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Hispano chamber board chair bursting with ideas



Anthony D. Trujillo, the president and CEO of Holman's USA, wants to promote increased reinvestment in local companies during his 2015 term as Albuquerque Hispano Chamber of Commerce chairman. (Roberto E. Rosales/Journal)

By Jessica Dyer / Journal Staff Writer

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Anthony D. Trujillo is back in Albuquerque, and he's on a mission.

Trujillo – who spent 20 years living away from his hometown – returned to the Duke City in 2011. Since then, he's succeeded his father as president and CEO of Albuquerque-based Holman's USA, a 60-year-old company that deals in enterprise computing products, surveying equipment, maps and more.

He also has worked diligently to make a mark in the community.

Anthony D. Trujillo

- President and CEO of Holman's USA
- Age: 48
- 1984 graduate of Eldorado High School

- 1990 graduate of University of New Mexico Anderson School of Management (BBA in financial management)
- Father of two: 15-year-old Anthony III and 11-year-old Sophia

He's launched programs and initiatives to support autistic children and their teachers. He's joined boards. He's thought a lot about how to make Albuquerque a better place.

So when Trujillo recently took the reins as chairman of the Albuquerque Hispano Chamber of Commerce board, he came armed with a well-defined, six-point plan.

"I love Albuquerque, I love New Mexico and I wanted to help in any way I could," Trujillo said. "(I want to) help the economy where I can, help job growth where I can, and also give back."

That kind of enthusiasm isn't just lip service, said Alex O. Romero, president and CEO of the Albuquerque Hispano Chamber. Romero said Trujillo tackles every opportunity with zeal, describing him as "full of fire." He doesn't just come up with ideas; he lives them.

"It's not just talk; he's doing it. Anything. He's a visionary," Romero said. "He's been fun to work with. He's been my boss (since late 2014) and he's all over it, man. He is emailing, he's calling, he's texting. He gets (very) excited. He finds something and says, 'We ought to be doing this.' He's a good guy."



Carlos Vigil, 7, right, shows a virtual story he created on a tablet to Anthony Trujillo. At left is Jeffrey Tran, 8, another student in the Autism Specific Program at Los Ranchos Elementary.

Romero points to Trujillo's efforts to enhance the chamber's scholarship program as evidence of his follow through.

The program traditionally has given students \$1,000 awards, but Trujillo wants to increase the awards to \$5,000 apiece. He set out to raise \$100,000 to support the program this year. He said he's already secured pledges totalling \$60,000.

"There's nothing holding this guy back," Romero said.

Trujillo also has a plan for boosting the local economy. Specifically, he wants to use his chamber platform to work with state and local governments to increase investment and job growth for New Mexico's resident businesses by 15 percent.

"We need to do a better job of taking care of our own and investing in good, solid New Mexico-based businesses," he said. "We've got plenty of businesses here in the state that are capable of providing exceptional service and products and that can provide a competitive price. We need to do a better job of focusing those dollars into our own economy as opposed to those dollars leaving the state."

He speaks from experience. As CEO of Holman's, he said he's seen the same scenario play out often. Holman's – which has contracts with several national laboratories, including Sandia and Los Alamos – will lose out on municipal and state contracts "all the time" in favor of out-of-state competitors.

And Trujillo said he hears similar tales from his local CEO peers.

"We just need to recirculate at least some of those dollars back into the local economy," he said. "That will help with GRTs, and it helps promote job growth here in New Mexico and in Albuquerque."

It could also help the state keep its promising, young professionals, too many of whom Trujillo said move away like he did. Trujillo said a lack of opportunity forced him to leave Albuquerque in 1991. He relocated to El Paso to help expand Holman's business. He later headed to the Phoenix area to establish a Holman's office there. Holman's currently has five offices, including Albuquerque, and a sixth, in Nashville, coming soon.

"I would've loved to stay here in the city and in New Mexico but I was forced to leave the state, and that was in 1991," Trujillo, 48, said. "We still have that same lingering problem (I had of) having to experience leaving my family, my friends and community. That's really fired me up to do something about it."

Trujillo's other goals include adding another 50 members to the chamber, which already has about 1,300, and setting a revenue record for the chamber's annual gala.