

EAGA Business Builder

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August 16, 2022

Today's presentation was by President Jumisko and other member selected interviewees



Jukka began this morning's meeting with a weekly tip from the internet world. This one was regarding the "People Also Ask" feature of a Google search. SEO (search engine optimization) is not just about advertising. Maximizing your presence in the internet world includes knowledge and beneficial use of other tools and techniques too. It is quite possible for your business to be included as one of the 'experts' designated in the 'People Also Ask' section without having to be one of the top companies in the search results. Jukka and his team can assist with adding computer code and word lists that would substantially increase your site's likelihood for being in the 'People Also Ask' of a pertinent Google search. Mr. Jumisko also showed a short video of a comedy routine. We now have been exposed to another comedian from Finland. Click [this link to see the video](#).

As previously promised, President Jukka said that he would interview members from the audience whenever the meeting does not have a pre-designated speaker. That would be the case today since the speaker list was blank. The gentlemen interviewed, selected by other members, were Brian Walden; Mark Abramson and Lawrence Saban. Responding to specific questions, we learned:

Brian Walden (Christian Automotive and Mango Automotive) has been in EAGA for about 5 months. He was interested in joining because of the good community atmosphere that he heard about from other members, then he himself experienced as a guest at a couple of weekly meetings. Brian has a wife (Audrey) and they have two children (ages 4 and 5) that are just starting school at Hope Christian. His businesses-The 4th street location, Christian Automotive, has been in operation since 1994. Mango Automotive, located in Eagle Ranch, is only a couple of years old. Brian says that they have plans for adding a couple more facilities to their group, but confidentiality agreements keep him from specific data for a couple more days. Brian noted that the overall industry is decreasing in size, with an estimated 40% of existing shops closing within the next few years...but his company will continue to grow. The reasons are that existing automotive repair shops have ageing owners that are not adapting to the newer technologies. His group is hiring new technicians with 'young ideas' and the ability to easily adapt to the required technologies and changes in the automotive industry. Growth comes with the standard challenges, but Brian and his team are committed to bringing in technicians that buy into the philosophy of getting great training and providing excellent quality of work and customer service. He entices valuable people with signing bonuses that could include things like first and last month's rent so the tech can have a good place to live. Christian and Mango Automotive will continue to invest in training, advanced equipment and technicians with good ethics.

Mark Abramson (Los Ranchos Gun Shop) discussed the adventures of his recent business relocation, and other tidbits about the Village of Los Ranchos. The relocation (this phase anyway) is about done. The Village owns the property where the gun shop was previously located and they required that he move. It is a 12 acre property and the Village is interested in using it for a new development that will include a hotel, some shops and some living space. Although there are some grumblings from Village residents, it is quite likely that this development will happen as planned. The Village has another project in mind too. It is for putting high density condominium development on a much smaller lot that used to house a gas station. That plan may not work out. A third party builder also wants to construct some single family homes on 1/4 acre lots in the Village. Maybe a nice thought, but the estimated \$700k selling price may cause this adventure to slide as well. Los Ranchos has to remain mindful that they can't grow too big. If they do, they will no longer qualify as a village and will be annexed into Albuquerque.

Lawrence Saban (AED One Stop) has three children (23, 20 and 16 years old). The youngest is quite a soccer player. Lawrence likes to travel, he enjoys music and also hiking, running and bicycling. He has changed his lifestyle to exclude meat from his diet (though he still eats fish and shellfish). His working life started in medical device sales, but it wasn't long before he decided to venture out on his own and he opened AED One Stop. The company sells automated external defibrillators (AED) for individuals, businesses and governmental agencies to have on hand in the case of a sudden cardiac arrest event. Lawrence sells new devices, but currently the majority of his business is coming from entities replacing their old, existing devices with the newer ones that incorporate much more advanced technologies while also becoming more user friendly.

Leads & Business Information:

None submitted this week

- ◆ Happy Birthday! to the newest octogenarian of our group. Jack Zipper turned 80 years old today.
- ◆ The 2022 Trap Shoot will be September 23rd. Get to the site between 8:00 and 8:15 to fill out forms and be ready for the mandatory safety briefing that will be held before the event. Shooting starts at 8:30 and is planned to finish around lunch time (then a few will probably reconvene at Rio Bravo for some refreshments and bragging). No shooting experience is required and loaner shotguns will be available if you need one. Signup sheets and more information will be available at our Tuesday breakfast meetings. There is not any charge for members. Guests can participate for a \$100 fee. There is a raffle again this year. Tickets (sold to members only) are \$100 each, and those will be available at breakfast as well.

- ◆ Second announcement for a prospective new member:
Anderson Air Corps
Representative: Kenneth "Kyle" Redford
Category: HVAC Sales, Service & Installation
Sponsors: Rich Rosley

Second announcement for a prospective new member:
Ortega's Appliance
Representative: Manuel Ortega
Category: Appliance Repair Services
Sponsors: Bobby Jackson and Raul Rodriguez

If you have an objection to either of these companies 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) as soon as possible.

- ◆ Gentlemen: We are still in need of speakers for all of our meetings after the Labor Day recess. Please consider taking one of the days to make a presentation.

Badge Board Greeters

Aug 23rd Jason Rockwell—Rebel Road Hot Rod Garage
Aug 30th Scott Peck—MP Group, Inc
Sept 6th **No Meeting—Labor Day Holiday**
Sept 13th
Sept 20th Richard Reese—Blue Ristra

Upcoming Speakers

Aug 23rd Paul Barragan—Yourson Construction
Aug 30th Kevin Lorenzen—Aflac
Sept 6th **No Meeting—Labor Day Holiday**
Sept 13th
Sept 20th

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