

EAGA Business Builder

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Today's speaker was Robert Schuerman—Medical & Commercial Communications



Mr. Schuerman was born in Milwaukee, WI a little more than a couple of years ago. After high school he headed directly into the Army via their R.O.T.C. program. In 1983, at only 19 years old, he was commissioned as a 2nd Lieutenant. His military career continued for nearly 20 more years and included activation during the Desert Storm operations. Robert retired from the Army as a Major in 2002, but he didn't stop being productive and learning new things. After the military he went to work as Regional Sales Manager for a Wisconsin newspaper. Next, he was a manager with a wholesale tour operator that provided tours worldwide. Then he learned more new stuff with an involvement in the airline industry and via a job at a technology and software company before transitioning to his current career at Medical & Commercial Communications (MACC). In addition to the challenges of working through that real-world education, Robert has encountered some personal challenges as well. He has been married twice. The first marriage ended in a lot of turmoil and, sadly, resulted in him being alienated from his three children. Robert is very proud of those children though, and even from a distance, has kept up with how they are progressing through life. His son, Christopher, is 31 now and works with a police department in Wisconsin; Daughter Molly is 29 and is a Sales Rep; youngest son Maxwell is 23 years old and an accomplished chef. Robert also has two granddaughters, 9 year old McKenzie and 5 year old Ella Rose. The elder Mr. Schuerman's trek through life has involved an occasional relocation too. One would expect some travel during a 21 year military career, but after that: Robert moved to New Mexico with his second wife in 2014; then to Alaska in 2017 to take advantage of that state's favorable treatment of student loans; then back to New Mexico in 2018. Mr. Schuerman also let us know that he has an interest in motorized vehicles, but he makes sure that his vehicle(s) of choice are a good match for his surroundings. In the Army the vehicle was a "flying" M1 Abrams tank (traveling at high speeds over rough terrain, those tanks often get airborne for a brief time before crashing back to the ground). After the Army, Robert had a nice boat for activities in Wisconsin. But that vehicle didn't usefully transition to regular use in New Mexico, so Mr. Schuerman acquired a couple of ATVs. But those aren't all that beneficial in Alaska so Robert moved on to UTVs. But then back to New Mexico where the UTVs went away and the next (and current) vehicle of choice became a Harley-Davidson Nightster motorcycle. So what does Robert Schuerman do when he is not out cruisin' or lounging around home with his dogs Arlo and River? He manages to keep busy with his duties at Medical and Commercial Communications company. MACC is a 44 year old, wholly owned subsidiary of the Greater Albuquerque Medical Association. Robert started with that company in 2021 and in a short time worked his way up to become their President. Although it is owned by a medical organization, MACC is actually an answering service with tools, expertise and dedication available to any type of business. Every company is a potential customer and every client for any business wants the same thing...for their calls to be answered in a timely manner, by a knowledgeable human, that can direct the caller to the right place. MACC can do that. They offer 24/7/365 answering by a real person (most of whom are based right here in Albuquerque). Calls are processed through a specific protocol determined by the representative company. MACC's systems can integrate with other phone and data systems too so they can easily forward calls to an office extension; to a cellphone; or collect messages that are sent to a designated representative for an immediate callback to the client - however you want it set up. MACC has now begun proactive revenue generation for their customers through scheduling of needed follow-up appointments, lab work, etc. If you sign on to use MACC's services you will find that they operate with accountability, diversity, integrity and teamwork. Their operations are scalable, allowing them to quickly bring on staff to handle high volume situations. Their rates are very reasonable: \$70 per month plus 65¢ an incoming call (decreases to 45¢ when the monthly volume goes above 500 calls). If you want to improve your brand and impress your customers, and potential customers, via a professional answering service, you should call Mr. Schuerman a call at 505-328-8594. He will provide you with any information that you need and will let you know about the 'EAGA specials' too. And, although Robert probably doesn't have a huge garage or storage yard nearby, it never hurts to inquire if he knows where to find a used boat; or ATV, or UTV (an M1 Abrams tank is likely out of the question).

- ◆ Today was the last formal meeting for President Jerry Patton. As of July 1st, Jerry will transition to the Chairman position and free up the ornate President's office for Brian Walden who will run things for the next 6 months. Thank you very much to President Patton for the dedication, hard work and valuable service to our organization. His energy and efforts are very much appreciated.
- ◆ **LAST CALL TO SIGN-UP FOR THE EAGA SUMMER BASH 2025.** The event will be on Saturday, July 12th, so next Tuesday, July 8th, will be the final opportunity for you to get your name on the attendance list. Bash activities will begin at noon with corn hole games (There will be two brackets. One for amateurs and one for more advanced players). Appetizers will be available from noon until the catered main meal is served at 2:00pm. The theme for this year's party is "Big Boys Toy Show". Members are encouraged to show off their vintage / restored autos, trucks, motorcycles, boats, etc. Certain collections may also fit into the not so well-defined criteria of acceptable items. Be sure to let the committee know if you plan to bring an item. (Write what you are bringing on the sign-up sheet and/or call Pat Maloy (505-263-3837) or Dan Mowery (505-480-8526). The event will be at Berger Briggs Realty - 4333 Pan American Fwy NE. [Go around back and enter via Midtown PL NE street]. There will be plenty of general parking available on the street and adjacent parking lot. The event is free for members and their spouse. Guests are encouraged. The cost for guests is \$50 person (\$100 per couple). We hope you can all make it. The Bash is always a great event.

Badge Board Greeters

- July 1st **There will not be a meeting because of the 4th of July holiday**
- July 8th Robert Schuerman—Medical & Commercial Communications
- July 15th Tim Stewart—Impact Nations
- July 22nd Rick Shubert—Lifetime Green Coatings
- July 29th Kevin Lorenzen—Aflac
- Aug 5th
- Aug 12th
- Aug 19th

Scheduled Speakers

- July 1st **There will not be a 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
- Aug 5th
- Aug 12th Kit Turper—Berger Briggs Insurance
- Aug 19th Johnny Carroll—ABQ Headshots

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