

EAGA Business Builder

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



Mr. Tobiassen grew up in Oregon and he had a basketball career in that area, too. He played for OSU in Corvallis, then was an assistant coach at his old high school for a couple of years. While at the university, Mark earned a Business Degree and a minor in Behavior Psychology, so it's easy to see why he headed into a business oriented activity after leaving the basketball world. He went to work for Enterprise Car Rental and it wasn't long before they realized his ability to manage an operation. Soon he was asked to open a new location for the company and within 7 years he had grown it to \$40 million in revenues. That success got him a transfer to Albuquerque to see what he could do with that office. At the time, that location was responsible for the New Mexico, southern Colorado and west Texas and generating about \$8 million in revenues. Mr. Tobiassen grew it to a \$36 million annual revenue facility. During his era at Enterprise, Mark married a Florida girl named Nicole and their family grew to include four youngsters. Son Jarod is now 30 and living in Oregon. Daughter Hanna is 26 and has likewise headed to Oregon. There are still two sons living in this area though. Luke is 21 and Owen is 19 and both are working on a path toward their own careers. When the challenges at Enterprise started to wane, Mark (and Nicole) decided that it was time to retire. That term 'retire' is a little misleading. They stopped working as employees, but didn't stop working. Along the way, Mark has figured out that his 'Why' is to help figure out a better way to run a business. And his 'How' is by simplifying life for business owners. That's probably the reason that, in 2008, he and Nicole began their new company - Action Coach Business Coaching. The year 2008 may seem familiar to you. That was the big recession year and although it sounds like that would cause a huge problem for a start-up company, Mark thinks it may have actually been a benefit to them. Businesses were struggling with the economic issues and many of them sought his help to figure out what to do. He probably got many clients that he would not have otherwise. Over the last 15 years, things have gone well for the Tobiassens and their business. (Except for a period of time in 2017 when Mark almost died three times and was hospitalized in Ohio for a few months. Mark didn't elaborate about those circumstances during this presentation, but, if you are not familiar with the situation, you can take him to lunch sometime and see if he is willing to tell you about it). This morning, Mr. Tobiassen provided the attendees with some predictions for the upcoming year, and some advice for preparing for 2024. Mark's experiences and his analysis of current situations lead him to believe that this year 'a storm is coming'. Getting prepared and having a plan for your business is even more critical than it was for previous years. Some of the reasons that Mr. Tobiassen is wary about the next few months: 1-The uncertain economy. History tells us that there is a recession every 8 to 10 years. The last one was 14 years ago, so it is quite possible that we are going to see a recession and market downturn. Interest rates are high and there is harmful business legislation being proposed at the federal and state levels. 2-Misinformation is everywhere and it is becoming very difficult to figure who to believe. 3-More tech disruptions are on the horizon. New technology that doesn't even exist today will be prevalent by the end of the year. Human workers will not be replaced by Artificial Intelligence, but human workers well versed in AI will replace those that are not. 4-Global conflicts may not directly involve the US, but they are costing us billions of dollars, and most are affecting our way of life. 5-Social-political divisions are increasing. Global actors are trying to influence our decisions. Mark's conclusions: BE PREPARED. Humans grow with adversity and change incites more change. It will be a tumultuous year, but it will also be a transformative year. To get ahead during the storm, sharpen your leadership skills. Discuss things with your team and let them know potential adversities and plans to overcome them. Improve cash positions and develop, or increase, access to capital. Leverage and grow personal and business associations. Experts have determined that everyone has about 250 regular associates, so, with some consideration for mutual relationships, there are 108 other EAGA members that can provide you with access to a total of, roughly, 26,000 (108x250, less a few duplications) associations to tap into. Mr. Tobiassen notes that we can often learn from nature. His example today was how buffalo and cattle react differently to a real storm. The animals can sense when a storm is coming, but when it comes to dealing with it, cows and buffalo take different approaches. Cattle will head away from the storm, but in the direction that the storm is traveling. They are basically attempting to outrun it. Buffalo, however, do the opposite. They group together, behind the leader they've chosen, and face into the advancing storm. As time progresses, they begin to move into the storm, apparently realizing that the quickest way out of the storm is to pass through it. Behaving in that manner, buffalo have experienced a greater survival rate than do the cows that are eventually overtaken and engulfed by the storm. If you want to figure out what you should be doing to get through the storm, give Mark a call at 505-263-5657. He can help you with your particular situation and your individual circumstances and will provide advice and assistance to make your life better.

- ◆ **One more time:** This day in history...literally this day in history—January 9,2024, John Woods was provided with a plaque in recognition of his great service as President of our group. We really appreciate his efforts at keeping the organization on a path of upward trajectory. And most of us appreciated the weekly knowledge gained from the history facts.
- ◆ **This morning Mario presented the annual State of the Organization report.** We are still doing great financially and organizationally. During the past year we added 12 new members. As is expected for a continually progressing organization, there were some transitions too. Wayne Pollack has moved to the Honorary Retired category and Honorary Retired member Lee Trussel will no longer be attending meetings and events. Five companies decided to terminate their memberships and sadly, two members, Don Duke and Ken Bower, passed away. With the various changes, the Florist, Vintage Automobile/Motorcycle Restoration, Bakery Café, Doors and Hardware, Transmissions Service and Lumber Store categories are now open. EAGA currently has 109 active memberships and 9 honorary retired members. The organization is financially stable. We have \$23,000 in savings and spent all but \$769 of the 2023 revenues (EAGA's organization tax classification requires that we spend substantially all of each year's income on organization activities). The Board has approved a 2024 budget, and events for this year have all been approved by the Board as well. Membership dues will remain at \$350 per quarter for active members and \$18 per breakfast for honorary retired attendees. Mario's challenges still include accounts receivable. Please regularly check your company records and make sure that your dues are being paid on a timely basis. A goal for 2024 is to add 6 new members. Mario has been retained as our Executive Director for another year. Congratulations to Mario (and to the organization) for that. Mario also noted his appreciation to Rick Reese for the ongoing assistance with keeping up the badge board, getting the plaques, and for various other things that he helps with; Jerry Becker for his work on the annual golf event and the corn-hole tournaments; Pat Maloy and Dan Mowery for their continued work on the Summer Bash; TJ Maloy and Jack Zipper for their efforts in organizing the annual trap shoot and Bill McCabe for publishing the weekly bulletins. We all thank Mario for his great work as Executive Director. He does a lot of stuff (usually behind the scenes) to keep EAGA on the right track and operating smoothly. We certainly appreciate all the he does.

Badge Board Greeters

Jan 16th Daryl Moreland—DLM Southwest Collision
Jan 23rd Rick Reese—Blue Ristra
Jan 30th Gerald Montoya—Staged2BAmazed
Feb 6th Mike Krepfl—AAA Pumping
Feb 13th Robert Biernacki—WaterQuest
Feb 20th
Feb 27th
Mar 5th

Upcoming Speakers

Jan 16th Tim Stewart—Impact Nations
Jan 23rd John Woods—Phocus Real Estate
Jan 30th Daryl Moreland—DLM Southwest Collision
Feb 6th Larry Sonntag—NM Business Coalition
Feb 13th Phil Houser—DSI
Feb 20th
Feb 27th
Mar 5th

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