

EAGA Business Builder

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Today's speaker was Mario Hernandez—Allen Lund Company



Mr. Hernandez was born and raised as a somewhat cute kid in Whittier, California. One of his first jobs was working on a trash truck during the summer and over winter breaks while progressing through his high school years. It was during those trash truck days that Mario decided that he was definitely going to college so he could make a living in something that was not in the physical labor category. Mr. Hernandez did graduate from Loyola Marymount University with a degree in Business Management (Go Lions!). After college, his first job was as a route salesman at the Ernest & Julio Gallo company. The mid-1990s were a good time for Mario. In 1993 his career veered into the logistics world with a job at the C.H. Robinson Company. Then he and his wife, Tracy, were married. (They will celebrate their 28th anniversary in May; and over the years, their family has grown to include children Joshua, Brooke and Matthew). After only five years at C.H. Robinson, Mario received a promotion to manager of their New Mexico operations. When he arrived, the New Mexico division had two employees and was generating about \$400k in revenue. By the time he retired from the company in 2013, Mr. Hernandez, had grown the business to include more than twenty employees and over \$20 million in revenue. Coincidentally, 2013 is also the year that Mario reluctantly agreed to take the position as "Interim" Executive Director of EAGA. Luckily for our organization, his reluctance has decreased, and we were able to drop the 'interim' part of his title a few years ago. Mario actually enjoys (maybe better phrased as "is OK with") being our Director. He does like being a part of EAGA. The camaraderie among the membership; participation in the various events; and his overall involvement with the organization are all very enjoyable. But even with all the fun that he was having at EAGA, it was only three years before Mr. Hernandez re-entered the real working world. In 1996, he signed on as National Sales Manager with Allen Lund Company and headed out on a new phase of his old career in logistics. So what is it that Alen Lund Company (ALC) does? They are a commercial brokerage firm, coordinating the activities of shippers and carries. The businesses that need to ship things (shippers) know that they can rely on the expertise of ALC and that ALC has a pool of over 40,000 vetted carriers to draw on. The carriers work with ALC because loads are available on a daily basis, the truckers can basically, use ALC as an extension of their sales force, and ALC is able to provide 14 day advances on pay and fuel. We can tell that Mario is a professional because he knows all the industry acronyms. He told us that ALC uses their TMS to handle a variety of transportation services like OTR, IMDL and LTL. In addition to their Freight Forwarding, Flatbed and Air options. TMS = Transportation Management System (the software that ALC uses, and will sell to shippers to achieve their own efficiencies). OTR = over the road. IMDL = intermodal (utilizing more than one mode of transportation such as rail and truck). LTL = less than a truck load. Air = transportation by air (most of you already got that one). The job may sound like it is a pretty straight forward set of activities, but there are plenty of intricacies and complications. The freight market is very dynamic with pricing and truck capacities that vary based on supply and demand pressures in each individual marketplace all across the US. Freight demand was very high during the COVID months (March 2020 through July 2022), with a limited number of drivers to haul freight. To compensate, the industry began hiring more drivers with an increase in driver pay. More carriers entered the action and class 8 truck sales reached all time highs in both demand and pricing. All that drove up the cost of transportation. Now that demand has settled, truck capacity is plentiful, freight rates have dropped. And Mario expects the them to continue to drop for another 4 to 6 months. If your business is involved in shipping or receiving goods on a regular basis, now would be the time to find a freight professional that can help you not only navigate the current market conditions, but also help you be prepared for any upturn (or downturn) in the economy. Mario is one of those professionals and he would welcome any new freight opportunities. You can contact him via telephone number 505-239-0259 and find out how he can help with your particular situation. Please keep in mind though that he only works with "commercial freight" - not transportation of home goods or vehicles. During his presentation, Mario also noted that, growing up in the Los Angeles area, sports had a great influence on his life. Apparently he still regularly roots for the LA area teams and has attended quite a few games. He has even been able to cross off a major bucket list item when he and his family were in the stands for Superbowl LVI last year - and the game was in SoFi Stadium; and the LA Rams won. How can you help Mario (besides getting him to more sporting events)? You can provide referrals to companies that could use Allen Lund Company's services and you can share with him any information that you receive regarding industry trade shows that include manufacturing, farming, food and beverage or distributing. A separate side note: Thank you to Mr. Hernandez for sending me a detailed summary of his presentation. It made this article possible.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: eagaed@gmail.com

8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Leads, Reciprocity & Notes:

None submitted for today.

- ◆ Board Members please note: The next board meeting is scheduled for after breakfast on March 14th.
- ◆ First announcement for a prospective new member:
The Floor Store
Representative: Randy Johnson
Category: Floor covering sales and installation
Sponsor: John Woods

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.

Badge Board Greeters

Mar 14th Bill McConnell—Window Fashions
Mar 21st Lance Darnell _Darnell Cable & Fasteners
Mar 28th Chase Wilson—Essential Pest Management
Apr 04th Rich Rosley—ATEC Security
Apr 11th Nestor romero—The Payroll Company
Apr 18th Michal Kocurek—Atmosphere Commercial Interiors
Apr 25th
May 2nd
May 9th

Upcoming Speakers

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

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