



Operated by Southwest Business Development Consultants, LLC Funded by MBDA-U.S. Department of Commerce

**Success Story**  
**3<sup>rd</sup> Quarter 2019-2020**  
**JohnnyBoards, LLC**



Ruben Garcia started his career in the government services sector as a graduate of DeVry. He held a Government Q Clearance to provide Computer hardware/software support to New Mexico federal facilities. New to the advertising business in 2000, he quickly realized that having a partner with out of home (OOH) experience was important to the growth of JohnnyBoards. His career in advertising and marketing for the past 20 years has been focused on continual learning. Business processes continue to evolve and learning new ideas have helped JohnnyBoards improve its business model, productivity, profitability and most importantly long-term business relationships. This focus on processes and measurement has allowed Ruben to serve JohnnyBoards clients in an efficient and effective manner. He recently completed 360 hours in a full day class environment with hands-on, real-time coding, learning, and being part of web development team at Deep Dive coders, a programming school focused on agile, test-driven development.

JohnnyBoards places indoor advertising and bathroom advertising in restrooms, elevators, water fountains, and digital displays waiting room or lobby areas in locations such as golf courses, coffee shops, tattoo parlors, salons, barbershops, restaurants, health clubs, apartments, community centers, hotels, and concert venues all over New Mexico as part of its Out-of-Home network for small business and public service awareness campaigns.

JohnnyBoards serves its industry and community by:

- Serving on the board of the IBAA ( Indoor Billboard Advertising Association) 2008 – Present
- Serving as the leading IBAA affiliate for reaching the Hispanic market nationwide 2002-present
- Serving as President of C-TEC (Corporate Technical Educational Council) 2013-present
- Serving as a member of TOPS (Hispano Chamber of Commerce) 2012- present

- Serving as Commissioner for City of Albuquerque commission of Economic Indicators 2013- present.
- Serving as President of Albuquerque Job Corp's C-TEC (Corporate Technical Educational Council) 2012- 2014
- Serving as member Hispano Chamber of Commerce Health and Wellness committee 2014- Present
- Serving as lead sponsor to Crest Race
- Serving as lead sponsor to Moriarty Record Challenge Race
- Serve as sponsor to Pride ABQ 2010- present



JOHNNYBOARDS LLC  
indoor advertising

JohnnyBoards embraces corporate responsibility and seeks to strengthen their relationship with communities and build sustainable strategies for addressing large societal issues. To practice corporate responsibility successfully, JohnnyBoards makes a commitment to integrate it with our overall business strategy in a way that makes corporate responsibility part of their DNA.

JohnnyBoards, by its nature, integrates corporate social responsibility with its business goals and has at its disposal a more robust set of tools and products for serving customers, stakeholders, and communities.

JohnnyBoards provides media for PSA awareness – Prescription drug awareness with Pharma Purdue / NMOAA & provides media for PSA awareness for local High schools and Middle Schools.

JohnnyBoards understands it is their responsibility as a media placement service to serve their community by providing discounts to non-profits. JohnnyBoards became an exclusive indoor advertising partner with Live Nation and Santa Ana Star Center Concert Venues and the exclusive indoor partner to the local NBA/ NBDL League

JohnnyBoards was awarded Hispano Chamber Small Business of the year in 2007 and winner in the Business Category for the 2012 Diversity Leadership Council.

JohnnyBoard completed SBA approved ISO 9000 training via a 2 year Sandia National Labs program.

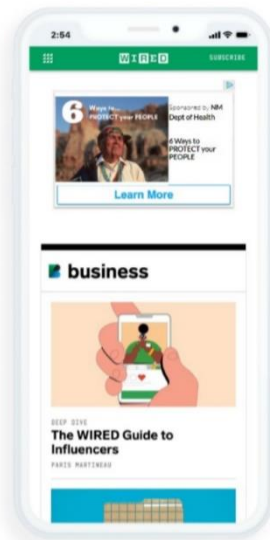
JohnnyBoards is currently making efforts within their community to “get the message out” during the COVID-19 pandemic. Mr. Garcia states “we must reach as many people as possible as quickly as possible. Since most individuals have access to and are spending more time on mobile devices, we feel mobile Public Service Campaigns such as COVID-19 awareness advertising, is the quickest way to reach preferred individuals

with messaging”. A 2019 State of the market: Industry trends report from a popular mobile advertising software shows that “more than 225 million American consumers, and 94% of all Millennials, now own a smartphone. Time spent with mobile is on the rise; it now accounts for 71% of consumers’ total digital time.”

By digitally geofencing the zip codes of the people in the community JohnnyBoards is trying to reach, they can place advertisements containing images and videos on mobile devices within local zip codes. Advertisements are placed directly on social media accounts and mainstream websites and apps. JohnnyBoards is convinced geofencing works because 90% of mobile devices report their user’s locations as people use apps and websites. As a mobile website or mobile app is loaded on these devices, the device location is reported to the ad exchange in microseconds, allowing JohnnyBoards to deliver their message to the preferred individual.

Ad Examples

Wired Magazine (Mobile):



Parenting Magazine (Mobile):



The Four Winds Diversified Project (FWDP) is currently assisting Mr. Garcia with their business registration with the Navajo Nation. FWDP has teamed JohnnyBoards with a Navajo Owned small business Hunting Horse Marketing, LLC. The FWDP will be identifying opportunities within the Navajo Nation and surrounding Pueblo and Apache Tribes. JohnnyBoards is located in a New Mexico HUBZone and is a DBE certified small business.