

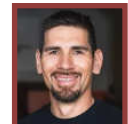
EAGA Business Builder

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May 13, 2025

May 13, 2025**Today's speaker was Jerry Shalow—Rio Rancho Chamber of Commerce**

Mr. Shalow is a family man. He and his wife, Valarie, have three children. But the 'youngsters' are all grown up now with one daughter living in San Antonio, another attending the University of Portland and a son that is in Management Training at Enterprise Car Rental. Jerry himself is a Texas Tech graduate and through the years has accumulated knowledge and experience in a variety of industries. He learned the art of satellite dish installation while working at the old West Coast Sound company; He became proficient in things related to the banking world during his 23 years with HSBC Bank (he only left that entity when they had a major change in operations and asked Gary to move to Singapore); He has experience with insurance that came from working with First Santa Fe Insurance (he was there until they sold to HUB International); and now he is expanding his knowledge and expertise in the general business world as President and CEO of the Rio Rancho Regional Chamber of Commerce (RRRCC). He agreed to take that job for a 3 year term. That was 9 years ago this coming August. (Mario can relate to that type of 'short term' commitment). The Chamber is a regional organization, meaning that it is for the benefit of businesses outside of Rio Rancho as well. Actually, almost 50% of their membership is from NW Albuquerque. Jerry has been instrumental in making the RR Chamber an amazing benefit to businesses in it's operating area. The Chambers mission is to "advocate for our members at the local, state and federal level. The Chamber is committed to business expansion, entrepreneurship, workforce development, non-profit organizations and education to increase economic vitality for a best-in-class community". They celebrate member business' accomplishments as much as possible. There are ceremonies for new business opening, for anniversaries and for major investments. All of the Chamber's efforts and activities are intended to further the growth and improvement of business in the area. The Chamber promotes members in a variety of ways: There are marketing based activities; social media publications (on Linked-In, Instagram, 6 Facebook accounts [including 4 anonymous ones]); videos; a weekly newsletter; quarterly luncheons (attended by 150 to 180 members); business after hours events. And there are 7 programs to concentrate on different aspects of their goals: Veteran's Support Coalition; Women in Leadership; Visionaries; Ambassadors; Non-Profit Alliance; Leadership Sandoval; and Eat-Drink-Shop-Play Local. Membership is offered in tiers based on desired benefits. To find out more about the Rio Rancho Chamber of Commerce and the very beneficial activities of Mr. Shalow and his team, you can visit their website www.rrrcc.org.

May 20, 2025**Today's speaker was Lawrence Herrera—Performance Ranch**

Mr. Herrera has been a strength and conditioning trainer for more than 20 years and he holds a variety of certifications in that field. His career wasn't really a fulfillment of a childhood dream though. His journey down that path actually began after a self-induced automobile accident in late 2001. Lawrence was severely injured and his physical therapy team told him that it was likely that he would not be able to run anymore. That is when the very determined Mr. Herrera set out to prove them wrong. He began his own strenuous exercise regimen and within a very short time he was able to run a half-marathon. Lawrence understands mental toughness. He created his business—Performance Ranch—to help others to figure out how to tap into their own mental toughness and use it to improve and maintain a good quality of life. But Lawrence and his team realize that the mental aspect is only one piece (albeit one of the more important pieces) of the overall process to gaining a better life. Performance Rance uses an athletic centered approach to physical health. They do things like analyze how each client moves in order to assist with improvement in posture which will lead to better movement. Lawrence knows that stress management is another important aspect of overall good health. Research indicates that 77% of workers feel stress at work and that has unhealthy side effects. In the past 6 years health related absences have risen by 30%. {LH's quick fix for stress is the 4 4s: Breath in for 4 seconds; Hold your breath for 4 seconds; exhale slowly for 4 seconds; repeat that 4 times}. Lawrence has developed some programs to help clients achieve goals for improving physical and mental health. His 'Warrior Reset Program' is a 12 week long transformation where goals are set and clients receive expert guidance and training. The package includes thermal recovery, mindset coaching, mental guidance and nutrition guidance. The hardest part of the journey to a better life is getting started. If you want to see how Lawrence and his team can assist you with that, give him a call at 505-405-3599. Take advantage of his free 30 minute strategy session. You will be directed toward having a more positive control of your life and which, in turn, will also have a positive impact on your productivity and business success. There is also a lot of valuable information and access to Lawrence's personal story video on the company's website www.theperformancerance.com

