

EAGA Business Builder

December 16, 2025

Member Speaker: Lawrence Herrera w/ Performance Ranch



Lawrence Herrera of Performance Ranch challenged attendees to think beyond traditional exit planning by asking a powerful question: *Is your body ready to exit when your business is?* He emphasized that the lifestyle many business owners envision in retirement—travel, golf, outdoor recreation, and time with family—depends on physical readiness built **now**, not later. Herrera outlined Performance Ranch’s core philosophy of assessing how the body moves through fundamental patterns such as squatting, hinging, pushing, pulling, carrying, and walking. Using technology-driven movement assessments, his team identifies limitations early and builds a roadmap focused on moving well, reducing injury risk, and sustaining long-term physical independence.

Drawing from over 22 years of coaching experience—and his own recovery from serious back injuries—Herrera highlighted the importance of consistency, proper breathing, core stability, strength training, and cardiovascular fitness. He explained how muscle mass and VO₂ max are critical predictors of longevity and quality of life, noting that both are highly improbable at any age. His message reinforced that fitness does not require extreme workouts or even a gym, but rather simple, repeatable movements, smart progression, and community support. The takeaway was clear: preparing for a successful exit includes preparing the body to fully enjoy what comes next.

Contact Info

Performance Ranch
5701 Carmel Ave NE # C
Albuquerque NM 87113
(505) 405-3599
Email
info@theperformanceranch.com

Announcements:

- We need speakers & badge board attendants for January 2026
- Welcome new board members: Manny Santos & Rich Ringrose
- 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 Tobiasen w/ Action Coach:

Thoughts and prayers for a speedy recovery for Coach Mark!

New Member Applicants

- None to report

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.

<u>Badge Board Greeters Schedule</u>

December 23- No breakfast

December 30- No breakfast

January 6- Robert Schuerman w/ Medical & Commercial Communications

January 13- Michael Black w/ Big Red's Fencing

January 20- Open

January 27- Open

<u>Speaker Schedule:</u>

December 23- No breakfast

December 30- No breakfast

January 6- Glenn Felty w/ SunState Solar

January 13- Robert Schuerman w/ Medical & Commercial Communications

January 20- Open

January 27- Open

Contact Information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: cagaed@gmail.com

Postal mail: 8100 Wyoming Blvd, NE Ste M4 #345, Albuquerque, NM 87113