

EAGA Business Builder

December 3, 2025

Guest Speaker: McKee Wallwork



McKee Wallwork presented powerful findings from its Personnel Engagement and Marketing (PEM) study, demonstrating how advanced consumer psychographic profiling can be adapted to today's labor market. Led by Jonathan Lewis, the session revealed that today's workforce is shaped less by generational differences and more by broad cultural fragmentation. The study identified widespread workforce conditions described as Transactional, Futureless, and Suffering (TFS), alongside declining trust in CEOs, skepticism about the value of higher education, uncertainty about retirement, and deep financial stress. These shifts signal that the traditional post–World War II “story of work” has broken down, requiring leaders to fundamentally rethink recruitment, retention, and engagement strategies.

As a solution, McKee Wallwork introduced a new relational and future-oriented model of leadership that restores meaning to work by aligning purpose, relationships, and shared vision. This approach emphasizes building a compelling “quest” that gives employees direction and transforms suffering into purpose. A local case study of Restoration Pizza—created by the owners of Bosque Brewing—illustrated how meaningful work can be intentionally designed to integrate individuals with disabilities into community-focused employment. With nearly 30 years of experience guiding organizations through pivotal transitions, McKee Wallwork continues to equip leaders with practical frameworks to navigate today's complex labor environment and rebuild a compelling story of work for the future.

McKee Wallwork

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Announcements:

- We need speakers & badge board attendants for January 2026
- Board elections are scheduled for December 9th.
- The 2025–2026-member directory is complete. The pdf is attached to save on your PC & phone.
- We will not hold breakfast meetings on December 23 & 30 in recognition of the Holiday's.

Mark Tobiassen w/ Action Coach:

Thoughts and prayers for a speedy recovery for Coach Mark!

New Member Applicants

- **1st Announcement**

Billy Jackson w/ Next Level Security – A-Tech

- New Representative

Category: Security & Monitoring Systems

Sponsor: Randy Allen

Joe Sierra w/ Sierra Corrales, LLC

Category: Business Financial Consultant

Sponsor: Mario Hernandez

If you have an objection with any of the above candidates, or if you have information about any of these candidates that should be considered during the review process, please contact our Membership Committee Chairman John Menicucci or Mario Hernandez as soon as possible.

Badge Board Greeters Schedule

December 9- Paul Losey w/ Covenant Schools of America

December 16- Jay Weingardt w/ The Fitness Superstore

December 23- No breakfast

December 30- No breakfast

January 6- Robert Schuerman w/ Medical & Commercial Communications

January 13-

Speaker Schedule:

December 9- Klint Hall w/ Lobo Wealth Management

December 16- Lawrence Herrera w/ Performance Ranch

December 23- No breakfast

December 30- No breakfast

January 6- Open

January 13- Robert Schuerman w/ Medical & Commercial Communications

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