

EAGA Business Builder

February 3, 2026

Member Speaker: Jukka Jumisko w/ WSI



At this week's meeting, Jukka Jumisko of WSI New Mexico delivered a powerful and timely presentation on how artificial intelligence is fundamentally reshaping the way businesses are found, operate, and scale. Drawing from his personal background and recent life experiences, Jukka spoke candidly about navigating change—both personally and professionally—and how emerging AI technologies have renewed his energy and transformed his business outlook. His perspective set the stage for a practical discussion focused not on tools or prompts, but on what AI means at a strategic level for business owners today.

Jukka outlined how AI-driven search is disrupting traditional SEO, noting that a growing percentage of Google searches now result in zero clicks as users receive answers directly from AI-generated summaries. He emphasized that while website traffic may decline, conversion rates are often stronger because AI-informed visitors arrive more educated and ready to buy. To succeed in this new environment, Jukka stressed the importance of E-E-A-T—Experience, Expertise, Authority, and Trustworthiness—explaining how businesses must clearly demonstrate real-world experience, verified expertise, strong third-party validation, and credibility for AI systems to recognize and recommend them.

The presentation also explored AI automation and education as major growth opportunities. Jukka shared real-world examples of AI-powered chatbots, workflow automation, and end-to-end operational systems that are already delivering 20–30% time savings for organizations. He closed with a call to action for business owners to invest in team-wide AI education, noting that most AI projects fail due to lack of alignment and training. With the right education and strategy, Jukka believes New Mexico businesses can not only adapt to this transformative moment—but lead through it.

Contact Information

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Announcements:

- The EAGA board of directors has confirmed that our dues will remain at \$350/ quarter.
- We will continue to meet at Rio Bravo Brewing through the end of March. Updates will be shared as more information is available.
- We need badge board attendants for March. Please sign up.
- Board members, we will hold our February board meeting on February 10th after breakfast.

New Member Applicants

No new announcements.

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

February 10- Marc Dean w/ Zoom Drain
February 17- Trey Finley w/ NY Life
February 24- Luke Estrada w/ Bloom Records
March 3- Lawrence Herrera w/ Performance Ranch
March 10- Open

Speaker Schedule:

February 10- Mike “Red” Black w/ Big Red Fences
February 17- John Jain w/ High Desert Doppler
February 24- Mike Blomker w/ Merry Maids
March 3- Todd Lecesne w/ Althera Alternative Clinic
March 10- John Woods w/ Phocus Real Estate

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