

EAGA Business Builder

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Today's speaker was Randy Allen—Next Level



Mr. Allen was born in 1978 in Phoenix, AZ. He grew up in a family where his Single-Mom had the challenging task of raising Randy and his 4 brothers. Randy graduated from high school in 1997 in spite of having missed up to the max allowable days during his junior year (preferring to work with his brother at Cox Communication). He continued to work at Cox after graduation and left that company a few years later for a dispatcher job with a bank inspection company. That may not have been a long-term career move, but it was definitely the right decision because that is where he had the good fortune of meeting his future wife, Andrea. They were married in 2000, and Randy left the company to work at TeleTracker, a software company. Since Randy's hobbies were (are) computers and software, the move was right up his hobby alley. Initially his job was building custom computers (back in the turn of the century, there weren't all the off-the-shelf computer manufacturers that exist now and if you wanted a good computer, you built it in-house). After 6 months Mr. Allen was moved into the sales side of the business where he quickly advanced to become VP of Sales & Marketing. He was doing a good job, but had a dispute with the owner and decided it best to move on. That was 2006 and the Allen family moved to Farmington, NM where Randy became one of "those guys"...a car salesman. He actually found it to be something he really enjoyed, both mentally and financially. The customer interactions were fun - and the first month he earned \$13,000. But after a short while there came a self-induced jog in Mr. Allen's career path. While investigating a new amplifier that he wanted for a home audio-visual project, Randy discovered that he couldn't find the item anywhere in town. And actually, none of the town's few equipment suppliers had even heard of that item. Randy and Andrea noted Farmington definitely had gap in their audio-visual supply world and possibly the Allens could start a business to fill that void. But, although Andrea had a good financial background and Randy had a good working-on-audio-visual-stuff hobby, neither of them had actually run a business before. So they took on the challenge of figuring out how to do it. They studied the "Business for Dummies" publications, and various other materials, then developed a business plan for use in the quest for a business loan. Turns out that Farmington was not only low on good audio-visual equipment suppliers, it was also short on bankers willing to provide a loan for the Allen's proposed company. But that didn't stop Randy and Andrea. They raised their own start-up financing by selling everything of value that they owned (Andrea's jewelry, Randy's watch collection, downsizing their personal vehicles, etc). It got them started and Next Level became a reality. In the beginning, Randy was the salesman, and the installation guy, and the upgrade, repair person. Andrea took care of the financial side of things. After a little while, business grew and they were able to hire some staff to help. Then came an opportunity to partner with a security company. That worked out good, allowing Next Level to offer security services to their customers too. The arrangement worked well until the security guy decided that he wanted to retire (or at least not do security stuff anymore). The Allens didn't know much about security systems, but they looked at that as a just another solvable problem. Randy did a lot of research, studying and learning. He earned the various certifications needed for properly operating a security company and expanded Next Level's direct offerings. Although security systems weren't Randy's most favorite things to work on, he did realize the very positive financial potential it added for his company. Over the years, the security system side of things has expanded to include a wide variety of products and services including burglar and fire alarms, surveillance systems and access control. Randy has established a set of four core values that drive their operations. Those are: 1-Give a shit (care about appearance; care about customers; care about helping other employees). 2-Keep high standards. (Use quality products; provide quality service; make sure each job the best way possible). 3-Work as a team. 4-Communicate well (with customers, employees and management). Using those values, Randy and his team have built a very good reputation. Next Level has expanded their footprint via the relatively recent acquisition of A-Tech Security here in Albuquerque. The company now has 51 employees (as of this morning. There may be less, or more, by the time you read this), a lot of quality customers, and a bright future. If you are interested in finding out more about security options for your home or business, if you want to investigate how the radar perimeter protection stuff works, or if you just want to hear more about what it takes to goal in on a dream when bankers are laughing at you, Mr. Allen a call - 505-821-5777. When talking to Randy, you might also get to hear a little bit of how proud he is of his family: Andrea has been right there by his side through everything for the last 25 years; son Kyle recently graduated from New Mexico Tech with a 3.7 GPA and is now working for Sierra Lobo in Las Cruces writing user manuals for building rockets; Son Evan is currently at NMT in a Math Undergraduate program, and headed toward a Math Master's Degree; Daughter Avery is 16 and in high school planning her future (most likely that will not be via NMT).

- ◆ **EAGA Summer Bash 2025** will be on Saturday, July 12th. The format, theme and venue are new this year so get geared up to attend. The event will begin at noon and probably run through 6:00pm. Appetizers will be available from noon until the catered main meal is served at 2:00pm. The theme for this year's Bash is "Big Boys Toys". Members are encouraged to show off their vintage / restored autos, trucks, motorcycles, boats, or other vehicles. Certain collections may also fit into the not so well-defined criteria of acceptable items. (If you have a question about something you want to show off, give Pat Maloy a call 505-263-3837). The venue will not be a grassy field this year. Those fields look great, but are susceptible to mosquitos, rain or hot sun. Instead, we will be in the covered parking area of Berger Briggs Realty - 4333 Pan American Fwy NE. The location is great, there is ample space available for the 'toys', food service, sit down eating, cornhole games and mingling. Plenty of general parking is available on the street and adjacent property. The venue also has those cherished indoor restrooms. You won't want to miss this year's Bash. Sign-up sheets will be available this coming Tuesday. When put your name (and that of your spouse) on the list, be sure to note any items that you want to bring for showing off. And...The event is free for members and their spouse. Guests are encouraged. The cost for guests is \$50 person (\$100 per couple). Pat and Dan will provide updates at the Tuesday breakfast meetings. The event is less than a month away so be sure to get on the sigh-up sheet this coming Tuesday.
- ◆ We have available spaces for Badge Board Greeters. Please check the list that is available on the table near the badges and take one of the open options.

Badge Board Greeters

- June 17th Larry Sonntag—New Mexico Business Coalition
- June 24th
- July 1st No meeting because of the 4th of July holiday
- July 8th Robert Schuerman—Medical & Commercial Communications
- July 15th Tim Stewart—Impact Nations
- July 22nd
- July 29th

Scheduled Speakers

- June 17th President's Round Table
- June 24th Robert Schuerman—Medical & Commercial Communications
- July 1st No meeting because of the 4th of July holiday
- July 8th Erik Mease—SMPC Architects
- July 15th Todd LeCesne—Althera Alternative Care
- July 22nd Guest Speaker—Rio Rancho Mayor Greg Hull
- July 29th Paul Losey—Covenant Schools of America

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