

# EAGA Business Builder

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## Today's speaker was Chuck Osborne (and Summer Becker-Battles)—Steamatic of Albuquerque & Santa Fe



The Albuquerque area Steamatic franchise was actually started back in the 1970s, but not by the current owners. Jerry Becker acquired the rights in 1996 and the Becker family been operating it ever since. In 2013 Jerry relinquished the reins (a little bit anyway) to his daughter, Summer, when she became the company's General Manager. In 2018, Chuck Osborne was coerced to leave the Windy City (where he had already accumulated about 15 years of experience in the Steamatic system) to become Operations Manager for the New Mexico franchise.

Obviously the Beckers were able to convince Chuck that their NM operation was an excellent place to work; their plans provided better opportunities than he would have in Illinois; and the severe lack of three foot snow falls in Albuquerque were all good reasons for Chuck to make the move. It was probably also helpful that, after a couple of weeks of him living here, the New Mexico question "Red or green?" would be easy for him to answer, and whichever his response, it would be much less controversial that he would have experienced when answering the Chicago question of "Sox or Cubs?". Hiring an experienced Operations Manager was quite important for the company with Jerry stepping away (at least a little more) and the upward growth trajectory of the business. Their operation had increased rather substantially since the 1996 acquisition, and the plan is for that to continue well into the future. Steamatic of Albuquerque & Santa Fe currently has 40 employees (including techs with more than 150 combined hours of training and more than 9 IICRC certifications), a fleet of 25 vehicles, and a 13,000 sq ft building. In 2020, they were Steamatic's corporate wide "Best of the Year"; they have become members of the \$5 million Club (relating to annual revenues); and they have been recognized as one of Albuquerque First's Fastest Growing Companies. The company's management is apparently doing an exceptional job (probably the result of remarkable training and historical direction from the 'Old Man'). Their revenues that were \$2.3 million just a couple of years ago, will have increased to \$6.5 million by the end of 2021, and are projected to be \$10 million for 2022. Summer credits a lot of their ongoing success to the company's very strong effort to treat their employees well. She notes that "It is all about the people". Any business must have good employees, but service industry employees are usually more noticeable to clientele—and in the Steamatic types of service, they are even more so. A vast majority of Steamatic's jobs are helping clients recover from a disaster of some sort. The employees not only need to provide a quality and professional service, but it also very important for them to have a sincere empathy for the client's specific circumstances. Steamatic's crew definitely does all of that. To assist their staff in direction and goals, management has generated a list of specific values ("Roll with the punches; Play as a team; Be passionate; Train to be better; Great communication") that are used to guide their company-wide actions as they respond to the challenges that arise during the every-day activities. And those challenges really are an every day type of thing. Almost every day, schedules have to be adjusted to accommodate a new emergency situation, and yet the Steamatic team members are able to get it all done—professionally, and with the concern and respect that each customer deserves. Steamatic's current concentration is on the commercial type of customer, but they do residential work, too. With three divisions (construction; cleaning and restoration) Steamatic crew members are always on the go to a wide range of activities. The team has experience, and as noted earlier, training and certifications, in Bio Hazards; Covid cleaning and mitigation; Mold remediation; Asbestos removal; Pigeon cleanup; pet problems; water damage cleanup (removing the water and drying out all the affected property, equipment and buildings); vandalism cleanup; fire suppression leaks; carpet cleaning; upholstery cleaning; duct cleaning; and duct sealing; and more. Some of their procedures are quite sophisticated, and technical, and downright amazing. They have stuff like a wall attached octopus looking thing that is able to inject/withdraw air and dry the inside of a wall. Whether you are a large company, a small company, a family, or just a guy wanting to get the man cave carpet back to a presentable condition, Steamatic of Albuquerque & Santa Fe can help you with emergency and non-emergency cleanup type of things. You don't have to discover a mold problem and you don't have to wait for a flood or broken pipe; you don't have to have a pigeon nuisance situation and you don't have to wait until your toilet explodes (or whatever happened in that sample photo Summer casually displayed right during our breakfast). You can call Steamatic for just regular carpet, upholstery or duct cleaning. But you should keep their number (505-883-7766 ) handy. You can always use it to check in on Chuck, if you want. He has been in New Mexico for quite awhile now, but, like some of the other Chicago folks we know, he is probably still itching for someone to ask him the Chicago question anyway.

Contact information for Executive Director: Mario Hernandez

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## Leads & Business Information:

Purlife is opening a store at 2011 Mountain Rd. NW. (Purlife is a licensed marijuana outlet with several stores) .  
- Lionel Specter—ZEON Signs

## Reciprocity:

Thank you to Rick Reese—Blue Ristra for getting my low tech, but very much in demand, paper calendars.  
- John Menicucci—Berger Briggs Real Estate

◆ Our December 14th meeting will be dedicated to the election of two new Board members, and other business matters of importance to the membership. We will also vote a proposed addition to our By-Laws.

◆ **Please note that we will not be meeting on December 21st or 28th.**

◆ We need greeters and speakers for all of our upcoming meeting. Every meeting, after January 11th, is in need of someone to speak or to greet arriving members. If you can take one of the slots, please contact Mario.

◆ First announcement for a prospective new member:

Jump 4 Fun

Representative: Jack Bonsignore

Category: Fun Jumps & Party Rentals

Sponsor: Philip Menicucci

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 our Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or via phone at 505-259-5959) as soon as possible.

Educational information from Jack Zipper: Our Tuesday meetings are matutinal.

*Matutinal* (mə-TYOOT-ə-nl) - Part of speech: adjective - Origin: Latin, mid 16th century

Meaning: of or occurring in the morning.

## Badge Board Greeters

Dec 14 <sup>th</sup>	Robert Biernacki—WaterQuest Landscaping
Dec 21 <sup>st</sup>	<i>No meeting—Christmas Holiday</i>
Dec 28 <sup>th</sup>	<i>No meeting—New Years Day Holiday</i>
Jan 04 <sup>th</sup>	Chuck Osborne—Steamatic of Albuquerque & Santa Fe
Jan 11 <sup>th</sup>	

## Upcoming Speakers

Dec 14 <sup>th</sup>	Speaker not scheduled. Board elections and other general discussions.
Dec 21 <sup>st</sup>	<i>No meeting—Christmas Holiday</i>
Dec 28 <sup>th</sup>	<i>No meeting—New Years Day Holiday</i>
Jan 04 <sup>th</sup>	Mark Tobiassen—Action Coach Business Coaching
Jan 11 <sup>th</sup>	Haas Aslami—Pizza 9 Franchise System
Jan 18 <sup>h</sup>	

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