

## EAGA Business Builder

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August 1, 2023

## Today's speaker was Manny Ortega—Ortega's Appliance Service



Mr. Ortega was born in Gallup, NM. His father worked in the appliance service department for the Sears' branch there. When Sears decided to close their Gallup facility in 1968, his Dad was relocated to work at the company's facility in Albuquerque. Manny would have been 3 or 4 years old at the time of the move, so in reality, he is a local boy—give or take a couple of years. After a little while, the elder Mr. Ortega decided to go in a slightly different direction. He wanted his own business. So, in 1975, he opened Go Appliance Repair. As Manny progressed through high school, he would often work with his Dad at the shop. When the younger Mr. Ortega graduated from high school in 1982, he attended Universal Technical Institute in Phoenix to earn certifications, and, finishing that, he returned to Albuquerque to again work with his father. For about 9 years, Manny continued to get experience and learn about repairing appliances. By 1993, the appliance industry had begun moving toward producing more products with advanced technological capabilities. Manny was more interested in embracing the new direction than was his father, so Manny decided to branch out on his own. That year he opened Ortega's Appliance Service. The 'on his own' statement is a little mis-leading. He may have started out by himself, but through the years, Ortega's Appliance Service has been a family affair. Manny and his wife, Annette, have been partners in life and in business throughout their marriage, and their son Derrik was also a technician at Dad's company for awhile before moving on to his current position as a Mechanical Engineer at Sandia Labs. In 1998, Manny purchased Go Appliance Repair, so technically the company's history expanded, Manny became his Dad's boss. There was a mutually beneficial relationship between son/owner/boss and Dad/mentor/employee that lasted until the elder Mr. Ortega's retirement in 2006. Throughout his 40+ years in the appliance repair world, Manny has learned a lot; he has done a lot; and he has been heavily involved in the activities of the industry. He has been a Board Member of the United Appliance Servicers Association for 13 years. His company, Ortega's, won the 2012 New Mexico Ethics In Business Award; was awarded Family Owned Small Business of the Year by the Small Business Administration in 2015; In 2016 was recognized with the Lowes Service Partners award; and in February of this year, Ortega's received the very prestigious Haier Golden Key Award (Haier is the number one global appliance brand. The award winner is recognized to be among the best in the industry, out of 23 overseas markets, 100 countries, and over 30,000 Service Partners. Ortega's Appliance Service is the first company in the United States to receive the award.) In 2016, Ortega's was approached to become a Premier Service Provider for General Electric. [That year GE had been purchased by a Chinese company and had expressed the goal of becoming the number one company in appliance sales, and the number one company to work for in service.] Within a year, Manny determined that he had probably made a mistake in partnering with GE. Things were not going well because the GE service program was poorly designed and it was very complicated for repair companies to provide quality service to their customers. Manny's integrity dictated that he at least explain why he was going to discontinue the relationship, so he contacted GE management with details about his concerns. Manny was surprised to find that GE agreed with his information and actually wanted to enlist his assistance in changing things. Through the years since 2017, the GE team (which now includes Mr. Ortega) has been able to make a variety of adjustments to the processes and systems. So much so that in July of 2023, GE was recognized as the fastest growing appliance company. A position that had been held by Whirlpool for the previous 18 years. And for the past 5 years, GE has been recognized as the leader in innovation. GE has moved most of its manufacturing back to the USA (Now 90% of their products, and 60% of their parts, are made in the US. As a side note - zero microwaves from any company are made in the US). GE currently has over 16 thousand employees; contributes almost \$24.5 billion to the USA's GDP; uses the services of 6300 suppliers; pays nearly 42.4 billion in taxes; and contributes \$2.5 million to non-profit educational entities that partner with schools to teach appliance repair courses. Ortega's has been chosen as 1 of 15 entities to test GE's new Direct Buy program. Basically that is an internet based buying program, but to accommodate customers who are concerned about 'kicking the tires' on a new appliance before buying, GE offers a 7 day return policy - and they have a quality service and installation company (Ortega's) locally available to help with those things. If you want to find out more about that direct buy program, or if you want to discuss appliance repairs call Ortega's at 505-881-9177. You can also talk to Manny to get a satisfactory answer to the ultimate question: Repair or replace? Pros for repair—usually cheaper than buying new; older made things last longer; it's usually quicker to fix a machine than to buy a new one; often a new device will not fit in the space that the old device occupies; complications with learning how to use a new device; and sometimes...there is a great sentimental value assigned to the older machine. It would still be better to replace when parts for the older machine are no longer available or a repair would not be cost effective. You can always call Ortega's and provide them with the device's make, model and serial number, and Manny's team will use their cool Smart HQ program to estimate whether or not to recommend repair. Ortega's does charge for a service call, but the software program has made it so that, in 75% of the cases, they will be able to make the repair during that visit (and Manny offers an EAGA discount). You can also discuss up and coming appliance technology with Manny, or get his opinion about keeping a properly functioning refrigerator in the garage and non-working one in the kitchen because that one belonged to your parents (you missed that story if you were not at the meeting).

◆ Board Members please note: There will be a meeting right after breakfast on August 8th.

◆ First announcement of a new member application:

**BeeHive Homes**

**Representative: Michael Manning**

**Category: Assisted Living/Senior Care**

**Sponsor: Mark Tobiassen**

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](mailto: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.

## Badge Board Greeters

Aug 8 <sup>th</sup>	Michael Kocurek—Atmosphere Commercial Interiors
Aug 15 <sup>th</sup>	
Aug 22 <sup>nd</sup>	Lawrence Herrera—Performance Ranch
Aug 29 <sup>th</sup>	
Sept 05 <sup>th</sup>	There will not be a meeting – Labor Day Holiday
Sept 12 <sup>th</sup>	
Sept 19 <sup>th</sup>	

## Upcoming Speakers

Aug 8 <sup>th</sup>	Guest Speaker, Greg Zanetti
Aug 15 <sup>th</sup>	J.W. Biava—AirWell
Aug 22 <sup>nd</sup>	
Aug 29 <sup>th</sup>	
Sept 05 <sup>th</sup>	There will not be a meeting – Labor Day Holiday
Sept 12 <sup>th</sup>	Kevin Lorenzen—Aflac
Sept 19 <sup>th</sup>	John Mead—John Thomas Jewelers

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