

# EAGA Business Builder

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## Today's speaker was Paul Jew—Moji Cinema



As the owner of Moji Cinema, Mr. Jew understands that a person's story is everything. Whether a business, or an individual, one's current existence is the result of journeys, experiences and encounters of the past. Paul recently discovered documents that included a picture of his great grandfather, We Yip Ong. Paul already knew that his great grandfather had come to the United States during the Gold Rush era. There was not a discovery of gold, but there were still interesting and important experiences. Mr. Ong moved on from the gold mining aspirations and instead became a worker the transcontinental railroad building project. His grandchildren eventually came to the USA too, and Paul's father made his way to Albuquerque. In 1950, he built the New Chinatown restaurant on Central Ave, and operated it there until 1975. In 1976, Paul's father built an even larger, and more grand facility at the location. Paul and his brothers, Kim and Stan, were able to become professional dishwashers and busboys at that fine restaurant. Sadly, a few years later, the building was substantially damaged by fire and the family left the restaurant business. Paul's personal journey included receiving an education at Highland High School (who, by the way, are the current state basketball champions) before he headed off to receive a degree from U.C Ervine. After college, Paul returned to Albuquerque and became manager of his brother Kim's photography business. During his travels toward today (39 years ago to be exact) Paul was married. He and his bride now have two grown sons: Brandon who is working on a Masters Degree, and Corbin who's entrepreneurial spirit has led to a position in door-to-door pest control sales in Chicago. Paul's journey took another turn when he decided to form his own photography studio to take school pictures when Kim decided to stop doing that type of work. About 8 years ago, Paul attended a workshop explaining the benefits that can be obtained from moving pictures. What he saw and learned, veered Mr. Jew onto another path, and brought him to his current life in the cinematography world. He discovered that videos provide a greater impact on the viewer than do just words or even a photo or two. Remember those documents and the picture we noted earlier in this article? The papers provided Paul with some history about his great grandparents, but the photo gave Paul the ability to see, for the first time, what his great grandfather actually looked like. It was an entirely different, very emotional feeling. Imagine what it would have been like for Paul if he could have watched a videos of his great grandfather searching for gold or experiencing a part of history as he helped build the railroad. It is likely that most of us realize the videos really do give us a more positive experience than we get from just reading about something. Paul has investigated, read, and studied about why that happens. He learned that stories, when told properly, actually have an affect on the brain, and experiencing the story through a video has even greater impact. The viewer's brain has a measurable increase in oxytocin - a chemical that is linked to that 'warm and fuzzy' feeling. The videos can also mirror neurons to fire (meaning that the viewer begins feeling as though they are living the experience themselves). There is also an increase in the Limbic system activity of someone watching the story (that system governs a person's emotions). And finally, the viewer's positive experiences and feelings allow the memory of what they saw to be stored in the cerebellum portion of the brain for a 'deeper' or less soon forgotten memory of the event. During his presentation this morning, Paul provided some examples of what he was talking about via actual Moji produced videos. One was the interesting history of Scott and his family as they created Rocky Mountain Stone Company. Another was the moving story of Rosario Roman and her daughter, Elizabeth, who has succeed in an amazing way...completely obliterating the birth doctor's prediction of an abnormal life because she would never be able to hear or walk. If you were not at the meeting, you can still see the videos via YouTube links from the Moji Cinema website. Paul and his team can produce a variety of videos, depending on the goal and the subject. Give Paul a call at (505) 315-3265 if you want a video to market your company; or one to use for instilling the proper company commitment in onboarding employees; or one for public relations that explain your company's history and the challenges, struggles and successes that forged your fine institution. Paul is also in the process of creating videos to tell the stories of Albuquerque's most iconic businesses. There will even be a TV program on KYNM to show the videos and promote the positive aspects of our business community. You should also consider having Moji produce a video of your family's history. Wouldn't it be great if your great grandchildren could see your smiling face as they experience a visual story of your life's travels, challenges and successes. I am sure that Paul and his team will stay in the forefront of technology and will be able to regularly update the format to whatever it is that your great-great-grandchildren will use to see the video.

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 submitted this week

## Reciprocity:

None submitted this week

### ◆ WELCOME TO OUR NEWEST TWO MEMBERS:

Rebel Road Hot Rod Garage Representative: Jason Rockwell email: [shop@rebelroadgarage.com](mailto:shop@rebelroadgarage.com)

AAA Pumping Service, Inc Representative: Mike Krepfl email: [mikefrepfl@yahoo.com](mailto:mikefrepfl@yahoo.com)

### ◆ First announcement for a prospective new member:

RXL, LLC

Representative: John Rockwell

Category: Personally Owned Commercial Real Estate Management

Sponsor: Michael Caldwell and Larry Kennedy

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.

### ◆ Upcoming EAGA events to plan for:

-Golf Outing will be Friday, June 10th - Jerry Becker will be providing more details at upcoming meetings.

-Annual Jim Fanning Memorial Trap Shoot - Friday, September 23rd. Jack Zipper and TJ Maloy will provide more specifics as we get closer to the event date.

-Fourteen night cruise to Greenland departing from Bayonne, NJ on September 14, 2023. Cabin space is very limited. For more details, contact Jack Zipper at 505-259-5959 or Richard (Travel Agent for 'By Land or By Sea') at 678-354-9270 . A \$900 per person refundable deposit will be required.

## Badge Board Greeters

Mar 29th Jack Bonsignore—Jump 4 Fun  
Apr 5th Brian Walden—Christians Automotive / Mango Automotive  
Apr 12th Jerry Patton—State Farm Insurance  
Apr 19th  
Apr 26th Larry Sonntag—New Mexico Business Coalition  
May 3rd

## Upcoming Speakers

Mar 29th Damian Pascetti—Pascetti Steel  
Apr 5th Scott Lardner—Rocky Mountain Stone  
Apr 12th David Dworsky—Team 1st Technologies  
Apr 19th  
Apr 26th Jerry Patton—State Farm Insurance  
May 3rd Guest Speaker—Tod Brown—UNM Baseball

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