

EAGA Business Builder

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November 8, 2022

Today's speaker was Jack Bonsignore—Jump 4 Fun



Mr. Bonsignore was born in Brooklyn New York. He and his brother and sister grew up living in low-income housing with his Mom and Dad. The elder Mr. Bonsignore worked two jobs so that he could provide for the family. He also taught his children the value of hard work, the understanding that “you don’t know everything”, and he made sure that the kids had a Catholic education all through their learning years. Jack’s first business was a messenger service, retrieving and delivering various things in New York City. It was interesting work, but required that he be available 24/7. Cash was always tight too because the delivery business operated on a receivables basis with revenues often outstanding for up to 30 days. To mitigate that a bit, Jack got into an additional business where cash was more the norm. He bought into ownership of a bar. The cash flow was better; and the work was more demanding. The bars in New York close at 4:00am, so cleanup usually took until 6:00am—about the time for Jack to begin work at the other job. After a little while, a bleary-eyed Mr. Bonsignore decided that it would be prudent to get into something different. He sold the bar and delivery service and took a job at Central Moving & Storage. The moving business is a different animal than operating bar, or even a courier service, but it required working during the same vampire time of day. Most often the jobs started when the client’s office closed at 5:00pm, and involved moving things throughout the night so that everything was ready for the client to begin operation at their new location the following morning. Jack did that for a few years before fate intervened and took him on a trip to Mexico where he met his future wife. Debbie actually lived in Chicago where she had been born and raised. The two had a New York/Chicago relationship for a little while, but when they decided to marry it came time to pick one of the locations. Since Debbie’s job would not have allowed her to easily relocate to New York, but Jack’s line of work would actually allow for another opportunity in Chicago, the Bonsignorees took up residence in the Windy City. Jack became employed at Allied Van Lines, still in the moving industry, but with a change in the type of clientele. In Chicago, the moves were for large companies like Motorola, Dominos and big hospitals. The work wasn’t just overnight stuff, either. Quite often a job took days or weeks to complete. In 2005, Mrs. Bonsignore’s boss asked her to become involved in their company’s operation in New Mexico, so the family (Jack, Debbie and their 5 year old son) headed out west. Relatively quickly, Jack discovered couple of the things about our part of the country...one was that there isn’t a big demand for moving companies in Albuquerque; and another, actually more surprising discovery for Jack, was that roadrunners aren’t just a made-up cartoon character. Mr. Bonsignore did find local work with a company which was doing furniture installation at the newly renovated La Posada Hotel. The job lasted a couple of years, but certainly was not permanent. Jack moved (pun intended) into the vending business with machines that dispensed candy, Cokes, and that sort of thing. Then came the life changing ‘light-bulb’ thought that would propel him into his now long-term line of work. As noted earlier, Jack’s son was 5 years old when they moved to New Mexico so the family’s activities ultimately led to encounters with a couple of bounce-house parties. Jack bought one of those devices and started providing the experience for kids on the weekends. Soon he was working all day, every weekend. Over the years, his company, Jump 4 Fun, has continued to grow and expand its services. Jack now regularly runs 3 trucks, has a staff of 15, and provides a “full service family entertainment” operation. That includes about 30 different bounce-house devices. There are ‘standard’ single unit bounce-houses; joust arenas; large slides; water slides, bungee run jumpers; obstacle run jumpers; dunk tanks; and even other amenities to compliment the fun experience (sno-cone machines; popcorn machines; tables; chairs and canopies). Jump 4 Fun can provide their services for birthday parties, neighborhood back yard get togethers, special events and so on. Jack notes that his business really increased (“took off” is not the best term to use here) when a local TV station did a story about a bounce house, with kids inside, that was propelled nearly 30 in the air by a wind gust. The device was not one of Jack’s, but the news article included an interview with him about the proper methods and procedures for installing and maintaining the bounce devices. It highlighted that Jump 4 Fun is insured, licensed, regularly inspected and certified, and it has a well deserved reputation for operating in a safe and professional manner. All the attention led to a substantial increase in Jack’s business. Although he is busy, Jack notes that he could actually be doing more work if he had more quality workers. They are very hard to find these days, probably because today’s younger generation doesn’t like the type of work; or because a substantial amount of the work is on weekends; or because it seems that a good work ethic has not been properly instilled in, or accepted by, today’s younger generation. During Jack’s presentation this morning, he also made us aware of a not so well known problem in his industry. Thieves stealing the equipment. Dishonest folks will schedule an event, then after the rental company sets up and leaves, load everything into trucks and drive away. Recently Mr. Bonsignore was able to assist in thwarting one such ring. Jack became skeptical when a potential customer contacted him to rent a lot of equipment for a rather odd sort of event. He contacted Sheriff office personnel and they set up a sting. Ultimately Jack’s suspicions were proven correct. The perpetrators tried to steal his things but were arrested and nearly \$80,000 of equipment stolen from an Arizona operator was recovered. Not everything turned out right though since those arrested were let out of jail (and quickly disappeared) because of directives related to Covid exposure concerns. If you would like to provide a fun, jumping, jousting, sliding event for your children, or grandchildren, or for your employees and customers, you should give Jump 4 Fun a call at (505) 991-6608. Jack and his crew can make it happen. They would probably even be willing to provide our Summer Bash with a dunk tank so we could find out just what a soggy Executive Director, or Outgoing President would look like.

Leads & Business Information:

None submitted this week

- ◆ EAGA Holiday Party will be held at Hotel Albuquerque on Saturday, December 10th. Cocktails at 6pm; Dinner at 7pm. There will also be pre-party drinks in the Presidential Suite from 5pm to 6pm. Following dinner will be dancing and door prizes. The event is for EAGA members and their spouse/significant other. Signup sheets are now available at our Tuesday meetings. The hotel has set aside a few rooms at an EAGA discounted rate for the night. If you are interested in securing one of those rooms, please click [this link](#) to setup your reservation.
- ◆ First announcement for a prospective new member:
MJRX, MJRXII, MJRXIII, MJRXIV, MJRXV
Representative: Martin Salas
Category: Pharmacy
Sponsor: Rich Rosley

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) as soon as possible.
- ◆ There is still only one more speaker slot available this year. It is for the December 20th meeting. If you would like to make a presentation at that meeting, please contact Mario as soon as you can. We also need a greeter for that meeting. Mario's information is in the box at the bottom of the page.

Badge Board Greeters

Nov 15th Tom Briones—Briones Business Law Consulting
Nov 22nd **THERE WILL NOT BE A MEETING—THANKSGIVING HOLIDAY**
Nov 29th John Woods—PHOCUS Real Estate
Dec 6th Scott Lardner—Rocky Mountain Stone
Dec 13th Larry Sonntag—New Mexico Business Coalition
Dec 20th
Dec 27th **THERE WILL NOT BE A MEETING—Christmas Holiday**
Jan 03rd **THERE WILL NOT BE A MEETING—New years Day Holiday**

Upcoming Speakers

Nov 15th Steven Douglas—The Printing Guy
Nov 22nd **THERE WILL NOT BE A MEETING—THANKSGIVING HOLIDAY**
Nov 29th John Mead—John Thomas Jewelers
Dec 6th Laurence Saban—AED One-Stop Shop
Dec 13th Rich Rosley—A-TECH Security
Dec 20th
Dec 27th **THERE WILL NOT BE A MEETING—Christmas Holiday**
Jan 03rd **THERE WILL NOT BE A MEETING—New years Day Holiday**

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