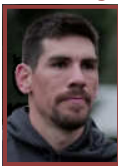


EAGA Business Builder

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July 25, 2023

Today's speaker was Lawrence Herrera—Performance Ranch



Mr. Herrera is technically a native of North Carolina. His father was a marine and Lawrence was born at Camp Lajune. But the family moved to New Mexico very soon after he was born, so it is a fair to say that his history and heritage is from New Mexico. Lawrence grew up in Nambe. He says that it was a good childhood and at the time he didn't even realize that they were poor. There were a couple of issues though. One of them was his relatively severe stuttering problem. It made him self conscious and certainly not comfortable in any places where conversation was required. Lawrence turned to sports as a way to have some sort of social interactions. He played football and baseball throughout high school and graduated from Pojoaque High in 1998 with a very respectable 3.8 GPA. Then he headed to the Naval Academy Prep School in Newport, RI. In high school, Lawrence was able to achieve that 3.8 GPA without much of an effort, but soon found out that things were not so easy at the next level. The first semester he got a 1.8 GPA and he had to figure out pretty quickly how to study. Luckily, at that point, there were not too many side distractions so he was able to focus. Lawrence was able to turn things around and moved on to the Naval Academy in 1999. At the Academy he was heavily involved in sports as well. But that turned out to be a double-edged sword. On one hand it allowed him some fun, and the opportunity for social interactions. But on the other hand, it gave him an avenue to be involved in too much socialization. The sports teams were just like being in a fraternity. Particularly in the heavy partying aspect. Mr. Herrera found himself to be the 'small town kid in the big city'. Although he was only 20, most of his friends were older, so Lawrence artfully created himself a fake ID that allowed him to participate in club activities with the group. And he did that rather regularly. The Academy had a program that provided 'summer cruises' for the students. Between semesters they went to Boston, New York, and other places to gain valuable experiences. One such 'cruise' took Lawrence to a program dedicated to speech therapy at Walter Reed Medical Center. He found that quite interesting and informative. His last 'cruise' however was something different. Originally intended to be a trip to Thailand, it was redefined to end up in San Diego instead. Mr. Herrera actually found that city to be a very nice place, but it too had quite a few night clubs. While there, Lawrence got into some trouble; and just at the wrong time. Instead of returning to the Academy, the trouble required that he be held over at the 32nd Naval Base...and that is where he was on 09/11/2001. That event changed things. Lawrence was assigned to the 32nd and his tour became a constant shift of 12 hours on and 12 hours off guard duty. That was not really the career he was planning on. As soon as he had the opportunity, Mr. Herrera took an honorable discharge back to civilian life. He returned to New Mexico and enrolled at NMSU to study Mechanical Engineering. Seems that Las Cruces also has facilities that serve alcohol and Lawrence found them. When he totaled his truck (barely managing to survive), Mr. Herrera again though he should try a different path. That's when he read the book "Body for Life: 12 Weeks to Mental and Physical Strength". It got him involved in exercise programs. In 2002 it was back to San Diego, where he found the night clubs still fully operational. In 2003 he opened a personal trainer facility that operated 24 hours a day. Later in 2003 (September 12th to be exact) Lawrence met a young lady that would become his support and an anchor to keep him from drifting away. She was attending UNM and graduated in 2004. Lawrence came back to New Mexico for a final time in 2005 and worked at a variety of health facilities before deciding to open his own. So what is the status of Mr. Herrera now in 2023? He married that young lady 17 years ago and they have three great daughters. He has his own business - Performance Ranch and is doing pretty well with that. His wife was diagnosed with cancer in 2018, but she has endured the four month long series of treatments and thankfully, has been clear for almost three and a half years now. Lawrence also graduated from UNM (granted, it was 11 years after leaving high school, but he did get that degree). Mr. Herrera describes himself as "A Father; a business owner; and a life changer". Obviously he is very proud of his family; He knows how hard he had to work, and all the energy and efforts that it has taken, to get to the point of successfully operating his own business; and he also is very aware of how important it is for someone to have help when they find a need to change their life. Lawrence wants his business to cater to the 'everyday athlete'. Performance Ranch holds its clients accountable for reaching their goals, but will also provide those clients with the tools needed to succeed. Lawrence emphasizes that confidence is the key and that it is not important to chase the numbers (it is not important to know how much weight you can lift or how many deep squats you can do), but it is important to know that you are working to rise above the status quo; that you know changes in life come from the inside; and you are able to live life outside of the gym walls. The Performance Ranch is a place for personal training. Usually in small groups of 3 or 4, but individual personal training sessions can also be arranged. If you are interested in finding more about how Performance Ranch can help you, give Lawrence a call at 505-405-3599. He is even offering a free 30 minute training session to give you an understanding of what it's about. Lawrence has 20 years of experience in the fitness industry, and possibly more important, he has more than 20 years of experience in overcoming some of life's major challenges. When he is not mountain biking, or spending time with his family, you can find Lawrence at the Performance Ranch facilities. They are open from 5am to 7pm and are located near San Pedro and Paseo Del Norte, right behind Stoneface Tavern. Stoneface may be a place that serves alcohol, but Lawrence is not really sure. He doesn't go to those places any more.

◆ **Second announcement of a new member application:**

GoPrivateMD

Representative: Thomas Pascuzzi, MD

Category: Concierge Medicine

Sponsor: John Rockwell

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.

- ◆ This year's Trap Shoot is set for October 6th. Participants will shoot 50 rounds each (instead of the usual 100). That will shorten the time needed, and will probably create less sore shoulders. There will be lots of door prizes; and a raffle; and breakfast; and a gathering at Rio Bravo Brewing for bragging time after the event. Signup sheets will be available at upcoming meetings.
- ◆ **PLEASE NOTE:** We need speakers for our August 8th, 22nd and 29th meetings. There are also dates after September 16th available, too. If you can make a presentation at one of those meetings, please contact Mario.
- ◆ A reminder that the video of Joel Weldon's presentation is available on the EAGA website. It is at the bottom of the main page (You don't have to log in. It is on the first page of the site).

Badge Board Greeters

Aug 1 st	Larry Sonntag—New Mexico Business Coalition
Aug 8 th	Michael Kocurek—Atmosphere Commercial Interiors
Aug 15 th	
Aug 22 nd	Lawrence Herrera—Performance Ranch
Aug 29 th	
Sept 05 th	No Meeting— Labor Day Holiday
Sept 12 th	
Sept 19 th	

Upcoming Speakers

Aug 1 st	Manny Ortega—Ortega's Appliance Service
Aug 8 th	
Aug 15 th	Guest Speaker Mike Strati—Culture Index
Aug 22 nd	
Aug 29 th	
Sept 05 th	No Meeting – Labor Day Holiday
Sept 12 th	Kevin Lorenzen—Aflac
Sept 19 th	John Mead—John Thomas Jewelers

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