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February 22, 2012 Newsletter & Meeting Notice

Presenting this evening are:

Kevin O'Reilly—Coupon Cash Saver



There are a lot of advertising options out there for your business. At the next meeting Kevin will explain a couple different options that Coupon Cash Saver offers to increase your bottom line.

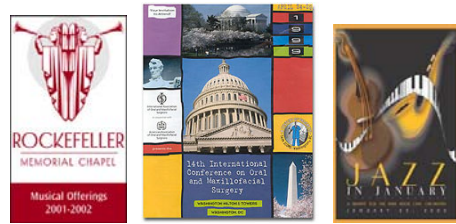
As you know, there are only three ways to increase your profitability.

- Acquire new customers
- Increase the average ticket
- Have your regular customers come in more often

Kevin will explain how Coupon Cash Saver can achieve those goals for you.

Coupon Cash Saver may not be the best format for all of the Guild members but I'm sure each of you know several businesses that can benefit from Kevin's services. Kevin says: ***"I assure you that I will take care of those leads with the utmost of care and get them the best possible results."***

George Hubner—Folio Press



Who is Folio Press and how can they help your company. George will talk about the history, the future and the now of their printing services.

Our products include flyers, direct mail post cards and brochures, conference programs, sell sheets, product information pieces, corporate image printing, booklets, newsletters, forms, envelopes, annual reports, labels, menus, letterhead and business cards, presentation folders, coupons, catalogs, invitations and announcements.

Meeting Time & Location

February 22, 2012

6:00 pm—Networking - 7:00—Program & Dinner

Maggiano's Restaurant

4999 Old Orchard Center, Skokie, IL

To participate in a program contact the V.P. of Programs, Don Johanson 847-577-6900



2012 General Meeting Calendar

January 25	Closed Meeting—Members only	Giacomo’s—Des Plaines
February 22	Folio Press & Coupon Cash Saver	Maggiano’s—Old Orchard
March 28	Networking Meeting	Wyndham Hotel—Glenview
April 25	Sandler Sales	TBD
May 23	Dream Town Realty	McCormick & Schmick’s
June 27	MK Asset Mgmt; Desert Rose Design; David Friendman	TBD
July 25	Golf Outing (BDD) & Travel by Marcy	TBD
August 22	Passport Software /Chislof Chiropractic	TBD
Sept 26	Special Event—	TBD
October 24	Home Healthcare; Paxem : E.R.I.S.A.	TBD
November 14	Open	
December 12	Holiday Dinner/Installation	TBD

* TBD—Meeting locations are being investigated and will be posted as chosen.

Submitted by Dr. Ira Chislof

The Road to the Super Bowl without Pain

Chislof, Chiropractic & Wellness Center

847-588-0800 bigboy0400@sbcglobal.net

The road to the Super Bowl is fraught with neck spasms, aching legs and sore hamstrings. But when the Giants head west to Indianapolis, Dr. Rob DeStefano will be there to smooth out those pulled muscles and stiff necks.

A member of the team’s elite medical staff for more than a decade, the Hackensack-based chiropractor is making his second trip to the Super Bowl with Big Blue. He was there when the 2007-2008 team brought home the world title, and says this team is cut from the same fabric.

“This group rivals them,” he told NBC New York. “They’re all friends, they have dinner together, there’s a lot of interaction off the field, which I think is why they mesh so well. And the coach brings it all together. He’s very humble.”

DeStefano started treating individual players more than 20

years ago, but in 2002, when former Giants Amani Toomer and Tiki Barber became regular patients, he was introduced to the team’s head trainer, Ronnie Barnes.

Soon after, he was invited to work with the entire team.

“I’m just a piece of the puzzle,” he says. “The medical staff at the Giants is the best in the world, top-notch. We work together as a team on the medical side. All our egos are put aside. It’s about getting the player back on the field, however we can do that.”

Often, the doctors have less than two minutes to assess an injury, treat it and get the player back in the game.

*** You can check out the video link on the e-mail invitation.



How to Construct an Effective Communication Program

By Creating Your Own Newsletter, You Can Control the Content

[The more personal you can make a communication, the more effective it will be. Yet, constructing a prospect/client communication program that's highly personal, focuses on the concerns of the people in your database, and touches each individual on a pre-set schedule can seem like an overwhelming task. Yes, such a project takes time; but the benefits in added sales, increased referrals, and stronger word-of-mouth advertising can be enormous. Consistent, targeted, personal communication that shows your prospects and clients you value them and their time is one of the most lucrative projects you can undertake.]

Newsletters

Aweber or a similar service is also an excellent choice for creating and distributing newsletters. Although the process takes more time and a great deal more work, you're probably better off writing your own newsletter rather than buying a canned one.

Canned newsletters save time and look professional, plus they contain articles by professional writers. That's where their advantages stop and their disadvantages kick in. First, they can be expensive, depending upon the service you use. The biggest issue you face is, heaven forbid, your prospect or client may get the exact same newsletter from one of your competitors. Now, how personal is that?

By using a service such as Aweber, you have the freedom to create your own newsletter, personalize it with each recipient's name and company, attach additional files, and include links and other options.

Most companies have a selection of newsletter templates you can use.

Finding content is easy with the Internet, although at least some of the content should have your own byline. Other articles are available through Internet article sites such as Ezinearticles.com, articleworld.com, articlehorizon.com, articleson.com, myarticlepub.com, and hundreds of others. On the other hand, you might prefer to search out well-known authors who publish articles about your industry and ask if you can reprint one of their articles in your newsletter. Most will be happy to accommodate you as long as you give proper attribution.

By creating your own newsletter, you can control the content -- meaning you not only control the articles, but can also insert company and product/service announcements, special promotions, and other overt advertisements. Including promotions and ads is perfectly acceptable as long as they remain a minor part of the newsletter.

John Martin and Jody Williamson

Northbrook and Chicago

Visit Sandler Training's Website:

<http://www.jw.sandler.com>

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SAUDI ARABIA SINGAPORE SOUTH AFRICA SPAIN

Failing Artificial Hips: Consumers Bearing Too Big of a Burden

Posted on [January 17, 2012](#) Author: [Jordan Margolis](#)

New York Times journalist Barry Meier has recently written a series of articles alerting our nation's patients and consumers to the startling statistics on failing hip replacement devices. The NY Times informs on the "high cost of failing hips", in that these devices have produced "the most widespread medical implant failure in decades — involving thousands of all-metal artificial hips that need to be replaced prematurely." These articles stem from recent years' recalls of metal on metal artificial joint replacements.

On July 22, 2008, the FDA announced a voluntary recall of the Zimmer Durom® Acetabular Component ("Durom Cup")

On August 24, 2010, the FDA there was a voluntary recall of the DePuy ASR™ total hip system.

Read more about the FDA's Recalls Specific to Metal-on-Metal Hip Implant Systems [here](#).

[The cause for alarm regarding these failing artificial hips is threefold](#): (1) the devices are failing prematurely; (2) replacement costs are astronomical; and (3) the most technologically-advanced models do not perform better than older, less expensive designs.

According to a new study published in the [Journal of Bone and Joint Surgery](#), "30 percent of artificial hip and knee implants introduced over a recent five year period have higher failure rates than older, less expensive designs," [writes Meier](#). "The findings are significant for patients in the United States because many of the new designs, like so-called metal-on-metal hips, are widely used here. Those implants, which have both a ball and cup made of metal, are expected to fail prematurely in tens of thousands of patients rather than lasting 15 years or more as artificial joints are supposed to do."

We learn about fellow Illinois resident, 55 year old Thomas Dougherty, in Meier's most recent article on this pressing subject. Thomas "spent five months this year without a left hip, largely stuck on a recliner watching his medical bills soar. In August, [he] underwent an operation to replace a failed artificial hip, but his pelvis fractured soon afterward. The replacement hip was abandoned and then a serious infection set in. Some of the bills: \$400,776 in charges related to hospitalizations, and \$28,081 in doctors' bills."

Patients are paying out of pocket for the remaining thousands of dollars their health care plans don't cover to replace their failing hip implants. But they not alone in bearing the brunt of the cost

that these deteriorating devices are continuing to create (despite recent advances in artificial hip technology.) Taxpayer-financed health care programs, employers, and insurers might be spending "billions of dollars in coming years, contributing to the soaring cost of health care." Meier explains that "the financial fallout is expected to be unusually large and complex because the episode involves a class of products, not a single device or just one company."

The NY Times further notes that the increased number of failing artificial hips has "set off a financial scramble." Thousands of lawsuits across America have been filed in the past four years. "Insurers are alerting patients that they plan to recover their expenses from any settlement money that patients receive." As of October 2011, approximately 3,000 patients filed a lawsuit involving the DePuy division of Johnson & Johnson's 2010 recall of one particular all metal hip implant.

The NY Times explains that "there is no data on the number of all-metal hips that have failed prematurely in this country because the outcomes of orthopedic procedures are not formally tracked by the government or private companies." However, we do know that "tens of thousands of patients in the United States may have to undergo operations over the next decade to replace the implants" (according to Dr. Art Sedrakyan, a researcher at Weill Cornell Medical College of Cornell University, who is studying the hip problem.)

What are people suggesting as a solution to this problem?

In December 2011, "bipartisan legislation was introduced in the Senate that could force manufacturers to track the performance of implants like artificial hips after they have been approved for sale."

Dr. Stephen E. Graves, the director of the Australian registry and a co-author of the above-mentioned study on newer models of hip implants, has explained that this "regulation is not to impede innovation but to ensure safety and effectiveness of medical devices... This protects patients, but it also protects companies."

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What is Long-Term Care?

Long-term care is a variety of services and supports to meet health or personal care needs over an extended period of time. Most long-term care is non-skilled personal care assistance, such as help performing everyday Activities of Daily Living (ADLs), which are:

- Bathing,
- Dressing,
- Using the toilet,
- Transferring (to or from bed or chair),
- Caring for incontinence, and
- Eating.

The goal of long-term care services is to help you maximize your independence and functioning at a time when you are unable to be fully independent.

Who Needs Long-Term Care?

Long-term care is needed when you have a chronic illness or disability that causes you to need assistance with Activities of Daily Living. Your illness or disability could include a problem with memory loss, confusion, or disorientation. (This is called Cognitive Impairment and can result from conditions such as Alzheimer's disease.)

This year, about 9 million Americans over the age of 65 will need long-term care services. By 2020, that number will increase to 12 million. While most people who need long-term care are age 65 or older, a person can need long-term care services at any age. Forty (40) percent of people currently receiving long-term care are adults 18 to 64 years old.

What Are My Risks of Needing Long-Term Care?

About 70 percent of individuals over age 65 will require at least some type of long-term care services during their lifetime. Over 40 percent will need care in a nursing home for some period of time. Factors that increase your risk of needing long-term care are:

- Age - The risk generally increases as you get older.
- Marital Status - Single people are more likely to need care from a paid provider.
- Gender - Women are at a higher risk than men, primarily because they tend to live longer.
- Lifestyle - Poor diet and exercise habits can increase your risk.
- Health and Family History - also impact your risk.

How Much Care Might I Need?

It is difficult to predict how much or what type of care any one person might need. On average, someone age 65 today will need some long-term care services for three years. Service and support needs vary from one person to the next and often change over time. Women need care for longer (on average 3.7 years) than do men (on average 2.2 years). While about one-third of today's 65-year-olds may never need long-term care services, 20 percent of them will need care for more than five years.

If you need long-term care, you may need one or more of the following:

- Care or assistance with activities of daily living in your home from an unpaid caregiver who can be a family member or friend;
- Services at your home from a nurse, home health/home care aide, therapist, or homemaker;
- Care in the community; and/or
- Care in any of a variety of long-term facilities.

Generally, services provided by caregivers who are family or friends are unpaid. This is sometimes called informal care. Paid services are sometimes referred to as formal services. Paid services often supplement the services provided by family and friends.

How Do Care Needs Change Over Time?

Many people who need long-term care develop the need for care gradually. They may begin needing care only a few times a week or one or two times a day, for example, help with bathing or dressing. Care needs often progress as you age or as your chronic illness or disability become more debilitating, causing you to need care on a more continual basis, for example help using the toilet or ongoing supervision because of a progressive condition such as Alzheimer's disease.

Some people need long-term care in a facility for a relatively short period of time while they are recovering from a sudden illness or injury, and then may be able to be cared for at home. Others may need long-term care services on an on-going basis, for example someone who is disabled from a severe stroke. Some people may need to move to a nursing home or other type of facility-based setting for more extensive care or supervision if their needs can no longer be met at home.

Now is the time for you to begin thinking about the March 28th Progressive Networking Dinner. We would like to see as many guests as possible invited who have the potential/interest to become members of EGL. This is a sample of the form you will receive later via e-mail. REMEMBER, IF YOU ARE UNSURE ABOUT A CATEGORY, CALL DEAN GEORGE, VP OR THE OFFICE FOR CLARIFICATION.



**March 28, 2012 - Guest Invitation
Progressive Networking Dinner**



We invite you to be our guest for the 2012 Progressive Networking Dinner Meeting. At this dinner you will join 56 other EGL members and their Guests for the opportunity to introduce your company, services and/or products to others at the table.

The best business networking groups operate as exchanges for business information, ideas, and support. The most important skill for effective business networking is listening; focusing on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship.

Each attendee will have an opportunity to make a presentation to more than twenty members/guests in one evening. It is important that everyone arrive by **5:30 p.m.** so that we can begin the program promptly at **6:30 p.m.** Tables will be set to accommodate seven members/guests, one of which will be a board member. Each person will have about three (3) minutes to make their presentation. You will then moved to your next assigned table for the second round...same routine and then to the third table which is the final move to end the evening. Board members will act as timekeepers to assure participants adhere to the three (3) minutes allocated.

Please come prepared with: Business Cards; Brochures; Samples and whatever else you feel will help you get your message out there.

Meeting Time & Location

March 28, 2012

5:30 pm—Networking

**6:30 pm— Dinner &
Program**

Wyndham Glenview Suites

1400 Milwaukee Ave.

Glenview, IL

I will attend Unable to attend—Invite me again

Name: _____ Invited by: _____

Company: _____

Address: _____

E-Mail: _____ Phone: _____

Please describe your company? _____

Food Choice: ___ Chicken Marsala ___ Sliced London Broil ___ Grilled Salmon

"What Everybody is Saying"

Written by Joe Navarro

FBI Special Agent (Ret.)

An Ex FBI Agent's Guide to Speed-Reading People (pictures from his book)

(http://www.floobynooby.com/pdfs/What_Every_BODY_is_Saying.pdf)



When confidence is low or we are concerned for ourselves, the chin will tuck in, forcing the nose down.



When we feel positive, the chin comes out and the nose is high: both signs of comfort and



Lip licking is a pacifying behavior that tends to soothe and calm us down. You see it in class just before a test.



The palms-up or "rogatory" position usually indicates the person wants to be believed or wants to be accepted. It is not a dominant, confident display.



Statements made palm down are more emphatic and more confident than statements made with hands palm up in the rogatory position.



Here is an example of isopraxis: Both people are mirroring each other and leaning toward each other, showing signs of high comfort.



Sitting for long periods in a chair, as though flash frozen in an ejector seat, is evidence of high stress and discomfort.



In social or business discussions, this tongue-jut behavior is usually seen toward the end of the dialogue, when one person feels he has gotten away with something and the other party has failed to detect or pursue the matter. If you see tongue-jutting behavior, ask yourself what just transpired. Consider whether you may have been fooled or cheated, or that you or someone else just made a mistake. This is the time to assess whether someone is putting one over on you.

A little knowledge of body language can be helpful when interviewing potential employees, meeting with new or prospecting for new clients.

Executive Guild, Ltd. “ Power Partners at Play”



Larry Mandel & Jennifer Prell, hosted over 50 people, at has been thought of as the only champagne, cheese, fruit and veggie book signing at a funeral home in Chicagoland.

Gail Rubin is the author of *A GOOD GOODBYE, FUNERAL PLANNING FOR THOSE WHO DON'T PLAN TO DIE...* The event (January 26, 2012) was a smashing success from the Piser point of view and from Jennifer's. The special people that work for and with Elderwerks, who provide care and direction for seniors, now have a better understanding of the directives necessary for end of life planning, and it did not take a death to expose them to this critical information.

I never heard of a "Power-Partner" until some of the newer members of The Guild came onboard.

I suggest that each member look around, and explore the concept, members linking with members in the creation of more collateral sales, profits and business relationships.

I believe the concept works, but you have to take the leap of faith in you and your Power Partner.

Lawrence M. Mandel
4th Generation Jewish Funeral Director

Piser Funeral Services, Skokie, IL
Directline: 847-778-6736

E-Mail: piserfunerals@yahoo.com



Know The Signs for Business Success!

Pisces Personality: February 19—March 20

"Understanding" is a most appropriate keyword for this gentle, affectionate sign. Easygoing and generally accepting of others around them, Pisceans are often found in the company of a variety of different personalities. Their willingness to give of themselves emotionally lends to an aura of quiet empathy. A Pisces is comforting to be around. While not likely to be the leader, this sign's presence is strong and vibrant in any cause they put their hearts into.

Strengths:

Intuitive, compassionate, artistic, gentle, wise, musical.

Aries Personality: March 21 – April 19

Aries people are creative, adaptive, and insightful. They can also be strong-willed and spontaneous (sometimes to a fault). Aries people can be driven and are very ambitious often making them over-achievers in anything they set their mind to tackle. Aries are fire signs, and so too is their personality. They may be quick to anger, but don't take it personally, it's just their fiery, passionate personalities showing through. Aries signs have excellent sense of humor, and they get along with almost everyone. Aries can be impatient. They are devoted friends, lovers and family members – they are loyal to then end and will fight for their causes (usually supporting the underdog)

Strengths:

Creative, Loyal, Good Sense of Humor

Please remember that we are always in need of articles for the EGL Newsletter. Writing/submitting articles about something important in your company or industry is just another method of networking. Many members share their copies with employees and clients so don't get left out of the opportunity for free advertising.

**Happy Birthday
from the
Executives Guild**

Birthday Wishes to...

March 15	Kris Keller, National Realty Network	kkeller@nationalrealtynetwork.com
March 16	Howard Gally, ACM Associates	
March 19	Mike Moran, American Chartered Bank	mmoran@americanchartered.com

PLEASE WELCOME NEW MEMBER

CRC Concrete Raising/Repair

Patricia Petersen

215A. Industrial Lane, Wheeling, IL 60060

847-808-7400 - e-mail: patty@wecanraiseit.com

PICK UP THE PHONE OR EMAIL THEM A "WELCOME TO EGL"

Action Items

EGL Open Category List

Ad Agency	Lighting Supplies/Servs
Appliance Repair	Luggage & Leather Goods
Appliance/Electronic Sales	Landscape Services
Employment Agency	Phone Equip/Installation
Executive Recruiter	Residential Roofing

Meeting Attendance & Dress Code:

1. It is the obligation of every member that attendance at monthly general meetings should be as follows:
"Members are required to attend ten (10) meetings in a calendar twelve (12) month period."
2. Business Casual is the dress code for our meetings.

Executives Guild, Ltd.

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Fax: 224-612-5707

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Reply Form

Fax to: 1-224-612-5707

(If you are considering bringing a guest, don't forget to contact the office or V.P. Membership— Dean George—847-310-0455, before extending your invitation.)

Prospect Name:

Prospect Company:

Phone Number:

eMail:

Category represented:

Food Choices: Family Style Dinner (Pasta, Chicken & Salmon accompanied by salad, veggies & dessert)