

# EAGA Business Builder

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## Today's speaker was Paul Jew– Moji Cinema



Paul was born in Albuquerque. His mother was also born in the US after her parents came to America from China in 1929. Paul's father decided to immigrate to America on his own when he was only 15 years old. Dad joined the military and that career brought him to Albuquerque. In 1950, the elder Mr. Jew got into the restaurant business when he opened the New Chinatown Restaurant. Over the next 25 years, it became quite successful and the elder Mr. Jew decided to replace the original building with a larger, more decorative one. It was an impressive facility in both size and design. As would be expected, Paul and his two brothers, Kim and Stan, became part of the crew at the restaurant. Paul learned the standard jobs of that industry: washing dishes, bussing tables and waiting on customers. He also learned that he didn't want to be in the restaurant business. After graduating from Highland High School, Paul headed to college at UC Irvine where he earned a Bachelor's Degree in Psychology and a Master's in Business. While at the university he also met a special young lady. Paul and Judy have now been married for 42 years and have two great sons, Brandon and Corbin. The boys have grown up though and are out on their own life's adventures. Not long after college, Paul returned to Albuquerque to become the Business Manager for his brother's photography studio. Paul learned a lot about photography and after a few years, opened his own shop-Moji Studios. His photography business was doing OK, but Mr. Jew is always on the look-out for new opportunities, challenges and adventures. Through research (a lot of research) and investigation, Paul determined that there was an interesting and intriguing segment of his industry beginning to develop. Integrating photography into business promotion and advertising programs had been in use for quite awhile, but the use of still photography and text was morphing into videography being the technique that would drive a monumental change in the process. Videos were quickly becoming the prominent method used by businesses to engage their target audience, promote their business activities, sell their products and services, and even attract quality employees. Paul saw the amazing potential and decided to take his business in that direction. After a lot of studying, attending seminars and completing a large amount of education and training courses, Moji Studios morphed into Moji Cinema. It appears that Mr. Jew made the right choice. These days the internet is by far the method of choice for businesses wanting to promote their activities, and those businesses are not just using text and pictures to accomplish their goal. At last analysis, about 82% of the marketing content is video. Obviously, the use of videos has to be a major portion of any business marketing program, but just taking a movie of something and laying it out on the internet is not going to accomplish much. As a matter of fact, poor quality and unprofessional looking videos will actually have a negative effect on the business. Paul and his team know that there is a lot more to the process than just making a video. To successfully promote your business, you have to determine just who is your target audience; then learn what drives their decisions; then design and record your videos to concentrate of each aspect of the promotion program (just one video will not be sufficient to accomplish all the different phases). Buyers don't just log on to the internet, watch a video, then buy something. They have a sort of journey that they go through, and that journey consists of three phases: 'Awareness'-potential customers need to know that your company's products and services are available; 'Consideration'-you have to get them to think about purchasing what you have to offer; and then 'Decision'-you must have a positive influence on their ultimate choice of what/where they purchase. Your video content has to be appropriate for each of those phases. For the 'awareness' stage: make your ads around 60 seconds in length and feature a sort of brand posturing that shows your ability to overcome challenges and provide opportunities. In the, 'consideration' phase you do your advertising. Position your company as a leader in the field. The 'decision' phase is where you promote how your offerings can fix their problem. Paul and his team know how to use video to create powerful stories that capture the audience attention, communicate your message effectively and get measurable results showing a very high, and quick, ROI for the your promotion dollars. If you would like to find out how Moji Cinema can help you positively promote your activities, give Paul a call at (505) 315-3265. He and his team are very experienced in this realm and they will guide you through the process of creating effective and beneficial marketing videos for your business.

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

**Althera Alternative Care**  
**Representative: Todd LeCesne**  
**Category: Longevity & Regenerative Medicine**  
**Sponsor: John Jain**

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

**Lifetime Green Coatings**  
**Representative: Rick Schubert**  
**Category: Concrete Floor Coatings**  
**Sponsor: Rich Ringrose**

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 John Menicucci (phone: 505-379-7083 or email: jam@bergerbriggs.com) as soon as possible.

- ◆ If you are waiting for the vernal equinox (Mar 20, 2025, 3:01 AM) so you can stand an egg on its end...Just stay in bed and get the extra couple of hours sleep. There is apparently no fact supporting the myth that gravitational pull at the time of a vernal equinox makes it easier to stand an egg on its end. There actually may not be any change in gravity at all around that time. If you can stand an egg on its end, you can do it anytime of the year that you want.

(Astronomical Society of the Pacific)

## Badge Board Greeters

Feb 18<sup>th</sup> Michael Kocurek—Atmosphere Commercial Interiors  
Feb 25<sup>th</sup> Kevin Lorenzen—Aflac  
Mar 04<sup>th</sup> Frank McCallister—Color New Mexico  
Mar 11<sup>th</sup> Josh Schriber—Schriber Designs  
Mar 18<sup>th</sup> John Jain—High Desert Doppler  
Mar 25<sup>th</sup> Nestor Romero—The Payroll Company  
Apr 01<sup>st</sup>  
Apr 08<sup>th</sup>

## Scheduled Speakers

Feb 18<sup>th</sup> Mike Krepfl—AAA Pumping  
Feb 25<sup>th</sup> Larry Sonntag—New Mexico Business Coalition  
Mar 04<sup>th</sup> John Jain—High Desert Doppler  
Mar 11<sup>th</sup> Walter Bracken—BMC Tactical  
Mar 18<sup>th</sup> Jack Thompson—Guild Mortgage  
Mar 25<sup>th</sup>  
Apr 01<sup>st</sup> John Mead—John Thomas Jewelers  
Apr 08<sup>th</sup> Manny Santos—Express Employment

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