

EAGA Business Builder

eaganm.com

January 30, 2024

Today's speaker was Darryl Moreland—DLM Southwest Collision



Mr. Moreland was born in Roswell in 1965. His Dad was in the military and stationed there at the time. If you have had the pleasure of experiencing Darryl's in-depth knowledge of his industry, professionalism, kindness, good nature and sometimes good humor, you may have wished that there were two of him in the world. Well there are...sort of. Darryl has a twin brother and one of them came at a bargain. The hospital where they were born had a standard fee of \$3 for a delivery, but since the boys came so close together, the doctor chose to only charge a total of \$3 for both deliveries. That's sure something you won't see anymore... a doctor waiving a fee. Having a military father, the Morelands moved around a bit. When Darryl was 3 years old, his father was transferred to Spain, so they lived there for 4 years. Dad also served tours in Vietnam. After the elder Mr. Moreland finished his military career, everyone moved back to the USA and since Darryl's Father was from Truchas and his Mom was from Chimayo, this part of the country was the logical place to end up. Where they were living wasn't as big of a concern for Darryl as was what he would be doing when he grew up. Ever since he was 13 years old, he wanted of work on cars. He bought a 1969 Camaro, did a little body work, gave it a new paint job, then sold it for \$600. Let's see...a little cost for materials and a little labor and double your money. Yeah. He was convinced that his career would be in that industry. Darryl did try college at UNM for a year, but it really wasn't for him. He already knew what he wanted to do and experience would be the only formal education needed. At 18 years old, he took a job at Mike's Auto Parts and worked as a painter for an auto dealership. A little while later, Mr. Moreland went to work in the body shop at Ken John's Lincoln Mercury. In 1990 he moved to Melloy Dodge to work in their paint shop. Darryl probably figured it would be an interesting place to ply his trade, but at the time, he didn't really know how much excitement would be involved. On May 5th 1993 there was a fire at that dealership. It wasn't just a "Hey there is a fire, bring the extinguisher!" It was a full blown "^^@%^ the place is on fire!! Make sure that no one is left behind and get the heck out!" To make it even more exciting for Darryl, he was working inside a paint booth, inside the building, when the fire started. He came out to see why the lighting was getting dim and discovered a friend yelling that the roof of the paint booth was on fire, and so was most of the whole area. Darryl started trying to make his way outside. The smoke was so thick that he didn't even realize he had made it out until things cleared a little and he could see the sky. After checking to make sure that no one was left inside, all he could do was watch. There were a lot of paints and chemicals that burned, and the fire was so intense it melted anything that was not steel. When the crew was finally allowed to go back in to see if they could salvage anything, they found nothing left. All the cars were destroyed to a point that even the aluminum parts like wheels, transmissions and motors had completely melted into solid piles on the floor. Not having a job anymore there for awhile, Darryl moved to Melloy Nissan to do paint work. That was going well and Mr. Moreland even began to make his 'plan for life' that included building himself a house. But his plans started to crumble when the manager of the paint shop where Darryl was working decided to implement a new cost savings plan by terminating the two highest paid painters. Didn't matter that they were productive and quite good at what they were doing, he could only see the dollars being saved. Darryl asked if the plan would progress to include the previously third highest (now the highest) paid worker...Mr. Moreland. Assured that it would not, Darryl went about his work, but all the while figuring he was about to lose his job. And a couple of weeks later that's what happened. His valued life plan was now in shambles and the 46 year old Mr. Moreland began to unravel. He would work at something around his house until 3 in the morning; sleep until late afternoon; get up with no real purpose; then do it all over again. Luckily it wasn't long before he managed to smack himself (figuratively) into understanding that he had better get things back in order. He regained his determination and made a decision to not be an employee for someone else anymore. He was going to be in business for himself. Even the challenges of finding it hard to get financing didn't deter him. Finally securing a loan for \$204,000 and a second loan for \$16,000 he purchased the shop that he wanted and he opened REM Southwest Collision. (That is not a type-o. Read on.) Darryl worked his tail off even doing dual jobs to make it work. His tenacity and hard work allowed him to pay off the loan in one year and one day. Pretty amazing stuff. His skills, knowledge and very positive reputation have allowed him to be very successful. He even acquired a new location last year. (Ask him sometime about the interesting 'challenges' of purchasing a facility from Manny Cordova). Darryl now has over 20,000 sq ft of work space, 3 locations and 17 employees. And he is not interested in slowing down, so if you know of someone with property for sale in Bernalillo, give him a call. Darryl will paint other things too. He was commissioned to paint a large sculpture that was used in the 2008 Olympics in China, and among other things, he recently finished restoring and repainting a 1957 Schwinn bicycle for its original owner. (He finds it very rewarding to do things like that and he was even beaming a little telling us about how the bicycle owner so enjoyed seeing her 'new' old bike in the condition that she remembered from the many years ago. She was so excited that she immediately took it for a ride around the parking lot). Mr. Moreland does a lot of other community work too. He has built his enterprise to be a very reputable operation in the industry. For now, he is still calling it DLM Southwest Collision, but that is only for a few more years. Darryl's 6 year old daughter, Regina, is very impressed with her father, and is so proud of him and his work that she wants to take over for Dad when she's old enough. But she will want a small change...Her initials the name). So don't be surprised when, in 10 or 15 years, you hear about this old very well respected professional that is working for his daughter over at REM Southwest Collision. If you have a need for auto collision repair work, restoration or just a good refreshing paint job for your vehicle, you know where to go. If you are one of the very few EAGA members that have not already used the services of Mr. Moreland and his team, then you need write down this phone number 505-888-8980. You may not want to publish that number to your spouse or driver's license age kids though. If you do, you may never know when they have had an incident. And speaking of car accidents...Darryl wants everyone to understand that when dealing with auto insurance companies, the agents will most always provide you with a place they suggest that you have your car repaired. You need to know that it is just that—a suggestion. You are allowed to take your car to any repair shop that you choose. Dealing with the insurance companies may be a challenge, but you don't have to use their 'preferred' body shop. Go to DLM Southwest Collision.

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

NM CPAT, LLC
Representative: John M McGee
Category: Training & Recruitment
Sponsor: Raul Rodriguez

First announcement of a new member application:

Guardian Medical Training
Representative: Andrew Veseth-Nelson
Category: Medical Training and Certification
Sponsor: Phil Buckles

If you have an objection to either of these companies becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.

◆ **The 2024 golf outing has been scheduled for Friday May 17th at Santa Ana golf course starting at 12:30PM. Committee Chairman, Jerry Becker will provide more details at breakfast in a couple of weeks.**

Badge Board Greeters

Feb 6th Mike Krepfl—AAA Pumping
Feb 13th Robert Biernacki—WaterQuest
Feb 20th Andrew Sanchez—Revelco of New Mexico
Feb 27th
Mar 5th
Mar 12th
Mar 19th
Mar 26th Timmy Simms—Territorial Scaffolding
Apr 2nd
Apr 9th John Mead—John Thomas Jewelers

Upcoming Speakers

Feb 6th Larry Sonntag—NM Business Coalition
Feb 13th Phil Houser—DSI
Feb 20th Paul Jew—Moji Cinema
Feb 27th
Mar 5th
Mar 12th
Mar 19th Lawrence Herrera—Performance Ranch
Mar 26th
Apr 2nd John Mead—John Thomas Jewelers
Apr 9th

EAGA Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M4 #345 Albuquerque, NM 87113