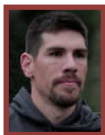


EAGA Business Builder

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November 28, 2023

Today's speaker was Lawrence Herrera - The Performance Ranch



Mr. Herrera was born in North Carolina but spent almost all of his growing up years in New Mexico. After attending Pojoaque High School, he went to the Naval Academy intending to play football there. The education process at the Academy was a little more rigorous than expected and adding the football program's demands for practice and travel made things substantially more difficult. To alleviate that a bit, he switched to baseball and rugby. In 2001 Lawrence discovered life in San Diego, CA and a few things changed. He left the Academy and got involved in surfing and biking and partying. Late that year, Lawrence headed to NMSU with the idea of getting a Mechanical Engineering Degree, but in December he became exceptionally stupid (and lucky) for a few minutes. He had more adult beverages than a pickup driver should, and he was involved in what the police called it a single car accident. The incident was actually a lot worse than that description indicates. He rolled his vehicle and was nearly killed. Lawrence was in the ER and hospital from December 22nd to 24th and when he was released, the doctors told him that he would have a difficult time ever running well, or even doing strenuous exercising again. Those doctors didn't realize the type of person that they were talking to. While recovering, Mr. Herrera read the book "Body for Life: 12 Weeks to Mental and Physical Strength" and he began seriously exercising to make his body better. He even kept a ledger of his daily routines and workouts. Easter of 2002 (only a few months after the accident), Lawrence was back in his old stomping grounds on Nambe Pueblo visiting his Mom for the holiday...and he was running again. Proving to himself, and everyone around him, that things were progressing well, Lawrence ran the 14 miles to Santuario de Chimayo and back. And the journey to recovery had taught him that exercise is the key to health. The call of San Diego was still in the back of his mind though, and Lawrence headed back to attend Rosemont Community College where he received a 2-year degree in Exercise Science. By then Mr. Herrera had married. His wife managed to convince him that returning to New Mexico to get a 4-year degree would be a great boost to his desire to have a career in the training/exercise profession. Lawrence did that and received his additional degrees in Exercise Science from UNM, enabling him to qualify to for various certifications that he wanted. (He has since become a Certified Strength and Conditioning Specialist in the National Strength and Conditioning Association and he is a National Academy of Sports Medicine certified Performance Enhancement Specialist). Lawrence has now been in the business for nearly 20 years. His motto, actually a mantra, is "Live Life Outside of the Gym Walls". Mr. Herrera has a great desire to learn new things and he also has a great desire to share his knowledge to the benefit of others. His work has given him an opportunity to meet, work with, and advise, people in the MMA profession, including Cowboy Cerrone and John Jones. He has also periodically worked as an advisor for Nike. Things have turned out good for Lawrence, but not without more (and sometimes very serious) bumps in the road. Not that long ago Lawrence began experiencing pain in his back and legs. It was something weird, but Mr. Herrera considers himself to be a pretty tough athlete. He went with the philosophy of 'just rub dirt on it and move on'. He could make things manageable, but the pain didn't really go away. Then one day he couldn't move his leg or feel one of his feet. Family got him to an Albuquerque ER room to figure out what was going on. Amazingly enough he was able to get a relatively immediate MRI. The ER doctor said that something looked serious and that they should get a neurologist on the phone for a consultation. Again, amazingly enough, the neurologist was available within a couple of hours, and called to discuss the situation with Lawrence. The doctor said that things did indeed look very serious, and he wanted to have an ambulance sent to transport Lawrence to the hospital for emergency back surgery. Lawrence wasn't too keen on having anyone cutting things in his back, and he told the doctor that the surgery was a 'no go'. So, the neurologist said that he would then recommend 12 weeks of physical therapy. Mr. Herrera is a pretty intelligent guy and that quick change of advice from "the situation is terrible, and we should do life altering back surgery" to "OK how about we try 12 weeks of PT" didn't instill any confidence in the doctor's ability to adequately diagnose the situation. As can be deduced from the various events in Lawrence's life so far, he is a very determined person. He just decided to take it upon himself to get better. He did research and learned about back pain and injuries. Figuring out the appropriate exercises, Mr. Herrera has been able to indeed make himself better. Lawrence wants to use his business (The Performance Ranch) to help people discover exercises that benefit their particular health needs and goals. He knows that encouraging exercise is a necessary, and positive, way for everyone to improve their physical wellbeing...and it can be done in the 'outside world' while experiencing everyday life. The Performance Ranch (TPR) offers coach-based programs. They don't accommodate those that just want to occasionally stop by to lift weights or do some sort of exercising. TPR only offers private and semi-private (up to 3 people in a group) training so that their staff can individually assess and advise each person's needs. Clients are, however, expected to continue the exercise programs in their normal habitat as well. [Live life outside the gym walls]. Lawrence's programs include the advice and specific exercises appropriate to each situation, but he also provides a phone app, a pod cast (appropriately titled "Live Life Outside the Gym Walls"), as well as monitoring of activities and progress to make clients accountable for achieving their goals. This morning, Mr. Herrera had the meeting attendees up on their feet to go through 10 quick exercises that should be done every day to help with general muscle improvement. If you were there you did the Foot Arch; Ankle Rotation-Knee Driver; Standing Cat/Cow; Standing Hip Rotations; Hip Hinge Arm Reach; Split Stance Hinge; Straight Jacket; Standing Gunslinger; Paint-the Fence; and Neck Slides/Tilts/Nods. All 10 were completed within about 5 minutes and even us old bacon-munching, scrambled egg chewing guys noted the benefits that could be had by doing them on a regular basis. If you would like to know more about how Lawrence's knowledge and experience in the physical training realm can be of benefit to you, (or if you weren't at the meeting and want to know the specifics of those 10 exercises) give him a call at 505-405-3599. He is very agreeable to helping however he can. You may have to make an appointment though since he does enjoy time with his wife and three daughters, and his mountain biking hobby. He takes his own advice and regularly 'lives life outside the gym walls'.

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Special Notes or Announcements:

For any sales to EAGA members during the holidays, John Thomas Jewelers will contribute 10% of the proceeds to Impact Nations.

John Mead—John Thomas Jewelers

Klint Hall—Lobo Wealth Strategies has prepared a list of “Dates To Remember for 2024” and he is making it available to EAGA members via an attachment in this bulletin’s email.

◆ Welcome to our newest member:

High Desert Doppler Representative: **John Jain** Email: John.Jain@highdesertdoppler.com

◆ At our December 12th meeting we will have an election to fill two positions on our Board of Directors. If you are interested in being nominated, or if you want to nominate another member, please contact Paul Losey (pal@covenantschools.com) as soon as possible.

◆ EAGA’s Annual Holiday Party will be on December 9th at Hotel Albuquerque. The event is free for EAGA members and their spouse/significant other. Guests can be invited for a fee of \$100 each. It all starts with drinks and snacks in the Presidential Suite at 5:00pm. Then a cocktail hour in the ballroom beginning at 6:00pm. Dinner will be served at 7:00. If you have not already signed up, but want to attend, please make sure to let Mario know no later than our meeting on December 5th. The two hotels at the event site have provided links for interested members to secure room reservations.

[Hotel Albuquerque Reservations:](#)

[Hotel Chaco Reservations:](#)

Badge Board Greeters

Dec 5th Tim Stewart—Impact Nations

Dec 12th

Dec 19th

Dec 26th

There will not be a meeting because of the Christmas Holiday

Jan 2nd

There will not be a meeting because of the New Year’s Day Holiday

Jan 9th

Jan 16th

Upcoming Speakers

Dec 5th Glenn Felty—SunState Solar

Dec 12th Doug Johnson—DcJ Solutions

Dec 19th Kit Turpen—Berger Briggs Insurance

Dec 26th

There will not be a meeting because of the Christmas Holiday

Jan 2nd

There will not be a meeting because of the New Year’s Day Holiday

Jan 9th

Mark Tobiassen—Action Coach Business Coaching

Jan 16th

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