

EAGA Business Builder

April 7, 2026

Member Speaker: Robert Schuerman w/ Medical & Commercial Communications



At our recent session, Robert Schuerman, owner of Medical & Commercial Communications, shared valuable insights on how businesses can improve customer engagement and capture more opportunities through professional call management solutions. With over 45 years of operational experience behind his company, Robert emphasized the importance of ensuring every customer interaction is handled promptly and professionally, especially in today's on-demand environment where missed calls often translate directly into lost revenue. In fact, industry data shows that up to 80% of callers will not leave a voicemail, choosing instead to contact a competitor.

Robert highlighted how 24/7 live answering services and virtual receptionist solutions can serve as a critical differentiator for businesses of all sizes. From after-hours support and overflow call handling to emergency dispatching and CRM lead capture, these services allow companies to maintain continuous availability without the overhead of additional in-house staff. By customizing call protocols and routing systems, businesses can ensure that every inquiry is handled according to their exact preferences, enhancing both customer satisfaction and operational efficiency.

A key focus of the presentation was the evolving role of AI in communications. Rather than replacing human interaction entirely, Robert outlined a hybrid approach that combines AI-driven responsiveness with human empathy and decision-making. AI can triage calls, reduce hold times, and provide real-time translations, while trained professionals handle more complex interactions. Members were encouraged to evaluate their current communication strategies and consider how a scalable, hybrid solution could strengthen their brand perception, improve responsiveness, and ultimately drive growth.

Contact Information

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Announcements:

- We need badge board attendants and speakers 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 on April 14th. Members are free, Guest fee \$85/ player, hole sponsorships are available for \$100/ hole. All sponsorship money goes towards prizes, long drive, closest to the pin, winning team and skins. 2pm shotgun start.
- We will continue to host breakfast at Rio Bravo Brewing through the end of April.

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

April 14- Mike "Red" Black w/ Big Red Fences

April 21- John Woods w/ Phocus Real Estate

April 28- Open

May 5- Open

May 12- Open

Speaker Schedule:

April 14-Dan March w/ LD Supply

April 21- Mike "Red" Black w/ Big Red Fences

April 28- Open

May 5- Open

May 12- Open

May 19- Trey Finley w/ New York Life

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