

EAGA Business Builder

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May 17, 2022

Today's speaker was John Rockwell—RXL, Inc



Mr. Rockwell was born in a small mining town in Idaho and he is the second oldest of 8 children in the family. John says that being a part of a large family, and attending Catholic schools, helped him develop a good perspective on things. Throughout his growing up years, he learned a lot about himself and acquired the desirable quality of being able to find some good in about every situation. Mr. Rockwell received a Mechanical Engineering Degree from the University of Idaho, and a Masters Degree from Duke University. His higher education adventure came via the Air Force R.O.T.C. program, so after graduation, John's first job was in research and development with the US Air Force. During the last phase of that tour, he found himself in Albuquerque, working on the R&D of a big laser weapon system. John didn't extend his Air Force tour past the four year commitment (he probably wouldn't have fit into that structured "let us tell you how to do things" world), but he did stay in Albuquerque. That was back in 1979, and it is when his professional life actually began. No longer in the military, Mr. Rockwell took up a career (albeit a short lived career) at Atlantic Richfield, but that wasn't what he was looking for. After Atlantic Richfield, his revenue generating path has been down the not-an-employee route. The trip has apparently taken quite a few turns, twists, switch-backs and advances. Throughout the years, John has had many beneficial adventures. He has bought and sold businesses and has been involved in a variety of organizations and entities. All-in-all, he has acquired a lot of knowledge, gained a lot of experience and developed quite a resume. The net result has been one of more than moderate success, but not everything turned out as well as planned. Mr. Rockwell was fired from Sandia National Labs - twice, and has been fired, or resigned, from marriage three times. At this point, however, the successes outnumber the not-successes (they are not failures if something was learned in the process). John's positive achievements include raising three children. But they are all grown now and are out enjoying their own personal adventures. John is quite proud of the kids, even though they seem to be happy enough staying on their own single-career path, without the multiple turns, twists, and switch-backs experienced by Dad. Mr. Rockwell's more recent business successes include the companies Marpac and Sierra Peak. Marpac has a variety of operations. One major part of their business is the manufacturing of medical devices and equipment, such tracheostomy collars and braces to hold tubes in place for patients. Marpac also has a sewing group that makes clothing. The Sierra Peak company is more of a technical type of business. They design, engineer and build systems for special groups in the government. Sierra Peak's staff is able to provide a diversity of services to assist customers with individual, very specialized needs. The company offers a wide range of engineering expertise; technical knowledge; manufacturing capabilities, whether on a large scale or a single unit production; design services and software development. Marpac and Sierra Peak each provide a mixed-bag of services, but they differ in their methods. Marpac makes large quantities of the same thing, for a lot of different users. Sierra Peak concentrates on small, specialized projects that often involve only a single product for a single governmental operation. Mr. Rockwell was president of those two companies for about 20 years. He says that for someone to be successful at managing multiple entities at a time, (or even a single large entity), there has to be a huge level of trust in the staff. If you can trust the staff to properly manage their time and efforts, you don't have to waste your otherwise valuable time on overseeing every little thing. John recently sold both Marpac and Sierra Peak, so now has time to concentrate on his other irons in the fire. Some of those irons may look like commercial properties that he owns and leases in places like Idaho, Maine, and Virginia; some of the irons may look like a seat in the New Mexico political arena; and some of the irons may not even be readily visible to the casual public. After all John's EAGA category is "Venture Capitalist" so there is plenty of room for speculation (pun intended) about what he has going on at any particular time. If you want to find out what Mr. Rockwell is up to today, you might give him a call at 505-507-5783. If he doesn't answer right away, leave a message. He will return your call whenever he gets back from wherever his twisting, turning, switch-backing path led him that week.

Leads & Business Information:

None submitted this week

Reciprocity:

None submitted this week

◆ Welcome to our newest member:

Slinky's Installation Category: Doors & Hardware Representative: Scott Fitzgerald Scott@slinkysinstall.com

◆ There will not be a breakfast meeting on May 31 in honor of Memorial Day.

- ◆ The EAGA Golf Tournament will be June 10th at Santa Ana Golf Club. Starting time is 1:00pm. Cost is \$20 for members and \$85 for guests. (The fees will be billed to your EAGA account. Don't bring payment to the event). The committee is also soliciting hole sponsors at \$100 each. Signup sheets for members, guests and hole sponsors will be available at breakfast for the next couple of weeks. Contact Jerry Becker (jerry@steamaticnm.com) if you would like more information.
- ◆ Planning for the Summer Bash has begun. It is always a very fun event. If you are interested in being a part of the Bash Committee, please contact Committee Chairmen Pat Maloy [pat@maloystorage.com or 505-263-3837] or Dan Mowery [danmowery@gmail.com or 505-480-8526] as soon as possible.
- ◆ WE NEED SPEAKERS! All meetings in June are open. Actually all meetings in July are open, too. Please contact Mario if you can take one of the days. It would be greatly appreciated. Mario's contact information is in the box at the bottom of this page.
- ◆ On June 14th we will elect two new members to the Board of Directors. If you are interested in having your name on the ballot, please contact Raul Rodriguez [info@thekingsofwrap.com or 505-892-1983]

Badge Board Greeters

May 24 th	Paul Losey—Covenant Schools of America
May 31 st	No meeting –Memorial Day Holiday
June 7 th	Rick Reese—Blue Ristra
June 14 th	Rich Rosley—A-TECH Security
June 21 st	Chuck Osborn—Steamatic of Albuquerque & Santa Fe
June 28 th	John Woods—PHOCUS Real Estate
July 5 th	No meeting – Fourth of July Holiday
July 12 th	

Upcoming Speakers

May 24 th	Jason Rockwell—Rebel Road Hot Rod Garage
May 31 st	No meeting –Memorial Day Holiday
June 7 th	
June 14 th	
June 21 st	
June 28 th	
July 5 th	No meeting –Fourth of July Holiday
July 12 th	

Contact information for Executive Director: Mario Hernandez

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