

EAGA Business Builder

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Today's speaker was Mario Hernandez—Allen Lund Company

Mr. Hernandez was born, and grew up in Los Angeles, California. Mario has always enjoyed sports and naturally became a fan of the many different pro teams in that area. But always from a distance because he didn't have an opportunity to attend games in person. He went to college at Loyola Marymount where he earned a Business degree in 1990. After college, Mr. Hernandez went right to work and his long term career began in 1993 when he took a job with CH Robinson in the freight industry. In 1998, along with his 8 months pregnant wife, Tracy, Mario came to Albuquerque to manage the CH Robinson office here. He didn't know the area, didn't know anyone here and was experiencing a bit of culture shock caused by the move from super-sized LA to not-so-huge Albuquerque. But with perseverance and networking he managed to get things together. Over the next few years, Mario grew the operations to a staff of 20 people and \$20 million in revenue. Mario became a member of EAGA in 2005, so he was familiar with the organization when, in 2013, he agreed to a short-term gig as EAGA's Interim Director. (During the next 11 years, he left the position for a few months, then came back, so not sure if the 'Interim' still applies.) In 2016, Mario joined Allen Lund Company, a national Commercial Transportation Broker. They arrange transportation for a huge variety of commodities via full truck loads or LTL (less than a full load) that are 250 lbs. or more and are palatized. Lund doesn't, however, get involved with transporting vehicles, pets or parcels. And they don't move households or businesses either. The transportation can be by way of truck, rail or ocean freight. The company does quite a bit of business bringing freight in from Mexico and from Canada. Mario noted a couple of insider observations for us: Whether the news reports it or not, we are in a 'freight recession' where demands and volumes are lower. He anticipates a shortage of drivers in the near future as well. Port automation is happening and will continue to expand, but he doesn't see the driverless trucks becoming very common during his lifetime (and he expects to live awhile). Theft and fraud are issues in the industry, but Mario and his team constantly monitor the rating of their motor carriers to insure that clients are receiving reputable service. Their slogan is "We Sell Piece of Mind". While Mario is working at Allen Lund, he is also working as the Executive Director of EAGA. Some days it is difficult to decide which takes the most time. Mario's advice regarding EAGA: Take advantage of your very valuable membership in this organization. Read the Creed (it is on the back of your printed roster). Membership is about considering fellow members whenever you need something; and about building integrity and trust. Treat everyone like family. Participate in the EAGA events. Whether its an occasional event, like the VLA visit, or one of the regular events like the Summer Bash, the Holiday Party or the Trap Shoot, attendance gives you a valuable opportunity to learn more about members in a non-business setting. Success is not really about who you know, but who knows you. Make a presentation at one of our breakfast meetings so that other members get to know you. As you can see, Mr. Hernandez keeps himself pretty busy, but not too busy to have an occasional adventure, usually with family. His family is his wife, Tracy, (married 30 years in May); his sons Matthew (an Electrical Apprentice) and Joshua (a UPS driver); and his daughter, Brook (an RN in Denver); and soon a granddaughter that Joshua and his wife are expecting. Additional valuable advice from Mario is to take the time to check items off your Bucket List before you run out of ink. Are you working too hard on things that are really the lesser important things in your world? Take a few minutes to figure out what goal you are chasing, and what is the real cost of that effort. Don't let the ghosts at your deathbed be reminders of what could/should have been. As noted in the beginning, Mario is a sports fan (particularly LA teams) and growing up he didn't have an opportunity personally see many games. As life has progressed, Mario's personality, integrity and hard work have gained him a lot of good friends. One of those friends has given Mario (and his family members) the chance to attend some high-level pro sporting events. In recent years, Mario has been able to see: the 2018 Stanley Cup; A Bruno Mars Concert (complete with back stage meet-and-greet); A photo-op with Charles Barkley; Lady Gaga's 2019 New Years Eve Concert; His Dodgers win the 2021 NLCS; A Lakers Game; A very in depth tour of Allegiance Stadium; and later SoFi Stadium (SoFi is many classes above Allegiance according to Mario); A Canelo vs GGG fight (with seats so close to the ring that they included a HazMat kit in case of blood splatters); Rams vs Cardinals 2022 football game; Seats at the checkered line for a Formula 1 race; His Rams beat the Bengals in Superbowl LVI; and Superbowl LVIII this last February (even though it didn't include an LA team). And...for many of those stadium events Mario and his group were forced to watch from a luxurious suite. It is obvious that Mr. Hernandez doesn't need much additional assistance checking off his bucket list, but you can help him with his day job by sending him referrals and letting him know of businesses that are in need of product transportation. You can contact him via Mario.hernandez@allenlund.com or cell phone 505-239-0259.

◆ **Welcome to our two newest members:**

Albuquerque Handyman LLC

Representative: Terry Mack Phone: (505) 239-3255 email: terry@abqhm.com

Medical & Commercial Communications

Representative: Robert Schuerman Phone: (505) 328-8594 email: rschuerman@macmed.com

◆ **Mike Mullane will be our guest speaker on October 29th. Mr. Mullane is a Viet Nam Veteran, (has reached the rank of Colonel, USAF); a NASA Astronaut (more than 14 days in space); an author; and he is much more. (See the [Mike Mullane web site](#)) You'll want to attend that Tuesday morning meeting.**

◆ **The EAGA Christmas Holiday Party will be on December 7th. More data will be provided as the event date gets closer, but reserve the date now.**

◆ **Second announcement of two new member applications:**

Admiral Beverage Company

Representative: Mike Sisneros

Category: Beverage Distributor

Sponsor: Walter Bracken

Gloss House Automotive

Representative: Robert Gallegos

Category: Auto Detailing

Sponsor: Rich Rosley

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 505-259-5959 or email jdzipper@comcast.net) as soon as possible.

Badge Board Greeters

Oct 22 nd	Paul Losey—Covenant Schools of America
Oct 29 th	Michael Kourcek—Atmosphere Commercial Interiors
Nov 5 th	Glenn Felty—Sun State Solar
Nov 12 th	Robert Schuerman—Medical & Commercial Communications
Nov 19 th	
Nov 26 th	No Meeting—Thanksgiving Holiday
Dec 3 rd	

Scheduled Speakers

Oct 22 nd	Matt Darnell—New Mexico Trailer Depot
Oct 29 th	Guest Speaker—Mike Mullane
Nov 5 th	Rich Ringrose—Albuquerque City Lifestyle Magazine
Nov 12 th	Michael Kourcek—Atmosphere Commercial Interiors
Nov 19 th	No scheduled speaker—Open Discussion
Nov 26 th	No Meeting—Thanksgiving Holiday
Dec 3 rd	Jack Thompson—Legacy Mortgage powered by Guild

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