

EAGA Business Builder

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July 12, 2022

Today's speaker was Bill McConnell—Window Fashions



Mr. McConnell arrived in Albuquerque at a very young age. Actually, he was born here. That was more than a couple of years ago, and since then he has been blessed with a wonderful wife, Sherri, a daughter, and grandchildren. Over the past few years, Bill has also managed to acquire a 1972 Corvette and a GTO. It sounds like he will soon be parting with the Corvette, since he is only able to drive one classy car at a time; and his golf clubs will probably fit in the GTO just fine. That is about all the information we were able to get about Bill's personal life this morning, although he did provide a lot of details about his professional world. Mr. McConnell started in the industry in 1980 when he became a sales rep for a windows and doors company. Back in those days, the vast majority of his contacts came from telemarketing leads. The work was challenging, but Bill says that he learned a lot about communicating with folks. Over time, he learned how to overcome the objections, and convince the potential clients that what he had to offer really was a benefit to them. After about 5 years, that job was no longer available. Bill was offered a similar opportunity in Atlanta, but he preferred to stay in Albuquerque. At the time, his sister-in-law had a business that included installing blinds and drapery. Bill took a job in their installations department. He was paid \$5 per bracket, which meant an average of \$15 per window. The pay was good, but what Mr. McConnell liked most was the feeling of satisfaction in seeing how much his work improved the customer's home. After about two years, Bill felt that he had more to offer than was readily available at the current company. He and Sherri decided that they should venture out on their own. They started Window Fashions about 28 years ago and have been parking their cars in the driveway pretty much ever since. (The McConnells work out of their house, their garage is regularly full of materials and products for upcoming projects.) Every customer's living/work space is different, and the products that Window Fashions provides are so unique to each client that a showroom would not be of any great benefit. Bill has discovered that he really enjoys his work and he has a knack for figuring out the very best option for each client. He considers himself a sort of 'room whisperer'. Whenever he visits the job sites, the rooms talk to him. His knowledge of products, materials, and installation techniques, as well as his ability to quickly understand what the customer is trying to achieve, all mesh well and allow him to provide suggestions and ideas that result in amazing finished products. Window Fashions doesn't do much advertising. Bill has developed relationships, and has formed associations with other groups that provide his company with good leads and opportunities. He became a member of the Home Builders Association and one year did the window coverings for 10 units of the Parade of Homes. Other relationships with Business Environments and Los Alamos National Labs contractors have also provided regular and high volume projects. Recently, Bill's team provided over 300 shades for LANL facility—and all included motorized equipment. Not all of the business relationships have withstood the tests of time though. When Lowes first arrived in Albuquerque, Bill was able to secure a sub-contractor type of arrangement where his company, Window Fashions, did work for Lowe's customer projects. It was very good for Bill's group, and that work became a large part of their regular income. However, when Lowes built a third location in the Albuquerque area, their national window covering contractor decided that business was lucrative enough for them to take over that work. The loss of income was a definite setback to Window Fashions, but with his knowledge and determination, Mr. McConnell has been able to recover and, today, his company is doing quite well. Bill provided some examples of his company's amazing work. Some of those projects included motorized draperies on a curved wall track; very high ceiling to floor drapes that are used in a nursing home to segment off their common and recreation areas as needed; a client's bedroom with five different window coverings on a single wall (drapes, shades, tie-backs, etc); large screens to cover the entirety of a client's glass ceiling (the room was full of cubicles that, before Bill's team got there, were covered with cardboard to keep the sun off workers). Window Fashions can provide just about anything that anyone would want for making their home or business look great while blocking the sun, minimizing visual intrusion or just providing privacy for the owner. Mr. McConnell and his team offer many options for draperies, blinds, plantation shades, screens, shutters and more. It doesn't matter if the windows are arched, or the wall is curved; whether the ceiling is high, or the room is an odd shape, Bill can cover it all. And, if you so desire, the products can be motorized (battery powered or direct wired), with an option of controlling the opening and closing via a cell phone app. Window Fashions can even install exterior shading capable of withstanding 80 mph winds. If you would like to discover beautiful, yet versatile and durable, options for your windows, give the Room Whisperer a call at 505-298-7405. He will provide you with some great options and can even arrange for bedding that matches the window coverings. Heck! If the room is screaming at him, Bill has connections with Dream Style Remodeling, so he can arrange for you to have a whole new wall, with a larger and more functional window or glass doorway, that can then be covered with the amazing Window Fashions products.

Leads & Business Information:

None submitted this week

Reciprocity:

None submitted this week

- ◆ With July 5th being a non-meeting day because of the holiday, today was the first opportunity for the Executives Association of Greater Albuquerque to be under the control of our new President—Jukka Jumisko. We look forward to the benefits of his knowledge (from his web enhancement experiences as well as from a general human perspective). There may be more regular sightings of the ‘Jukka Mobile’ in your parking lot, or local campground, since Mr. Jumisko will be cutting back on his traveling adventures for the next 6 months so that he can preside at our Tuesday morning meetings.
- ◆ Today, President Jukka presented Past President Steven Grant with a plaque signifying our appreciation for his services over the last six months. Thank you, Steve for the great work and the contribution to our organization’s continuing success. Mr. Grant now assumes the role of Chairman, and presumably also advances to the status of “Steven #1”.
- ◆ Last call for Summer Bash. Final chance to sign up will be on Tuesday morning, July 19th. The event will be the evening of Saturday, July 23rd at Randy Baker’s home - 2160 Londene Lane in Southwest Albuquerque. Click this [link for directions via Apple Maps](#). Google can’t find the exact location, but you search for directions to the [Red Horse B&B](#) then go 700 more feet down Londene Lane to Randy’s place.
- ◆ We are still in need of greeters and speakers. We only have speakers scheduled through August 9th, and greeters through August 2nd.

The following is a quote from the [August 17, 1993 EAGA Weekly Bulletin](#):

“EAGA Classification Speakers selected for September are: September 14: Ray Algot, Albuquerque Collection Services; September 21: Denis Thelander, Scotch Cleaners; September 28: Lee Morgan, Eagle Eye Photo Specialists; Alternate: Ernie Blair, Rus Pitney Earthmoving Co.”

Membership back then realized the benefits of advertising their company and their personal journey to 80 plus prominent businessmen. There were so many requests to speak that the Executive Director had to draw from a list of hopefuls. Attendance at our weekly meetings has been quite exceptional over the last few months, so it is clear that current members realize the benefits of our association. It would be even more of a benefit to hear about your successes, challenges, and general journeys that got you to today. Please sign up to speak at one of our upcoming meetings. Mario’s contact information is noted in the box at the bottom of this page.

Badge Board Greeters

July 19 th	Robert Biernacki—WaterQuest Landscaping
July 26 th	John Woods—Phocus Real Estate
Aug 2 nd	Lonnie Carreathers—Fireworx Fire Protection
Aug 9 th	
Aug 16 th	
Aug 23 rd	
Aug 30 th	

Upcoming Speakers

July 19 th	Guest Speaker - Louis Salazar—ConocoPhillips
July 26 th	Mark Tobiassen—Action Coach Business Coaching
Aug 2 nd	Guest Speaker - Ron Darnell—PNM
Aug 9 th	Ben Hoffman—Kinney Brick Company
Aug 16 th	
Aug 23 rd	
Aug 30 th	

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