

## EAGA Business Builder

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June 27, 2022

## Today's speaker was Rich Rosley—A-TECH Security



Mr. Rosley was born in White Plains, New York in just about the middle of the last century; and he has had a few adventures between then and now. Rich graduated from high school in New York, and quickly headed west to Albuquerque. It wasn't a random city selection though. His sister was already living here, so the move was to friendly confines. He got into that media business that we have heard about the past couple of weeks, but his gig was a three year term as a dispatcher for the Albuquerque Journal. Mr. Rosley knew that it wasn't going to be his life long career though. He was sure that his long term job would be as an FBI agent. To get that underway, Rich enrolled in the Criminal Justice Program at TVI (now called CNM). He also knew that it would be beneficial to have law enforcement work on his resume, so, while finishing up his education, Rich submitted an application to become a member of the Albuquerque Police Department. That was in 1987 (a few years after the 'flower power' and cultural revolution of the 1960s and 70's—you younger members can ask Google to tell you about that era). One of the questions asked during the APD application process concerned any previous experimentation with not so legal drugs. Honestly answering that he had done so back when he was a younger kid, Rich's application was immediately rejected, and his dreams to be an FBI agent were dashed. Devastated, Rich was at a loss for what to do next. His best friend (his father) suggested that Rich take one of the aptitude tests offered at TVI to find out what career they would recommend. The results suggested that he should be working in the electrical trades field. Rich gave that a try and found it to be quite interesting and enjoyable. And he was good at it. During his education, he entered a trades competition and won at all levels sufficient to qualify him for a seat in the national event. The challenge was formidable, but Mr. Rosley was up for it...except his desire to do well was so great that his nerves couldn't keep up. He performed throughout the entire event as a nervous wreck, and still finished 7th in the nation. So maybe the electronics industry was the place for Rich. In 1988, Mr. Rosley's career path received a slight nudge in a specific direction when he returned from a trip to find that someone had broken into his home. Rick's Criminal Justice education kicked in and he immediately instructed everyone not to touch anything until the police could investigate. They sat there not contaminating the crime scene for hours. Finally, at 4:30 the next morning, APD arrived and announced that there was not anything that they could/would do. Pretty discouraging. In 1991, having the break-in still in the back of his mind, Rich took a job at TAS Security, installing and maintaining alarm systems. Not long after that, he was offered a position at another security company. The pay was better, the owner appeared to be quite knowledgeable, and was very complementary about Rick's skills, so Mr. Rosley moved to the new company. He and the owner got along well, and the owner's confidence in Rich became so great that Rich was asked to basically run the company for a period of time while the owner dealt with a health issue. That went quite well, until the owner returned to full duty a few months later. He and Rich began having regular discussions, with very different views, about how various things should be handled. Finally, during one of those 'planning sessions', the owner suggested that maybe Rich should just quit and start his own company. Mr. Rosley thought that to be a great idea, so he quit...and walked home, since he had driven to work that morning in a company vehicle. Rich's wife, Lorena, was quite supportive, but a little concerned. [Rich and Lorena were married in 1991 and they have two daughters, a 6 year old grandson, and a 13 year old grandson/buddy to Rich]. Mr. Rosley's new work adventures began from nearly square one and the first order of business was to figure out a name. Some of the logic used when forming a business back in those days was vastly different than it is today. The A-TECH name was chosen because it described who he was—"a tech", but it also put his company at the very front of the yellow pages listings in the security system category. And that was an important advertising/marketing consideration back in that non-Google - "let your fingers do the walking" era. With the company's name, and Yellow Pages ad placement, settled, Rich was on his way. As is the case with most new operations, A-TECH experienced some difficult times in the beginning. At one point, Rich was using his credit cards to fund payroll. Then there was the unscrupulous employee that turned out to be a terrible worker, and, as investigations discovered, a very experienced con artist. She failed to submit invoices to customers to the tune of about \$150,000; and she, along with a friend, filed a major harassment suit against Rich and A-TECH. After vigorously fighting the suit on a 'what is right' basis, Rich ultimately decided to take his attorney's advice and just save money by settling. But the tough times have given way to good times. For the last quarter of a century, or so, Rich has worked to instill a philosophy of hard work, integrity and honesty in everything his company does. A-TECH has developed a great reputation and business continues to grow. They currently have over 2,000 customers; \$2 million in annual revenue; and no more need for high Yellow Pages placement - all their new business comes 100% from referrals. For 3 years in a row, A-TECH was recognized as one of the fastest growing companies in our area. They have also been honored as a member of the New Mexico Flying 40 (an annual celebration of New Mexico's growing technology companies). Rich summed up his thoughts about continuing future growth this way: "Crime is up; APD staff is down. That is it in a nutshell". The current positive status of A-TECH, and Rich Rosley for that matter, are the result of hard work, overcoming many challenges and navigating difficult times. Rich's personal adventures and discoveries have brought him to a new mind set too. Maybe that all started when Rich was 12 years old and his parents got divorced. It was a rare occurrence in the 1960s and it put Rich in the position of having to answer a lot of unwanted questions from his friends. Then, soon after high school graduation, Rich escaped (quickly left) New York to come to New Mexico. At that time, he wasn't a very religious person, unless you count that he kind of worshipped Michael Jordan. Sunday Bulls games were what captured the attention of Mr. Rosley while Lorena and the girls were attending Catholic church services. One day, however, Rich just couldn't resist his 3yr old daughter when she requested that he go to church with them. He was intrigued; then interested; then it all began making sense. Rich was ready to become involved. But he didn't have very many worldly possessions to donate (this was during the credit card for payroll days). He was in the business of installing alarms though, so he donated a totally free system to the church—and things have actually been good since then. Rich even took on the challenge of convincing his Dad that his (Rich's) beliefs were well founded. That was a formidable task. As you recall, Rich's father was his best friend, but there were complications regarding the religious beliefs in the family. The elder Mr. Rosley was a holocaust survivor; freed from the Bergen Belsen concentration camp at the end of the war, and in his later years had the urge to travel to Europe relive his Jewish heritage. He asked Rich to accompany him and that adventure is where clarity in religious understandings was achieved. Their trip involved the search for old landmarks and tracking down graves of family and old friends. It included some unlikely occurrences, some 'could that really have been a coincidence?' situations, and, ultimately, some clarity regarding the existence of a higher power. If you did not attend this Tuesday's meeting, you missed Rich's interesting, enjoyable and enlightening commentary that cannot (and some phrases should not) be duplicated in this article. It is sufficient to say that you should have been there. But back to A-TECH...if you need a good security/alarm system give Mr. Rosley a call at 505-821-5777. He can certainly provide you with quality service, durable equipment, and a well-developed knowledge of the latest technologies. He may even be coerced into letting you see the video history from Tanoan's entry gate to see which members actually showed up for breakfast on the Tuesday that we did not meet because of the holiday.

## Leads & Business Information:

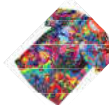
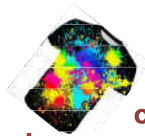
None submitted this week

## Reciprocity:

None submitted this week

- ◆ We are in need of greeters. We have two available days in July and all but one day available in 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.
- ◆ Documents Solutions, Inc is having an Impact Expo and Business Technologies Open House on July 14th. See the flyer included after page 2 of this bulletin for additional information. You should have also received a copy of the announcement via email on July 7th. Please note that there are links for your RSVP to the event so Phil and his group can plan accordingly.

- ◆ Get out your multi colored / Hawaiian shirts, bandanas and shorts!! The EAGA Summer Bash is coming. It 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 the following link [for directions via Apple Maps](#), or you can use Google to direct you to [the Red Horse B&B](#), then drive another 700 feet down Londene Lane to get to Randy's place). Sign up sheets will be available at breakfast on Tuesday. Check with Committee Chairmen Pat Maloy or Dan Mowery if you have any questions.



## Badge Board Greeters

- July 5<sup>th</sup> No meeting – Fourth of July Holiday
- July 12<sup>th</sup> Jack Bonsignore—Jump 4 Fun
- July 19<sup>th</sup>
- July 26<sup>th</sup>
- Aug 2<sup>nd</sup> Lonnie Carreathers—Fireworx Fire Protection
- Aug 9<sup>th</sup>

## Upcoming Speakers

- July 5<sup>th</sup> No meeting –Fourth of July Holiday
- 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> Guest Speaker - Ron Darnell—PNM
- Aug 9<sup>th</sup> Ben Hoffman—Kinney Brick Company

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Due to COVID-19, we haven't been able to host an event like this for 3 years. So we're going to make this the best one yet!

**When?**

**Thursday, July 14th @ 10am - 10pm**

**What?**

Experience a day full of innovative technology demos, learning sessions, food & drinks!

Followed by an evening of celebrating 25 Years of New Mexico Partnerships, Networking and Cocktail Party!



**STAY TUNED FOR MORE INFO!**

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