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January 25, 2012 Meeting Notice

As we do every year, the first meeting is for members only. It is a time when all members come together to discuss the direction of the organization and how we can accomplish these goals. Give some thought to how, during these financially difficult times, the organization can become more...networking is crucial now but "what else do you want from our time together?"

There are three major components to the organization.

- Membership—Guests, New Members, Retention
- Programs—Educational, Informational, Social, Networking
- Promotion—Internal, External, Collateral, Electronic

How do we make these components work together to build a successful and prestigious Executive Business Networking organization?

Also, there will be an update on topics and ideas from the 2012 EGL Board of Directors Retreat.

Meeting Time & Location

January 25, 2012

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

Giacomo's Ristorante Italiano

740 N. Wolf Road, (Wolf & Central), Des Plaines, IL

847-390-7330

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	TBD
March 28	Networking Meeting	TBD
April 25	Sandler Sales	TBD
May 23	Dream Town Realty	TBD
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.

Study Shows Chiropractic Significantly Improves Veterans' Neck Pain Submitted by Dr. Ira Chislof

Chislof, Chiropractic & Wellness Center

847-588-0800 bigboy0400@sbcglobal.net

A year-long study of Chiropractic treatment for chronic neck pain on a group of military veterans has found significant improvement for most patients.

The study, titled Chiropractic Management for Veterans With Neck Pain: A Retrospective Study of Clinical Outcomes, was published in the October, 2011 issue of the Journal of Manipulative and Physiological Therapeutics.

The study reviewed and evaluated the patient charts of 54 veterans who received Chiropractic care at the Department of Veterans Affairs Western New York Health Care System chiropractic clinic during 2009.

Patients averaged 9 treatments, receiving various protocols based on their individual case needs. Seven percent received cervical flexion-distraction spinal manipulation, nearly all received manual spinal manipulative therapy and/or spinal mobilization, and all received myofascial release treatments. Patients also received "instructions for therapeutic exercises and stretches tailored to the nature of their presentation.

Researchers evaluated patients' improvement following treatment using standard questionnaires

which rate pain severity, and improvement from a baseline. A minimum of 30 percent improvement between baseline and post-therapy scores was set to be rated as "significantly improved". Fully two-thirds of the 54 patients exceeded this percentage of improvement. Overall, patients improved an average of 43 percent from baseline.

The study authors concluded that "the current study provides the most extensive account to date of Chiropractic clinical outcomes for veteran patients with neck pain." They said the study emphasizes the value of the findings because "there is limited basis for comparison of chiropractic clinical outcomes for neck pain among the veteran patient population."

Currently, Chiropractic care is offered at 60 U.S. military bases and in 40 major veteran treatment facilities. It is hoped that this study will motivate the government to make chiropractic care even more accessible for our vets.



Turning the Engine Over

Have you ever tried to start a car that's been left outside in the dead of winter in below-freezing temperatures for three days? You turn the key; the engine groans and then begins to turn over. Don't give it enough gas and it never catches. Give it too much gas, you flood the engine, and it still doesn't start. (You wonder if going back in the house and waiting for spring is an option.)

For many salespeople, getting started every day is not much different. It's their biggest hurdle of the day. If there are but a few things that need their immediate attention, they take it easy. After all, they have all day. If there are dozens of things on their desks that need attention, they are overwhelmed. They don't know where to start—and often don't.

To avoid the cold-start scenario, end each day by planning for the following day. Where will you pick up from today's work? What will you accomplish? What items are priorities to be attended to first thing?

You don't have to go overboard and schedule out the following day, minute by minute. But, you should have some notion of what you want to accomplish and where you will start. Write it down. Even a short note or brief outline can jump-start your day. Do it before you leave the office. Do it when you get home. Do it before you go to sleep. It doesn't matter when. Just DO IT! That way, the next morning, as your eyes focus beyond the rim of your coffee cup, you'll have something to look at that will get you over the first hurdle of the day.

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John Martin and Jody Williamson

Northbrook and Chicago

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We've even got your "Something Blue."

The bride was devastated when she got the call. Her grandma was not doing well and wouldn't be able to travel in for the wedding. After the initial shock of the call wore off, she realized not only would she miss her "Bubbe Blue" on her biggest day, but as her nickname suggests, she'd also be without her "Something Blue."

Then our phone rang. We're used to fielding calls like these. And while, unfortunately, we can't heal the sick, we can certainly calm the panicked.



Instead of Bubbe Blue accompanying her down the aisle, she'd walk through a sea of blue votives. And, instead of feeling her Bubbe's calming spirit at the reception, the entire room would be awash in a cool blue glow. Her absence was unfortunate, but her presence was felt everywhere.



Creatively solving problems, circumventing challenges, and creating care-free memories since 1998.



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Photos courtesy of Michael Lee Photography

Need Help Evaluating and Selecting a Background Screening Company?

Hiring a background screening company for your employment screening program seems like a fairly straight-forward task. If your goal is to simply 'check the box' with the bare minimum requirements, it can indeed be a simple endeavor. But if you're like many employers today, you have come to the following realizations:

- **Organizations compete on the basis of talent.** As such, the quality of your hiring decisions has a clear and direct impact on your organization's ability to compete.
- **It's not enough just to 'check the box'.** Employers are being held to exceedingly high standards when it comes to ensuring the safety of co-workers, customers, and the public at large. Safety begins with the people you hire.
- **Regulatory attention around employer hiring practices is growing.** Anti-discrimination, data protection, appropriate use of criminal records and credit reports, among other issues must be addressed. The practices of your background screening provider must be sound.

Your employment screening provider plays a number of essential roles in enabling your organization to compete successfully, mitigate risks, maintain compliance, and build a safer work environment. It is these realities, and many others, that make hiring the right people — and having the right processes in place to do so — so vitally important.

Seal-Tight Protective Services, Inc. (STPS) will perform a detailed criminal background investigative service for you. The service uses one of the most advanced systems available to assure the accuracy of information found.

Call today to find out more about STPS's services.

Seal-Tight Protective Services, Inc.

(847) 640-2210 – fax (847) 640-1380

www.stpsguards.com



“Free Wi-Fi hot spots may not be so free”

Everybody loves something for free: a meal, tickets to a play, free access to the Internet. But are these freebies really free? Don't be so quick to use a free Wi-Fi hot spot. There may be a catch that you don't know about.

Reliable companies advertise their free Internet hot spots: Panera, McDonalds, Starbucks, airports, hotels. While you think you are directly accessing the Internet, you may in fact be logging into a hacker's computer (sometimes referred to as an “evil twin” or “man in the middle”) who in turn provides you access to the Internet, all the while capturing your keystrokes and critical information as well. It is not difficult to do and hard for you to spot.

As an example, common wireless routers are Linksys and D-Link. When these are setup, the default names for these wireless networks are Linksys and D-Link and people often do not change them. So a hacker could setup his laptop as an access point and call it Linksys or D-Link. When you turn on your laptop and see this access point, it connects thinking it found its normal link to the Internet. That laptop will now be compromised as the hacker can do what he/she wants and track the users browsing and keystrokes.

In a March 25, 2007 article in the Chicago Tribune, it noted a survey of wireless networks at O'Hare Airport by a security firm that detected over 75 access points, with 27 of them advertising free Wi-Fi Internet access, with three of the networks with fake or misleading addresses. Their belief was these three fake addresses were probably setup by hackers.

What can you do to prevent these hijacking? Here are a few tips:

- If connecting to your network, use a VPN, which encrypts your keystrokes
- Don't access confidential sites, like your bank or your corporate network
- Rename your personal wireless network so you are not duped into using a default access name
- User your cell phone's service to access confidential information
- Obtain and use your own wifi card and not rely on other's supposed free wifi service

Scott Bernstein, CPA

(847)-513-2649 Mobile (847)-551-4626 Office



Look around your office...

Chances are, you've got a logo item somewhere.

A pen, a bottle opener, a coffee mug, a tote bag or umbrella--something imprinted with the name of a business, nonprofit organization, or school.

You're not alone. In a 2009 survey by [PPAI Research](#), 3 out of 4 consumers reported having at least one promotional product in their workspace. In fact, nearly 6 in 10 claimed they had between two and eleven products, or more.

This year, the U.S. promotional products industry is estimated to be a \$17.4 billion market. To put that figure in perspective, American wineries have annual revenues of \$14 billion, breakfast cereal manufacturers have revenues of \$12 billion, and movie ticket sales are about \$10 billion. Americans will spend more on swag this year than they do on amusement parks and arcades, more than on dry cleaning, more than on coffee shops including Starbucks and Peet's.

Swag sells. But, why? And more importantly, can it really do much to promote your brand?

For starters, the range of promotional products is far broader than their "tchotchke" reputation. Sure, you can put your logo on a stress ball or plastic clappers, but you could also give out silver-tipped wine stoppers, a leather portfolio, or a name-brand golf shirt, to give just a few options. Just as with TV and radio ads, some promo articles are more tasteful than others. You might be surprised to learn that, in 2010, 31% of promotional sales were of wearable items like shirts, jackets, and hats; 7% were of drinkware; and less than 2% were of toys and games.

Second, and significantly in tough economic times, promotional products are accessible. Not every enterprise can afford a radio spot or a television ad, but a budget of several hundred dollars will get you into the promotional products game--and promo items are persistent marketing, designed to last and deliver your message repeatedly, over time.

Plus, people like presents: PPAI found that when it comes to collecting promotional items at tradeshow and other events, a quarter of respondents would pick up the item, regardless of what it was. Freebies also trigger what researchers call the reciprocity effect--the conditioned cultural response to return the kindness of a gift--which can manifest itself in better response rates, repeat business, and referrals.

Finally, promotional items are almost always delivered personally. In an environment that puts a premium on one-to-one marketing and interaction and engagement with customers, promotional products are a way to connect directly with your target audience.

So, while swag may not seem to command cachet, it punches above its weight.

Here are four tips for making sure you score with your promotional products:

Focus on utility first. Your logo is going to be the same, no matter which product you choose. But your item's success as a marketing tool depends on whether its recipient will actually use it. A polo shirt that languishes in your customer's drawer is not serving your brand. Neither is that stuffed animal you thought was so cute--and your client gave to Goodwill. Remember who your giveaway is destined for, and choose something that will work well for them. Ask yourself, would my target recipient ever buy this item for him or herself? The crowd at a beer-tasting event is more likely to happily stick a bottle-opener keychain in their pocket than get excited about a mouse pad.

Invest in staying power. Don't be a Scrooge when it comes to investing in your item's durability. One of the best things about promotional products is their potential for persistent communication. Suppose you've selected a 29-cent pen. Its ink cartridge will run out in three months. Why not choose an 80-cent pen designed to last a year? Chances are, the marginal cost difference is trifling compared to your overall marketing spend--and you would quadruple the amount of time that pen will be working for you.

Don't overspend. You don't need to pick an expensive item. Aim for quality instead. Your gift itself--not the giveaway's retail value--is what triggers the reciprocity effect. If you want to get your brand before large numbers of people, a small, high-quality item, purchased in bulk, can be a marketing bargain. And, as with many other sectors, it pays to comparison shop. The undecorated products available on the market are often identical from one distributor to the next; many times, they come from the exact same manufacturers. But their prices can vary tremendously.

Make your message meaningful. A coffee mug is just a coffee mug, until it has your logo on it. Make sure whatever you put on your item conveys the most important information. If your business relies on direct contact with customers, include your phone number or email. If your nonprofit relies on donors' identification with your mission, choose a slogan that reminds them every day. And while it's great if your item aligns with your work, remember, utility comes first. Give a gift your customer will genuinely appreciate, and the message will speak for itself.

Relationship Economics Tip of the Week

reprint from *Relationship Economics Network*

New YOU Resolution...

Did you know that the ancient Babylonians made promises to their gods at the start of each year that they would return borrowed objects and pay their debts? The Romans began each year by making promises to the god Janus, for whom the month of January is named. In the Medieval era, the knights took the "peacock vow" at the end of the Christmas season each year to re-affirm their commitment to chivalry. However you look at it, the concept, regardless of creed, is to reflect upon self-improvement annually.

So why do you think most New Year's resolutions fall short? After all, most of us have the best intentions when we make them. The challenge is that they're often mantras and haphazard "magic wand" wish lists. They're often focused on what we want to accomplish: lose weight, call mom more often, read more, go back and finish school or something else undone in our lives. What if in 2012, we changed that lens to the person we really want to become? 6 or 12 months from now, who do you want to become? "Becoming" is synonymous with personal and professional growth and that growth often comes from the relationships we attract, invest in, nurture, develop, or otherwise chose to enhance.

Only a change in your behavior will deliver the impact you're after in your professional relationships. **You have to start with a healthy self - becoming a person others see value in and want to build a relationship with.** You have to provide unique perspectives, independent insights, or other relational assets (sometimes, it's as simple as honesty, candor, and the ability to listen without an agenda). **A healthy self is unafraid of failure, rejection, or loss.** A healthy self is candid with him or herself when it comes to their strengths and where they need help.

Next, really focus on **reciprocal relationships where two healthy individuals meet from positions of strength and initiate a vested interest in each other.** Ask yourself: **"how will that person be considerably better off because of me, what I can give or do for them, and how I can help them grow personally and professionally?"** Lastly, understand that ***every interaction is an investment*** - become more selfish in the investments you choose to make, repair and restore relationships that are dangling or have been broken, and have the strength to end relationships that have run their course. They're not necessarily bad people - you're just bad for each other professionally. Move on and make room for new relationship opportunities in your life.



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How many of you feel your home energy bills are too high for heat and cooling? Do you feel the air quality of your home attributes to the allergies of your family members and your pets? Are you starting to see mold and mildew developing on some of the interior surfaces of your house? If you answer yes to any of these questions you may have some issues that are contributing negatively to your health and the performance of your home.

By conducting a home energy audit you may find some simple and inexpensive solutions that will help you and your family members live a healthier quality of life in your surroundings. Hiring a REGREEN trained professional who is well equipped to make retrofit decisions that improve home performance, energy efficiency and indoor air quality, respect the environment and save homeowners money can be in your best interest. We partner with companies that perform energy audits that are certified professionally and can provide you with solutions to resolve those unhealthy conditions preserve the quality of your home and reduce the expensive energy bills you pay monthly. Please contact me to discuss how we can assist you. It can be as simple as installing an exhaust fan or replacing some of the high energy lighting in your home with a more efficient fixture giving you more illumination at a lower monthly cost.

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Executive Guild, Ltd. “ Power Partners at Play”



Thursday, January 26, 2012, Piser Funeral Services (Larry Mandel) and Elderworks (Jennifer Prell) are sponsoring the book tour stop of Gail Rubin, author of

THE GOOD GOODBYE: Funeral Planning for Those Who Don't Plan to Die.

Gail is a certified funeral officiant, public relations specialist, author and bloggista living in Albuquerque, New Mexico, formerly of Washington, DC. What makes this stop of her tour special is that it is inclusive of all members of the community, both Jewish and non-Jewish. Special emphasis will be placed on the role of the professional care-giver, like those affiliated with Elderworks, as well as hospice, clergy and interested neighbors in the community.

Piser is providing Wine & Cheese at 4 pm. The presentation (lasting 75 minutes) will begin at 5pm. A book signing will take place following the presentation.

Gail is coming to Chicago to appear on WGN TV Channel, Midday Show, 12 Noon, on Wednesday, January 25, 2012, and I thought that her appearance, on behalf of Piser Funeral Services at several area temples and synagogues, might be a great promotion.

It has taken on a whole new life with Elderworks participation at our Chapel event on Thursday, in addition to her other stops.

The Executives Guild members are invited to come and participate, from 4pm on:

Thursday, January 26, 2012, at 4 pm.

Please RSVP, Larry Mandel, 847-778-6736,



piserfunerals@yahoo.com

Know The Signs for Business Success!

Capricorn: December 22—January 19

When it comes to professionalism and traditional values, Capricorn wins hands-down. This practical sign loves to tackle life in the most conventional of ways, leaving no stone unturned. Considered the most serious-minded of the signs, the Capricorn possesses an independence that allows for considerable progress both personally and on the job.

Strengths:

Responsible, good managers, disciplined, self-control, dark sense of humor.

Aquarius Personality: January 20—February 18

Aquarians present themselves in one of two ways. One on hand, you'll see someone who is shy, and quiet. On the other, an Aquarian can be boisterous, eccentric, and energetic. Both are deep thinkers with a love of helping others. Highly intellectual, this is a sign of fierce independence that prizes intuition tempered with logic. Both personality types have an uncanny ability to see both sides of an argument without prejudice, making them excellent problem-solvers. While very much attuned to the energies around them, Aquarians have a deep need to take time out alone and away to rejuvenate themselves. The keyword for this sign is imagination. The Aquarian can see a world of possibilities even when there appears to be none.

Strengths:

Progressive, original, humanitarian, independent.

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.

**Happy Birthday
from the
Executives Guild**

Birthday Wishes to...

January 5	Joe Alexander, Alexander & Assoc	alexanderarch@aol.com
January 29	Randy Sheridan, Randel Electric, Inc.	randy@randele.com
February 1	Jared Margolis, MK Asset Mgmt.	Margolis@mkasset.com
February 5	Les Kutchins, Rite Lock & Safe	lkutchins@aol.com
February 27	Scott Bernstein, BSSI2, Inc.	sbernstein@bssi2.com

**Smile-of-the-month:
The English Plural**

It must be so difficult to learn the English language... All those rules are just waiting around to be broken.

We'll begin with a box, and the plural is boxes,
But the plural of ox becomes oxen, not oxes;
One fowl is a goose, but two are called geese,
Yet the plural of moose should never be meese;

You may find a lone mouse or a nest full of mice,
Yet the plural of house is houses,
not hice.

If the plural of man is always called men,
Why shouldn't the plural of pan be called pen?
If I speak of my foot and show you my feet,
And I give you a boot, would a pair be called beet?
If one is a tooth and a whole set are teeth,
Why shouldn't the plural of booth be called beeth?

Then one may be that, & three would be those,
Yet hat in the plural would never be hose;
And the plural of cat is cats, not cose.
We speak of a brother & also of brethren,
But though we say mother, we never say methren.
Then the masculine pronouns are he, his & him,
But imagine the feminine: she, shis & shim!

Action Items

EGL Open Category List

Ad Agency	Lighting Supplies/Servs
Appliance Repair	Luggage & Leather Goods
Appliance/Electronic Sales	Restaurant
Landscape Services	Residential Roofing
Executive Recruiter	Veterinarian

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.

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E-mail: patkelps@globalgds.com

Executives Guild, Ltd.
Building Business Through Relationships



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)