

EAGA Business Builder

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Today's speaker was Mark Tobiassen—Action Coach Business Coaching



Mr. Tobiassen grew up (literally and figuratively) in Oregon. Given that Mark is a tall guy - nearly 7 feet - it is no surprise that he has an accomplished basketball history. He played all through his college career at Oregon State University while also earning degrees in Psychology and Business. Mark then coached in the sport for a while before moving on to try to coach in older people activities. During the next 22 years, Mr. Tobiassen progressed up through the ranks at Enterprise (the car rental place). He moved to New Mexico in 1997 to manage the Enterprise activities here. When Mr. Tobiassen took over those responsibilities, the local area operations were generating a modest income from 10 locations. Through the next 8 years of his tenure, those numbers increased to 60 locations and \$30 million in annual revenues. It was while Mark was managing Enterprise in 2005 that he hired a young lady from Florida. Mark says that Nicole is the best salesperson he has ever met. But Mr. Tobiassen is probably the one that had to do the heavy selling in order to get Nicole to marry him a few months later. Their family includes 4 children (now all grown-up young adults). Owen is 21 and beginning a Commercial Broker career. Luke is 19 and heading into the higher education stuff. Son, Jarod, and daughter, Hanna, have both moved to Oregon near Mark's old stomping grounds. Mark's granddaughter, Lilliana, is growing up fast as well. Right now she is 6 years old and 5 feet tall (Daddy, Jarod is 6' 8" and Mom is over 6 feet tall, so Lilliana will still grow a little more). When Mark and Nicole moved on from Enterprise, they began the formal coaching type of work again. This time through their new company - Action Coach Business Coaching. Things were progressing relatively well in the new business until 2017 when Mark found himself on the entirely wrong side of a severe medical episode. He was in an auto accident that apparently exacerbated a severe medical condition that Mark did not know he had. The result was a long series of medical treatments, including 3 operations and recovery from at least one incident of cardiac arrest. Mark might not have survived without the 'perfect storm' of a very determined wife; friends with knowledge of the condition, and where to have it treated; and acquaintances with the ability, and desire, to provide Medi-vac air transportation. Having progressed through a difficult and challenging two month stay at the Cleveland Medical Clinic; and the accumulation of a \$2 million medical tab, Mark is gladly on the road to recovery. [BTW: Mark noted that his Aflac policies covered all of his \$200,000 share of the bills]. So, now that he has seen the light' and has been reinvigorated with the energy to provide assistance to others, what is Mark doing with the 57.143% of his time he is not at the family cabin near Vallecito Lake? He and Nicole are traveling full-speed-ahead with their plans to help folks find a better way to own and operate a business. The idea is to implement processes and strategies that make a business more profitable and more saleable. That could be a complicated task, but Action Coach has developed ways for simplifying how to do it. One of the first things is for the owner to realize that their energies should be spent on building and supporting the business...not in doing all the 'everyday tasks' of the operations. The better business is one that can run without the owner being there every minute. Most business folks would like to get that accomplished, but they are reluctant to look for the help; or maybe are just uncertain of the benefits derived from having an outside adviser there to assist. Actually, a good advisor becomes an important part of the team, providing the business owner with more clarity for understanding the challenges: knowing vs doing; being alone vs being together with someone as interested in the business as you are; approaching burnout vs being revitalized; being good vs being great; operating from a position of fear vs from a position of abundance; being stuck vs being empowered; having 'your' goals vs having 'our' goals; and turning dreams into reality. And there are formulae for that. Determine your dreams for 3 years, 5 years and 10 years from now; establishing goals for the next 1 year; setting in place a 90-day plan of activities that are parsed out on a weekly basis, but with daily requirements. Make it for a 13-week cycle. That may sound complicated, but it can be accomplished more easily with improvements in time management capabilities. Action Coach also offers a Growth Club every quarter (the next one is on July 14th). That is a gathering of businessmen and women who are already engaged in the processes. But it is also time when those still undecided, wary, or 'just investigating options' can attend to get an idea of how things work. If you are interested in participating, contact Mark at 505-263-5657 and he will provide more details. This morning, Mark also gave us some insight for better understanding today's emerging work force: This generation of workers want to be coached, not commanded; they want meaningful work that they can become attached to; they want an identity and to be part of a movement; they want a more flexible work schedule in a job that is interesting, fun and engaging; they want their values to be in alignment with those of their employer; but they also want to learn and to have mentors that encourage personal growth. So, there you have it...what to do and how to do it and how to look for employees. OK it is not that easy, but it can certainly be easier. Decide where you want to be in 5 years, then give Mark a call (505-263-5657) to see how Action Coach Business Coaching can assist you with getting to your ultimate goal of becoming a happier and more successful business owner/operator.

- ◆ **There will not be a meeting on May 30th in honor of the Memorial Day Holiday.**
- ◆ The EAGA Annual Golf Tournament will be Friday, June 9th at the Santa Ana course. Your EAGA dues offset a large portion of the cost for this event, so it's a great opportunity to play an inexpensive round of golf with some great friends. You can even invite an employee that you want to reward, or a client that you want to impress. Cost is only \$20/member and \$85/guest. Hole sponsorships are available for \$100 (sponsor money will be used for prizes). Fees include a brown-bag lunch. There will be a signup sheet at our breakfast meeting June 6th, but that will be your last chance to sign up if you want to get in on the fun. If you have any other questions, or if you want to sign up right now (you know that your email is already open), contact Committee Chairman, Jerry Becker jerry@steamaticnm.com.
- ◆ Our June 27th breakfast will be a recruiting meeting and you are encouraged to invite potential members. The event will be two hours long and will feature guest speaker, Joel Weldon. Mr. Weldon is a speaker coach, and he will provide attendees with some valuable tips, education, training and advice about how to become a more comfortable, and more successful public speaker. Seating will be limited to under 100 (Mario will determine the final number within the next two weeks), so there is a specific sign-up sheet available to note if you will be attending. More information, and guidelines for that event will be provided during upcoming meetings.
- ◆ On June 13th, we will hold an election for 3 board positions. If you are interested in getting your name on the ballot, or if you would like to nominate another member, contact Herman Mitchell (herman@swmail.biz) as soon as possible.
- ◆ The 2023 EAGA Summer Bash will be on Saturday, July 8th. Set your schedule now. More info to come in the very near future. See the note below regarding the first Bash Committee meeting .
- ◆ **There will be a Summer Bash Committee meeting at 5:30pm on Tuesday, May 30th at Rio Bravo Brewing Company.** Being part of this committee is a very fun thing and it is a great way for you and your spouse/ significant other to get to know the other members. To join, just come to that meeting.

Badge Board Greeters

May 30 th	No Meeting—Memorial Day Holiday
June 6 th	Jerry Becker—Steamatic of ABQ & Santa Fe
June 13 th	Hass Aslami—Pizza 9 Franchise System
June 20 th	Stan Byers—Milagro Media
June 27 th	
July 4 th	No Meeting—Fourth of July Holiday
July 11 th	Lance Darnell—Darnell Cable & Fasteners
July 18 th	Tyler Neidermeyer—Buildology

Upcoming Speakers

May 30 th	No Meeting—Memorial Day Holiday
June 6 th	Kyle Woods—Law Enforcement Guest Speaker
June 13 th	Joe Sierra—Century Bank
June 20 th	Rich Rosley—A-TECH Security
June 27 th	Guest Speaker Joel Weldon—This will be a 2-hour breakfast meeting (see info in the section above)
July 4 th	No Meeting—Fourth of July Holiday
July 11 th	Jack Thompson—Legacy Mortgage
July 18 th	Jukka Jumisko—WSI Web Enhancers

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