of cities to attend a few ice hockey games around the country. Mr. Jumisko's footprints that show up on Google maps may not be as pretty as seeing the oar trails around the lake, but the Google history of where he has been, what his preferences must be, and just how long he stayed at each establishment, is certainly more permanent. By now, the oar trails are just memories impressed on the mind, but the Google markings are more like tattoos that will likely be visible a lot, lot longer. Jukka has to have an income to pay for the dreams, so he uses his business - WSI Web Enhancers - for that. WSI is a franchise business consisting of about 800 offices in 87 countries, and Jukka's Albuquerque office has ranked in the top 20, worldwide, for the past couple of years. In today's internet based business world, it is very important to understand the how all the technologies works, and how to employ the best methods and practices for making it work for you. Jukka is the person to help you with that. He and his team are very knowledgeable in the realm of websites, SEO (search engine optimization), Facebook advertising, mobile apps, and Linked-In campaigns. Google is probably the largest internet logistics and advertising company. Knowing how to use Google's tools can be instrumental for improving your business via the digital world. Jukka is very knowledgeable in how to do that. He knows all about how to adjust your website in order to improve your Google ranking results, and thereby improve your company's internet visibility, customer visits to your site and, ultimately, more sales and revenue for your operations. This bulletin is not a good place to list all the details about the very many aspects of Google (or the internet in general) possibilities. Your best option would be to contact Mr. Jumisko directly for all that. He will not only tell you about Google's knowledge panels, video carousel, local pack map listings, FAQs, and on and on, but he will also explain how it can be made to work for you. Jukka also has analytical tools that can check your website for a variety of things, and the results will help in decisions about what to add to improve your site, or what to change to make it more secure. Remember: rankings lead to better visibility; visibility leads to more customer click opportunities; customer clicks lead to more site visits; site visits lead to more sales, and more sales lead to more possibilities that you too can get out there and live your dream. Contact Jukka to help with your internet success. His phone number is 505-890-9177. When speaking with him directly it is best to use broken-English. He speaks that quite well. But he is really a very good guy, no matter what the language. Use the phone to contact him. You will probably not be successful if you search Google for "Where is Jukka today" , or "Have Jukka contact me". Google does know where he is, and how long he has been there, but the search engine won't provide that information to you. Privacy issues you know.

Leads:

- Ultra Health opening an office @ 8104 Wyoming NE.
- Balanced Life Yoga is opening @ 1402 Eubank NE.
- Trade Home Shoes will be opening a store in Coronado Mall.
- 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")

- ◆ Mario has made arrangements to have an EAGA member/spouse social at Revel Burger on October 28th (Thursday) from 6pm-8pm (please arrive at 5:30 to accommodate handouts and other necessary pre-event directions). There will be reserved space set up for us in the game room, an open bar, and food tickets to use at Revel Burger or Pizza 9. Let Mario know if you plan on attending.
- ◆ Our holiday party will be December 11th at Hotel Albuquerque. Reserve the date on your calendars so that you don't miss this always great event. More details will be provided within the next few weeks.
- ◆ The final proof copy of the 2021 Membership Directory was circulated at today's meeting for one last attempt to pick up any remaining changes. The final product will be ready about a week after it is submitted for printing.
- ◆ We are in need for speakers and badge board greeters. See the many dates available and please contact Mario if you can take one of the slots. Your assistance would be appreciated.
- ◆ Information from a couple of our more thoughtful members (Jack Zipper and Lionel Specter):
 - Apparently "Maybe next time," isn't the correct response to a wedding invitation.
 - Don't irritate old people. The older we get, the less "Life in prison" is a deterrent.
 - One nice thing about egotists: They don't talk about other people.
 - What was the best thing before sliced bread?

Badge Board Greeters

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| Oct 19 th | Bill McConnell—Window Fashions |
| Oct 26 th | |
| Nov 2 nd | |
| Nov 9 th | |
| Nov 16 th | |
| Nov 23 rd | No meeting—Thanksgiving Holiday |
| Nov 30 th | |

Upcoming Speakers

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| Oct 19 th | Guest Speaker Lt. Colonel Michael Tachias—Cabezon Wounded Warrior Haven |
| Oct 26 th | Guest Speaker Kent Cravens—HELP (Healthy Economies Lead to Progress) |
| Nov 2 nd | Kevin Lorenzen—Aflac |
| Nov 9 th | |
| Nov 16 th | |
| Nov 23 rd | No meeting—Thanksgiving Holiday |
| Nov 30 th | |

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