

EAGA Business Builder

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January 11, 2022

Today's speaker was Hass Aslami—Pizza 9 Franchises



Hasan (Hass) Aslami first came to the USA when he was 17 years old. His plan was to get a college education, but it turns out that his most important education came from the restaurant jobs he had while working his way through college. Hass did get a Civil Engineering Degree from Iowa State University, but he hasn't done much work in the engineering world. For the last 40, or so, years Mr. Aslami has been a food industry aficionado. He has owned and operated a variety of restaurants, in a variety of countries, but proclaims the USA to be "the greatest country in the world". Currently Hass and his team own the Pizza 9 Hospitality Group of restaurants. That umbrella covers ten Pizza 9 franchise operations (six corporate owned), as well as Revel Burger, Chello Grill and Döner Drives. This morning, however, Hass' presentation was about a separate, but certainly restaurant related, marketing platform that he has created. Food service marketing is usually a quite expensive and complicated aspect of the business. It is also difficult for small operators to efficiently compete with the advertising and marketing budgets of the larger, national, entities. In an effort to give local restaurant operators some assistance with that, Hass has created a tool called Fundaxi. It is designed to help restaurant operators bring in more revenue during the traditionally slower business times by partnering them with organizations or entities that are trying to raise funds for their own activities. In this program, the restaurant agrees to give the organization a certain percentage of the revenue received during the specified fundraising time. In turn, the organization agrees to promote the event to their participants and other potentially interested parties. The expected result is that the restaurant gets more customers and the organization gets a donation. As we have discovered, Hass is an intelligent man. Again displaying that trait, he brought along three associates to provide assistance with today's presentation. His group included Chief Technology Officer, Kenyon and marketing team members Jasmine and Rebecca. Even while experiencing the 'curse of the illusive Tanoan WIFI', the presenters still provided us with a substantial amount of information about Fundaxi. Fundaxi has only been in operation for a short time, but has already set up 75 organizations and 22 partners, and they have hosted 95 events. (An interesting side note is that, in addition to the many New Mexico partners, there are also partners located in Sweden, Canada and California.) One local fundraiser brought in over \$15,000 to provide scholarships for the children of fallen police officer Darian Jarrott. Fundaxi has also expanded the concept to now include businesses that otherwise would not fit the standard mold of fundraising. The nature of these businesses is not conducive to hosting events. But with the new concept, businesses like plumbers, insurance companies, lawyers, and so on can now be involved as well. These 'partners' are called 'Angels', and participate by contributing a set percent of the invoiced charges to a charity of the customer's choice. The arrangement will give the business additional customers and the customer's charity benefits. To make sure the maximum benefit is achieved, the Angels are promoted via Fundaxi brochures, pamphlets, newsletter, web site, promotional cards for the business to hand out, and by personal mention by Fundaxi staff whenever they attend trade shows and other such events. Getting on the Angel list only costs \$300 per year. All methods of fundraising, donating and participating are tracked via the computer system so everything is totally transparent and readily available to all involved so the resulting benefit is always clear. If you would like to become involved as a partner for the fundraisers, or as an Angel, or if you would like more information about Fundaxi, you can visit their website fundaxi.com. You can also contact Hass directly via phone at 505-764-3782. He can tell you everything you need to know for you to realize how beneficial Fundaxi is to the partners, the organizations, the Angels and the charities. There is a whole lot of 'win-win' in this platform. You can also take a few minutes to ask Mr. Aslami about some of the previous restaurants, and probably very interesting experiences, that he has enjoyed throughout his very illustrious food service career.

- ◆ Thank you! to Paul Losey for documenting the frivolity at our 2021 Christmas Party. You can see the pictures via the following link: [EAGA Holiday Party 2021](#)
- ◆ **HELP !!!** We don't have any speakers for our upcoming meetings (except February 8th). See the empty slots at the bottom of page 2. If you can be a presenter at a meeting, please contact Mario right away. We are also quite short of greeters too. Mario's information is noted in the box at the bottom of this page. Please sign up to speak or greet at one of our January, February or March meetings.
- ◆ Did I mention that we need speakers for our next meetings? Please sign up for one of the spaces.

Contact information for Executive Director: Mario Hernandez
 Phone: 505-239-0259 email: eagaed@gmail.com
 8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Leads & Business Information:

None noted this week

Reciprocity:

Thank you to: Chuck Mitchell for renting a trailer.

Dale Armstrong-TLC for buying and renting containers.

Karl Kirsch- O'Malley Glass for providing us with commercial and bullet proof glass.

Mile Williams—for renting a container.

Ken Bower—Hunter Lumber for supplying us with paneling lumber.

Scott Peck- MP Group for advice and accounting services.

Raul Rodriguez—Kings of Wrap for one of our Sandia National Labs jobs.

Dave Rodriguez- Computer Solutions Group for cable install for a Los Alamos Nationals Lab job.

- Pat Maloy—Maloy Mobile Storage

◆ Second announcement for a prospective new member:

Fireworx Fire Protection

Representative: Lonnie Carreathers

Category: Life Safety Inspections and Service and Back Flow Testing & Repair

Sponsor: Philip Menicucci

◆ First announcement for a prospective new member:

Christians Automotive and Mango Automotive

Representative: Brian Walden

Category: Automotive Repair

Sponsors: Chuck Mitchell, Pat Maloy, Bobby Jackson

◆ First announcement for a prospective new member:

JJ'S Premier Tire and Service

Representative: Christopher Sanchez

Category: Automotive Repair

Sponsor: Roger Linn

If you have an objection to any of these businesses 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.

Badge Board Greeters

Jan 18th	Bill McConnell—Window Fashions
Jan 25th	Mark Abramson—Los Ranchos Gun Shop
Feb 1st	
Feb 8th	
Feb 15th	

Upcoming Speakers

Jan 18th	
Jan 25th	
Feb 1st	
Feb 8th	Guest Speaker—District Attorney, Raul Torrez
Feb 15th	

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