

EAGA Business Builder

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Today's speaker was Phil Houser –DSI



Mr. Houser was born at Presbyterian Hospital here in Albuquerque in 1961 and he has lived in town all his life - except for a two year vacation during his younger days, and four years to pursue baseball (and education) at college. Both of Mr. Houser's parents have had a very big and positive impact on his life and Phil is quite proud of both of them. His mother is a caring individual, always concerned about others. "She's an angel on earth". Phil's father was a 'modern day rebel', working in the trucking industry and in real estate. It was one of the real estate adventures that gave Phil the aforementioned 2 years 'vacation' in northern New Mexico. After selling lots in the Cochiti Land Development for a little while, the elder Mr. Houser took on the job of selling land in Pendaries and moved his family up north to the very small community of Rociada. It was there that Phil thoroughly enjoyed horseback riding, regular fishing adventures and the many other opportunities provided by general outdoor life of that beautiful area. After a short couple of years, the family moved back to Albuquerque where Phil finished his growing up days. His high school life included some very good athletic experiences at Valley High. His most notable achievements included: placing 4th in State as a wrestler; winning an Athlete of the Year award; and completing an impressive, multi-year career on the baseball team. The baseball aspirations carried Phil to college where he played at Trinidad State for a year before moving upward to play three more years in the TCU baseball program. Phil was obviously a pretty good third baseman, but at the college level, there are a lot of pretty good players. The complication is that some of them are more pretty good than others and only a limited number of places are available in the professional leagues. Mr. Houser was very aware that he may not be able to make baseball a long term career, so he made sure to get a quality education while at college too. Ultimately he didn't move on to the big leagues, and the degree has been useful. But probably not as useful as the guidance he received from his father. His Dad always professed that it is wise to plan for the future, but don't forget to live in the moment...And never stop dreaming. The elder Mr. Houser passed away when he was only 53 years old, but Phil has been listening to Dad's advice all through life. Both as a businessman and as a family man. And speaking about family, Phil used quite a bit of his presentation time this morning to tell us about how important his wife and children are to his world. Phil and Theresa have known each other since they were 14 years old and have been great friends ever since. Theresa is an amazing lady. Always keeping a positive attitude in spite of all her health difficulties. She has had chronic pain in her back for awhile and the medical folks have had challenges figuring out why. She has undergone many surgeries and medical procedures because of her back problem and related issues. Doctors may have finally figured out the root cause of her back pain (after getting into the Mayo Clinic system via an emergency room visit) and Phil and Theresa are hoping to have a permanent solution to relieving a majority of the pain sometime in the near future. Throughout it all, Theresa continues to be upbeat and never complaining. Every day she takes on the day's challenges noting that she "is a walking miracle". Phil and Theresa have 4 children and 4 (soon to be 5) grandchildren. Their oldest daughter, Lauryn, is 37 now and living with her family in Aurora, CO. She is a Vice Principal there, but is finalizing all the necessities to start her own charter school. Daughter, Jocelyn, and her husband are the parents of two of the grandkids, Kyle and Grace. Jocelyn is an important part of the team at DSI and will become the company's president in 2025. Son, Alec, is also working at DSI. He is in the sales department and is excelling at that. His production rate is about \$50k per week, which is 4 times the industry average. Alec and his wife have the other two grandchildren, Rhett and Steele. Youngest son, Preston, is currently part of the team at DSI too, but, starting next year, he and his partner will be heading to the raspberry ranch (more about the ranch later) to manage activities there. But, as is almost always the case, having fun and raising a great family doesn't directly generate income. There has to be some side activities for that. Phil has inherited his father's entrepreneurial spirit and has taken his Dad's advice ("Always be enthusiastic about today"; and "Enjoy the journey"). After working for Lanier Worldwide for a couple of years, Phil chose to go out on his own, so he started a copier/printer cartridge refurbishing business. He always provided quality products and the business grew. In the early 1980's the adventurer Phil decided to expand into selling copiers. Back then almost no one had a copier, so it was quite easy to 'cold call' a client, explain the benefits of the machines and sell the copier—all in one visit. And Phil's company continued to sell supplies for the copiers too, so it wasn't long before he had increased sales to \$10 million per year. Mr. Houser and his business continued to expand and morph over time. Even changing the company name to match their expanded offerings. The company is now DSI (a short and convenient abbreviation of Document Solutions, Inc). He wants his company to be the statewide technology leader so, as technology advanced, so has DSI. In 2014 they added IT and remote device management and AV services to their portfolio. During the pandemic, that versatility really benefited DSI because when no one was allowed to venture into someone else's space, Phil's team could still assist customers via the remote connectivity. There still had to be cost management to properly survive during those days, but even with closing the El Paso office, DSI still has 7 offices located throughout New Mexico, and they have recently partnered with Next Level Communications in order to provide clients with the most advanced security and AV services available. There was one 'chink in the armor' noted a couple years ago though. DSI had only one supplier for their products (Konica Minolta). When that company experienced catastrophic fires at two of their production facilities, they could not provide the needed items to DSI. Phil has since diversified his supplier network to include Konica Minolta, Sharp and Epson. DSI continues to grow...generating \$16 million in revenues for 2023, with projections for that to increase to \$20 million by 2025 and to \$32 million by 2027. Phil attributes it all to the company having a proper internal culture. Core values dictate their culture and the team has simplified those values to: "Accountability; Integrity; Passionability (That is a real word in this case); Selflessness; and Positivity. Not only does the company's positive culture benefit customers, but it makes the company a great place for workers to thrive too. DSI has been named as one of Albuquerque's Best Places to Work for the last two years - and their Las Cruces office has won a similar award. If you are in need of any sort of 'document solutions' and want to take advantage of any, or all, of the technologies offered by Mr. Houser's team, give them a call at (888) 386-7834 or visit their website dsinm.com. Note that you may not get to talk to Phil directly because he is often 'out of the office'. A couple of years ago he was diagnosed with Leukemia. Fortunately it was a treatable form and he is currently doing OK, but the experience did remind him of how fragile life is. No one is promised tomorrow and things can change quickly. Phil wants to again take his Dad's advice of 'Plan for the future, but live in the present". He and Theresa spent nearly 180 days of last year traveling to foreign as well as stateside locations, and that will likely continue, so he may not be at the shop when you call. Two other examples of hearing his father's guidance to "Dream big!" — Phil recently purchased the 500 acre La Cueva Raspberry Farm. It is located in northern New Mexico very near the 2 year vacation place of his youth. Plans are to restore some of the old facilities and continue the working raspberry farm while also providing a venue for parties, weddings, etc. The other example of dreaming big is that Phil continues to be a Green Bay Packer fan. Keep on with that thought Phil. Sometimes dreams take a lot of time, and luck, before they come true.

- ◆ We will not be meeting at Tanoan Country Club on April 23rd and would like to use that morning to visit one of our member's facilities. Please see Mario if you are interested in hosting an open house at your place of business.
 - ◆ Second announcement of a new member application:
 - Maven Dentistry
 - Representative: Dr. Ben Stogsdill
 - Category: Dentist
 - Sponsor: Phil Buckles
- 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 Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.
- ◆ The lists at the bottom of this page note which dates we need speakers and Badge Board Greeters. If you can be a speaker or a greeter on one of the available days, please let Mario know right away.

Badge Board Greeters

- 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
- Apr 16th
- Apr 23rd Tanoan not available for a meeting on the 23rd

Upcoming Speakers

- Feb 20th Paul Jew—Moji Cinema
- Feb 27th This will be an "open discussion" meeting.
- Mar 5th
- Mar 12th
- Mar 19th Lawrence Herrera—Performance Ranch
- Mar 26th
- Apr 2nd John Mead—John Thomas Jewelers
- Apr 9th
- Apr 16th
- Apr 23rd Tanoan not available for a meeting on the 23rd

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