

# EAGA Business Builder

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## Today's speaker was Scott Lardner—Rocky Mountain Stone



Scott and his wife, Christine, have three children (daughters Danielle and Caitlin and son Sean). There are two grandchildren in the family now, too. Mr. Lardner's company, Rocky Mountain Stone (RMS) has been in existence nearly as long as he has. Scott was only two when his father founded the company in 1963. Since then, Scott has been involved, to one degree or another, in a rocky business adventure. RMS began as a supplier of landscaping materials, but has since expanded and diversified into many other services and products. In 1986, RMS installed their first granite countertop and during the past 35 or so years, the company has moved more and more into work that involves the bigger stones. These days, about 80% of the company's revenue comes from residential customers. Some of it is from the counter tops (RMS does about 25 kitchens a week), but they also do a substantial amount of work providing tubs, showers, floors and cladding (had check the dictionary for that... it is "an outer layer of material covering another"). Rocky Mountain Stone owns, or leases, a variety of quarries to get the needed products. Some of the quarries are in New Mexico - near Belen and Milagro. And some are in other states, like Texas and Kansas. The company's work with the 'big rock' products continues to grow, and it is now such a large part of their business that the landscaping services are about to be discontinued completely. The new emphasis comes with a need to acquire new machines and more advanced technologies. RMS has been working with sophisticated Italian manufactured equipment for a while but now they've purchased a new automated robotic saw too. The saw, along with its related software, gives the company even more impressive capabilities. RMS is able to provide customers with even greater product quality, as well as with a more sophisticated overall experience. Scott and his team regularly use on site, pre-job, photographs, and new CAD technology to show customers a picture of exactly what their kitchen, or whatever project, will look like when it is finished. All before the materials have even been cut. If you feel the need to upgrade your residential areas, or if the Little Lady does, you should contact Scott at Rocky Mountain Stone (505-345-8518) and see how they can help with that. This morning Scott, and his assistant Sam, also took a few minutes to speak about another ground related issue: Productive, sustainable, and environmental and human friendly farming. For the past few years, Scott has been extensively involved in the Biomimetic Soil Solutions company. Their goal is to provide education, research and products that will reverse the farming trend of piling on fertilizers, insecticides and other environmentally unfriendly products year after year in the hope of increasing yields. Changing an ingrained way of thinking will be a challenging task though. It is hard for long time farmers to take a step back and look at their work from a different angle than they are used to. If they could, they would see that something needs to change. In the 1800s there were 60 million buffalo grazing on the same amount of land that now supports only 30 million cattle. Understanding that a cow doesn't eat twice as much as a buffalo, there must be a production difference. "Sure, there is a production issue." says the current farmer. "That's why we need to add fertilizer...and we need to spray some pesticides and get the yields up." Sam's research notes that in some farming areas, the land already contains enough phosphorous and nitrates for many years' worth of crops. More of that is not the solution. And increasing yields through the use of all the chemical type of products costs a great deal so it doesn't translate into a more profitable operation either. The farming industry has fallen into the same spiral as is seen with pills in the medical industry. Take a pill to fix a problem, then take another pill, or two, to counteract the side effects of the first pill. Scott and his group are trying to convince the farming industry that the real, and long term, solution is to stop using artificial options that ultimately cause more harm than good. But instead, use natural materials and processes that allow the plants to take care of themselves. Hardy plants become naturally tolerant of pests and environmental situations. Biomimetic Soil Solutions has been using soil science to determine what each specific field needs to become naturally productive. In recent tests, a large 'treated' growing area generated a \$1,500 yield while an adjacent, standardly operated field generated only a \$30 yield. During the test period there was a hailstorm and it appears that the test field was able to survive and produce to a much greater extent than was the other field. It is seemingly conclusive proof that Biomimetic's plans are on the right track...but the farmers want that proof to be there for an additional 2 years. (A 3-year cycle is how they currently judge whether or not something actually working). Scott projects that within the next 10 years over 60% of the American farms will change ownership. Some will go to the next generation in the family, but many will be absorbed into the huge farming conglomerates. Either way, the 'old and usual' way of doing things will just get worse unless folks like Scott and Sam can convince the industry otherwise. There has been, and there continues to be, a lot of research, analysis and figuring out of things so that the team can provide the desired 'proof'. Sam described their research and soil analysis using terms like micronutrients, pathogen pressure, beneficial root fungus, isolates, bacteria, micro algae, fish hydrolysate, non-KOH humic acid (Glad that I wasn't aware of all of those when I was a kid. May not have been so comfortable eating dirt back then). This morning's presentation was certainly informative. If you want to know more about this ongoing project, or if you just want to find out what you can do to improve your family's lawn, garden or general nature area, contact Scott for that too. Biomimetic Soil Solutions website [www.soiltoolbox.com](http://www.soiltoolbox.com) provides information about the products they have available.

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## Leads, Reciprocity & Notes:

None submitted for today.

- ◆ Board Members please note: The next board meeting is scheduled for after breakfast on March 14th.
- ◆ We have an excellent list of speakers signed up for our meetings over the next couple of months. Everyone should be on hand for our Tuesday meetings in order to become entertained, motivated, and informed. Mario may have to order another table or two as the attendance increases. What a great group this is.
- ◆ Something to think about:
  - A- What is special about these words: job, polish, herb?
  - B- Peter's father has five sons. The names of four sons are Barney, Ben, Bill and Bob respectively. What is the name of the fifth son?

Source: mentalup.co brain-teasers-3

Answers:

A- All are pronounced differently when the first letter is capitalized. B- Peter

## Badge Board Greeters

- Mar 07<sup>th</sup> Larry Sonntag—New Mexico Business Coalition
- Mar 14<sup>th</sup> Bill McConnell—Window Fashions
- Mar 21<sup>st</sup> Lance Darnell \_Darnell Cable & Fasteners
- Mar 28<sup>th</sup> Chase Wilson—Essential Pest Management
- Apr 04<sup>th</sup> Rich Rosley—ATEC Security
- Apr 11<sup>th</sup> Nestor romero—The Payroll Company
- Apr 18<sup>th</sup> Michal Kocurek—Atmosphere Commercial Interiors
- Apr 25<sup>th</sup>

## Upcoming Speakers

- Mar 07<sup>th</sup> Mario Hernandez—Allen Lund
- Mar 14<sup>th</sup> John Mead—John Thomas Jewelers
- Mar 21<sup>st</sup> Hass Aslami—Pizza 9 Franchise System
- Mar 28<sup>th</sup> Ben Hoffman—Kinney Brick
- Apr 04<sup>th</sup> Guest Speaker—Kurt Roth - 505 Sport Venture
- Apr 11<sup>th</sup> Kit Turpen—Berger Briggs Insurance
- Apr 18<sup>th</sup>
- Apr 25<sup>th</sup> Guest Speaker—Herman Leproski - Delancey Street Foundation
- May 2<sup>nd</sup>
- May 9<sup>th</sup> Nestor Romero—The Payroll Company

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