

EAGA Business Builder

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April 30, 2024

Today's speaker was Darryl Moreland—DLM Southwest Collision



Darryl was born in Spain. His father was in the military and was stationed there at the time. The family continued living in Spain for seven more years before returning to the USA. Actually, Albuquerque, USA. The young Mr. Moreland says that he liked Spain and moving to this country was a little traumatic. He was familiar with how things were there and he was not familiar at all with how things were here. For Example: In the US, he was not allowed to go into the bars, even though he was over 7 years old. In Spain, by the time he was 5 years old he could go into bars to play pinball with his father. Granted, Darryl could only comment on the bars in the Albuquerque area since this is pretty much the only place that Darryl has lived since coming to the US. He did go to Midland, Texas, but that was only for one year. Darryl discovered that amount of time was his maximum limit for being able to tolerate the smell of the black-gold industry of that area. Fast forwarding to Darryl graduating from high school when his parents gave him \$500 and wished him a great college experience. The young Mr. Moreland didn't have to worry about whether or not he could afford a full four year degree. By the end of his first semester, he had determined that college wasn't the place where he would get education and training for the career he wanted. Ever since his high school years, or maybe even before high school, Darryl knew that he wanted to work in the auto restoration/repair industry and he figured that the school of hard-knocks would be the place to get the knowledge that he needed. As a youngster, he had purchased a '69 Camaro for \$300. He reconditioned and restored the vehicle and during the process, learned about various important techniques, materials and the work in general. When he finished, Darryl sold the car for \$600. That sort of profit margin piqued his interest in the industry even more. While traveling his path toward a forever career, Darryl did a little of this and a little of that in the car industry. For a little while, he worked at Mike's Buy-Low Auto Parts, learning a lot about parts and repairs piece of the trade. Then he had a very educational job in the shop at a Melloy Nissan. That 'education' involved a fire; and a termination for making too much money. Darryl didn't talk about the fire incident this morning because he already discussed that in some detail in a presentation a few weeks ago. The termination thing though was actually an integral part of how Darryl got to where he is today. He was making pretty good money in the paint and restoration shop at the dealer. His earnings were all based on commission, so the inference is that the company was making a good profit because of his work. His manager didn't grasp that information very well though and figured that saving money only involved getting rid of an expense—Darryl's paycheck. Losing his job was quite traumatic. Darryl lost interest in most everything. He just took up drinking and loafing around the house feeling worthless. He would do basically nothing until around 3am every day, then sleep a little before starting the nothing all over again. Finally one day he pondered on the advice of his older brother who noted that things had to change. Darryl made serious changes in his personal life and then he began to, once again, pursue his dreams. He got a job at Larry H Miller dealership doing mandated used-car inspections. That work involved figuring out things that may be wrong with a vehicle and determining what would be needed to get it fixed. It was another step in the learning process and Darryl discovered that he was quite good at it and liked what he was doing. But the termination event noted above made him very leery about working for someone else. After 2 years at Larry H Miller, Mr. Moreland decided to go out on his own. He found a shop that was for sale, but the \$220k price tag was more than his credit capacity could handle. After unsuccessfully trying to retrieve previously loaned money from 'friends' and family, Darryl took the only remaining option. He secured a \$204k loan from the bank at 6.5% interest and a signature loan for \$16k at 15% interest. He now had his 3000 sq. ft., six bay facility. He used three bays for his work and rented out the other 3. Darryl also set a goal to pay off all his loans in 1 year. Some might say that's unreasonable goal, but those folks don't know Mr. Moreland's determination. He paid off the high priced signature note in two months, then paid off the bank loan in 1 year and 1 day. It wasn't long before Darryl got rid of the renters and took the whole shop for his activities. The quality of his work and his positive treatment of customers has earned Darryl a very good reputation and business continues to grow. But even with that, Darryl continues to worry about whether or not he can make it on his own. He works hard at overcoming that too. Listening to Denzel Washington speeches and advice are Mr. Moreland's favorite ways to get motivational inspiration. Mr. Washington advises: "Don't worry about failing. If you do not fail sometimes, you are not trying." "Don't worry about having something to fall back on. If you fail, you want to fall forward, not back." "Dreams without goals are just dreams". Darryl says that he is learning that stress is everywhere, but how you solve it sets you apart from others. It appears that Mr. Moreland is satisfactorily handling the stress, and he continues to take on challenges. His thoughts that being late to try something is better than not trying at all seems to play out in his life on a regular basis too. At 50 years old he became a father and he soooo much enjoys spending time with his daughter. Darryl recently acquired a new shop that is 7 times the size of his previous one, and now he is acquiring land in Bernalillo to build another shop that he plans to have operating by the end of this year. Whether it is the influence of Denzel Washington, or it is actually the determination of Darryl Moreland, things are going good. Give Darryl a call at (505) 888-8980 if you ever have a need for auto repair/restoration work. He is the GOAT around here.

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

DKM Asphalt

Representative: David K Montoya

Category: Asphalt Installation

Sponsors: Kevin Gullick

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.

- ◆ **Board members please note that the next board meeting will be at 5:30pm on May 8th at Ri Bravo Brewery. Contact Mario, or President Joe if you have any questions.**
- ◆ **It is very sad to note that Lee Trussell, one of our long-time members has passed away. He was an active member for a very long time and he will be missed. We offer our condolences and prayers to his wife, Jotina, and all of their family. Services will be at 2:00pm on Friday, May 10th at Sandia Presbyterian Church.**
- ◆ **The EAGA 2024 Golf Tournament will be on Friday May 17th at the Santa Ana Golf Course. Shotgun start at 1:00pm. Brown bag lunch will be provided. Cost is \$20 for members and \$85 for guests. Hole sponsors are available for \$100. (All costs will be billed to the EAGA member's account). If you want to participate, but don't have clubs, contact Jerry. He can arrange for you to borrow a set for the event. Signup sheets will be at the Tuesday breakfasts. If you have any questions, contact Committee Chairman, Jerry Becker.**
- ◆ **The Summer Bash will be on Saturday, July 13th at the home of Kit and Toni Turpen. Mark your calendars now. More details will be provided as we get closer to the event date.**
- ◆ **In June, we will have elections for 2 board positions. Of particular interest are members that will be able to step into the Treasurer and the Vice President rolls of the board. If you are interested in being nominated, or if you would like to nominate another member, please contact Paul Losey.**

Badge Board Greeters

May 7th Michael Kourcek—Atmosphere Commercial Interiors

May 14th John McGee—NM CPAT

May 21st

May 28th No Meeting because of the Memorial Day holiday

June 4th

Scheduled Speakers

May 7th Guest Speaker—Coach Bronco Mendenhall

May 14th Laurence Herrera—The Performance Ranch

May 21st Michael Kourcek—Atmosphere Commercial Interiors

May 28th No Meeting because of the Memorial Day holiday

June 4th

EAGA Contact information for Executive Director: Mario Hernandez
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