

## EAGA Business Builder

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## Today's speaker was Mark Abramson—Los Ranchos Gun Shop



Mr. Abramson is the owner of Los Ranchos Gun Shop. He hasn't always lived in New Mexico, and he hasn't always owned a gun shop. Mark grew up in Toledo Ohio, and as far as business goes, he has always been an entrepreneur...of a sort. From the time that he was quite young, Mr. Abramson has been thinking about ways to generate some beneficial income. His father was a doctor, and often received bottles of alcohol as holiday gifts from patients. Since the elder Mr. Abramson didn't drink, the gifts had accumulated into quite a nice collection by the time the younger Mr. Abramson had reached the 'why not start a business' age of 11 years old. At that time, Mark embarked on his first profitable adventure. The plan, though probably put together without a lot of deep thought, was actually pretty good. He would take some of the alcohol that was otherwise just gathering dust, and sell it to local high school football players after practice. The revenue was satisfactory and the overhead costs were incredibly low. It worked well - while it worked. Once the customers realized that Mark's cost was \$0 for the product, they were not as interested in paying a fair price for the goods, and the selling trips became less enjoyable for the young Mr. Abramson. So that business folded, and Mark moved on to other adventures. That was around the time that he first became involved in Boy Scouts and he joined one of the two troops in the community. The Scout Master for Mark's troop was a seasoned Korean War Sargent and he controlled his scouts in a firm (and scary) manner. One summer, the other scout troop was attending a camp and Mark came up with an idea to help them have a more enjoyable time of it. Late one evening he snuck some of the leftover alcohol into the site where he and the campers could enjoy a little bit of liquid refreshment while playing a few hands of poker. Turns out that the event was not kept strictly confidential and after a short investigation by his stern scout master, Mark was tossed out of scouting. It is not likely that the experience caused Mr. Abramson to have a complete change in his way of thinking, and it is also not likely that all of the alcohol had been used up, but for today's presentation, Mark didn't discuss any of the other exciting experiences we expect occurred during his growing up years. With the part we do know however, it is understandable that Mark's path would lead him to a college degree commensurate with his history. He became a lawyer; graduating from law school in Washington D.C. It was not long after Mark finished college that Leo (the Korean War Sargent) called Mark back into service with the Boy Scouts...as a Camp Master. Leo apparently knew how to read people pretty well. Over the years since then, Mr. Abramson has had a variety of leadership rolls in scouting. Those include assisting with the formation of the Scouts' National Camping School and as Chairman of their Shooting Sports Program. (He has held that distinguished position for 3 years now.) Mark has become more involved in scouting over the past few years, and we know that his interests have transitioned from alcohol to guns. But those two issues are not exactly related. Scouting was not the big driving force behind Mr. Abramson's attraction to firearms education. Actually it was a politician who did that. After Mark and lovely his wife, Mindy, were married, they were living in Toledo when the mayor announced that he would be laying off policemen to save money. Mark decided to take it upon himself to make sure that his family would be properly protected, so he began learning a lot about guns. After extensive research, education and training, Mark became very knowledgeable about firearms. He learned how they work; how to use them safely; and he learned that shooting can be a quite enjoyable pastime. Mr. Abramson became so proficient in all the details that he began teaching others. His increased interest in firearms was also a driving force in his leading a double-life of sorts, for awhile. Mark and Mindy visited friends in our part of the country, and they liked it. After a bit of planning (or maybe not so much formal planning) they moved here. Mark was still a practicing lawyer back east when he found a business to purchase out here. So now he was a practicing gun shop owner in the southwest, and a practicing lawyer in the eastern part of the USA. Luckily, the ever industrious Mr. Abramson was ahead of his time, mastering the working from a remote location routine well before that became commonplace. It was actually weeks, or maybe months, before other lawyers in the law firm even realized that Mark had moved. That hectic life has subsided a bit now as Mr. Abramson is shifting to a more-or-less single life with a primary focus on his Los Ranchos Gun Shop and only a little involvement in the legal world through some residual work for a couple of old clients and as an arbitrator in medical related cases. The gun shop ownership thing does take a good amount of time and effort. It has been a formidable challenge from the beginning. When he purchased the business, Mark understood that there would be two types of customers to court. Repeat customers that liked coming his store, and potential customers that could be encouraged to shop at his business. He didn't realize that there was also a third group. People that had previously shopped with the prior owner, but had such a bad experience they vowed to never come back again. Mark has discovered that repairing a damaged reputation, particularly one caused by someone else, is a tedious, frustrating and incredibly challenging effort. Mr. Abramson is a tenacious businessman though. He is keeping the good customers, educating and attracting new customers and is even finally recovering some of those previously lost folks. His philosophy as a purveyor of firearms is that it is not about selling the guns. It is about teaching firearms knowledge and skills, promoting a positive attitude toward gun ownership and encouraging people to discover the fun to be had from a safe and properly conducted shooting experience. If you haven't already been to Los Ranchos Gun Shop, and want to experience the ambiance of the old location, you better get over there within the next few days. After March 31st, the shop will be in a location. The newly remodeled 4,200 sq ft facility is just a block north of the current location so will still be easy enough to find. It is also within the Village of Los Ranchos, so the business name will still make sense too. Whenever you would like to purchase a firearm or related supplies, or if you just want to become more educated about that industry, you should give Mark a call at 505-345-4276. He has a great amount of knowledge about the entire firearms world, but is particularly interested in teaching people about everything related to the proper ownership, operation and enjoyment of firearms. Mark also has a good understanding about New Mexico laws and regulations concerning the ownership and operation of firearms. Don't ask Mark for legal advice while at the gun shop though. Before you get an answer, you will, out of legal necessity, be subjected to more disclaimers, precautions and warnings than a television drug commercial.

## Leads & Business Information:

PARADISE EXOTICS DISTRO will open at 4615 Menaul NE.

XILINX (computer chip technology company) has sold to AMD.

SCORE 420 (cannabis dispensary) will be opening at 2125 Central NW - Old Town Shopping Center.

LARIA BOUTIQUE will open at 2325 San Pedro NE Suite 1-A

-Lionel Specter—ZEON Signs

## Reciprocity:

None submitted this week

### ◆ WELCOME TO OUR NEWEST MEMBER:

State Farm Insurance. Representative: Jerry Patton email: [jerry.patton082@gmail.com](mailto:jerry.patton082@gmail.com)

- ◆ This year's EAGA Trap Shoot will be held on Friday, September 23rd. More details will be provided as we get closer to the event, but reserve the date now so that you will be able to attend. The Trap Shoot is always a fun time.

- ◆ Second announcement for a prospective new member:

Kinney Brick Company

Representative: Benjamin Hoffman

Category: Brick Manufacturing

Sponsor: Mark Tobiassen

If you have an objection to this business 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 (via telephone number 505-259-5959 or email at [jdzipper@comcast.net](mailto:jdzipper@comcast.net)) as soon as possible.

- ◆ Jack Zipper has arranged for an EAGA 14 night cruise to Greenland on the Royal Caribbean Cruise Line's Jewel of the Seas that will depart from Bayonne, NJ on September 14, 2023. Cabin space is very limited, so if you are interested, don't delay in making a reservation. Jack has already reserved a balcony cabin for two at only \$3500, taxes and fees included. Contact Mr. Zipper at 505-259-5959 or contact Richard (the travel agent) at [By Land or by Sea Vacations](#). 678-354-9270. A \$900 per person refundable deposit will be required.

## Badge Board Greeters

Mar 22nd Damian Pascetti—Pascetti Steel  
Mar 29th Jack Bonsignore—Jump 4 Fun  
Apr 5th Brian Walden—Christians Automotive / Mango Automotive  
Apr 12th  
Apr 19th  
Apr 26th  
May 3rd

## Upcoming Speakers

Mar 22nd Paul Jew—Moji Studio  
Mar 29th Damian Pascetti—Pascetti Steel  
Apr 5th Scott Lardner—Rocky Mountain Stone  
Apr 12th David Dworsky—Team 1st Technologies  
Apr 19th  
Apr 26th  
May 3rd Guest Speaker—Tod Brown—UNM Baseball

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: [eagaed@gmail.com](mailto:eagaed@gmail.com)

8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113