

## EAGA Business Builder

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## Today's speaker was Stan Byers—Milagro Media



Mr. Byers was born in the small community of Dell, Arkansas. In this case, the term 'small' means a population of 283 folks. It is said that news travels fast in a small town, and back in the day, Stan, the bicycling newspaper boy, was the one responsible for making it happen. He must have done a good job because, as a kid, he always had a little spending money available. As the years went by, and Stan grew up, he became a star basketball player for his high school team. Well, 'grew up' is a relative term. He may be a little altitudinally challenged, but he was certainly the Charlie Criss or Spud Webb of Dell Arkansas. Heading on to a higher education (pun not intended), Mr. Byers attended Arkansas State Teachers College (which these days is called University of Central Arkansas). After graduation, Stan not only got out of college, but he got out of Arkansas as well. He landed in Dallas and went to work for a Schlitz distributor there. His work may have been in the beer industry, but his heart was in the media world. He thought a lot about getting into radio but didn't know how to break into the business. Stan's sister lived in Memphis, so Stan went to see if he could find opportunities there. Stan had (still does) a knack for meeting famous people. In Memphis he became acquainted with George Klein—a media guy and longtime friend of Elvis Presley. When Stan encountered George at a social event, Stan kept pestering the media expert; trying to get advice about how to get into radio. Finally, the frustrated Mr. Klein blurted out his best suggestion to Stan..."Quit trying to figure it out. Just do it!" Stan took the advice and got a job as a DJ playing country music. Then it was to Texas playing Rick & Roll. Then Stan moved out of radio and into doing sports on television. Somewhere along the way, Stan met his wonderful wife, Donna. She was from Albuquerque, so it was a natural progression for the couple to move here. Mr. Byers still stayed in the media business though. He got work as Program Director at KRKE, but quickly moved into sales, then way up the ladder to General Manager. That stopped being a good thing when the company sold to Gaylord media. Stan jumped back into television, working for KRQE, Channel 13. At the time the Hebenstreit family owned the station and it was doing rather poorly. Stan guesses that they were ranked 4th in the three station market. Stan's reputation, work ethic and knowledge quickly earned him the respect of the station ownership. Soon he was the only non-family member on the Board of Directors. The company grew by purchasing some smaller stations, and Stan played an integral part in those acquisitions. He was also a big part of the company's revenue increases of about 20% per year for 6 years in a row. Soon the KRQE became a valuable entity - and it was sold. Stan stayed with the new ownership until a few months later when they also sold the station. That was enough of that for Mr. Byers. He set out to start his own business. He had an advertising and marketing firm, and a Real Estate business named "Byers and Sellers". As Stan saw the marketing industry begin to evolve, he moved into the digital marketing aspect of things so he now concentrates all (almost all) of his efforts in his Milagro Media company. Milagro Media promotes the feeling that a company's reputation needs to be the primary focus for establishing a successful path to success...and the company's digital reputation has become the most important aspect of a business' on-line presence. Before the SEO, the PPM, the SEM and the Social Media Marketing can be successful, the company first needs to have a very good reputation. Surveys have determined that consumers rely on the reviews and comments from a company's previous customers when making a purchase decision. But things are more involved than that. About 85% of shoppers believe local reviews that are over 30 days old have little benefit. It is in a company's best interest to make sure their reviews are current and that there are as many positive ones as possible. But it is even more important to make sure that consumers can easily find the reviews. Stan and his team provide tools, techniques and assistance that give potential customers the ability to determine the client's reputation. Milagro Media helps your company provide potential customers with the ability to easily find reviews; to provide mobile friendly access to information; to offer timed scrolling of reviews and the ability to stream reviews that are updated daily. Building a great reputation takes a concentrated effort. Mr. Byers can provide guidance and procedures for you to develop methods that monitor and respond to reviews. (Someone should respond to all reviews. Positive reviewers should receive a 'thank you' and an indication of the company's appreciation. Negative reviews should receive an apology and some effort to fix the problem.) The whole goal is to generate and maintain a 5 star ranking and Milagro Media is set up to help make that happen for their clients. You can call Stan at 505-250-8817 to see what his company can do for your company in the realm of Digital Marketing. If you hurry (and apparently REALLY hurry before Stan realizes what he is proposing) your company can get his super-doper EAGA only promotion where you get a \$3,500 value package of advice, materials, commercials, and lots of other services for an incredibly discounted price. Contact Stan today about that...he is starting to reconsider his sanity in making the offer.

## Leads & Business Information:

None submitted this week

## Reciprocity:

None submitted this week

- ◆ The 2022 EAGA Summer Bash will be on Saturday, July 23rd at the home of Randy & Denise Baker. The address is 2160 Londene Lane in Southwest Albuquerque. The Bash is free to members and their spouse. Check this link [for directions via Apple Maps](#). Sign up sheets will be available at breakfast on Tuesday.
- ◆ We are in need of greeters. There is not anyone signed up for the meetings right after the Fourth of July break, and only one commitment for August. If you are able to get to the meeting a little early, find a name on an alphabetical list, and shake the hand of 80 or so friendly members, please sign up to do that on one of the open days. Thank you.
- ◆ Second announcement for a prospective new member:  
Builders Source, Inc  
Representative: Jason Balthrop  
Category: Appliances  
Sponsor: Mike Williams

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 (via telephone number 505-259-5959 or email at [jdzipper@comcast.net](mailto:jdzipper@comcast.net)) as soon as possible.

## Badge Board Greeters

June 28 <sup>th</sup>	John Woods—PHOCUS Real Estate
July 5 <sup>th</sup>	<b>No meeting – Fourth of July Holiday</b>
July 12 <sup>th</sup>	
July 19 <sup>th</sup>	
July 26 <sup>th</sup>	
Aug 2 <sup>nd</sup>	Lonnie Carreathers—Fireworx Fire Protection

## Upcoming Speakers

June 28 <sup>th</sup>	Rich Rosley—A-TECH Security
July 5 <sup>th</sup>	<b>No meeting –Fourth of July Holiday</b>
July 12 <sup>th</sup>	Bill McConnell—Window Fashions
July 19 <sup>th</sup>	Guest Speaker - Louis Salazar—ConocoPhillips
July 26 <sup>th</sup>	Mark Tobiassen—Action Coach Business Coaching
Aug 2 <sup>nd</sup>	

Contact information for Executive Director: Mario Hernandez

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