

EAGA Business Builder

March 17, 2026

Member Speaker: Luke Estrada w/ Bloom Records



We recently welcomed Luke Estrada of Bloom Records, who shared his entrepreneurial journey and insights into creative business development. A New Mexico native, Luke highlighted how his experiences—from traveling to over 26 countries to exploring ventures like affiliate marketing, e-commerce, and design—shaped his approach to business. Today, he operates Bloom Records, a recording studio and artist development hub offering music production, film audio, live streaming support, and rehearsal space. He walked members through the technical side of audio production, emphasizing the precision involved in recording, mixing, and mastering, as well as the growing demand for high-quality audio in both music and film.

Luke also presented a clear framework for building stronger businesses through alignment of business model, branding, and marketing. He stressed the importance of defining what you sell, understanding your most profitable offerings, and developing a distinct brand identity that resonates with your target audience. From there, consistent messaging and strategic marketing help guide customers from awareness to loyalty and ultimately advocacy. His key takeaway: businesses that invest in long-term brand strategy—rather than short-term tactics—are better positioned to stand out, build trust, and drive sustained growth.

Contact Information

1901 1st St NW, Albuquerque, NM 87102

Phone: (505) 977-6102

luke@bloomrecordsabq.com

Announcements:

- We need badge board attendants for the end of April & May. Please sign up.
- Golfers, we will host this year's golf tournament on May 29 at Santa Ana Golf Course. Please add it to your calendar. Sign-up sheets will be available in April.
- Open House Event on **March 26th** at Rio Bravo Brewing. 4pm-6pm. Sign-up sheet available.
- We will continue to host breakfast at Rio Bravo Brewing through the end of April.

In Remembrance of Bill McCabe:



Services announcement with a separate attachment.

New Member Applicant(s)

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

March 24- Robert Schuerman w/ Medical & Commercial Communications
March 31- Manny Santos w/ Express Employment
April 7- Bill McConnell w/ Window Fashions
April 14- Mike “Red” Black w/ Big Red Fences
April 21- Open

Speaker Schedule:

March 24- Lawrence Herrera w/ Performance Ranch
March 31- Jack Thompson w/ Guild Mortgage
April 7- Robert Schuerman w/ Medical & Commercial Communications
April 14- Dan March w/ LD Supply
April 21- Mike “Red” Black w/ Big Red Fences
April 28- Open

Contact Information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
Postal mail: 8100 Wyoming Blvd, NE Ste M4 #345, Albuquerque, NM 87113



