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November 16, 2011 Meeting



You buy a new computer...now what! You upgrade all of your software and now nothing works! It takes hours for your computer to boot up in the morning! **Who you gonna call?**

Everyday you receive neumerous e-marketing promotions about everything from travel to why you need new tires for your car. You wonder why you're not getting on this easy way of promoting your company/products! **Who you gonna call?**

Someone broke into your facility and did thousands of dollars of damage to your fleet of trucks, your inventory of products gone, your office computers ... damaged! **Who you gonna call?**



No Silly...Not Ghostbusters

Call your fellow egl members

Just don't call me!

Presenting Tonight:

Scott Bernstein, BSSI2, Inc. (IT Windows Support)

John Rudnick, Mustang Internet Services, Inc. (On-Line Marketing)

Bill Rodriguez, Sealtight Protective Services, Inc. (Security Personnel & Equipment)

EGL's 2011 Food Drive: You can still bring something for the drive.

Meeting Time & Location

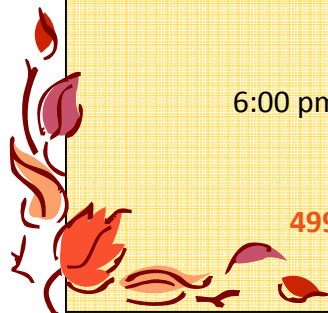
November 16, 2011

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

McCormick & Schmick's

4999 Old Orchard Center, Skokie, IL 60077

847-763-9824



To participate in a program contact the V.P. of Programs, Ken Dermer 847-677-1999



2011 General Meeting Calendar

December 7

Installation/Holiday Dinner

Gibson's Steakhouse, Rosemont



Stuart Plusker, Square One Productions Thanks Everyone For Attending The Westminster Place Halloween Festival.

Fun Was Had by All—Even the Adults



The Food



The Children



The Stories



So Much Fun!





Failure is a Choice

There are two ways to “fail.” You choose to give up and quit. Or, you choose not to learn from your mistakes. In either case, you are destined to repeat your failures... by choice!

You can choose to regard failures as negative experiences—defeats, losses, setbacks. Or, you can choose to regard failures as positive experiences—lessons about what not to do, what needs to be changed, and what needs to be fixed.

Failure can accelerate your success if you make the right choice and take the time to learn from your failures and apply those lessons to your next endeavor.

Recognizing failure as a potential positive experience gives you the freedom to try new things, be more creative, and stretch outside your comfort zone. If you don’t achieve the results you seek, ask yourself, “What did I learn from this?”

What you learn from your failures and subsequently apply will bring you exponentially greater success in the long term. It’s your choice.

John Martin and Jody Williamson

Northbrook and Chicago

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Snap, Crackle, Pop Kept Jerry Rice Crisp



Hall of Fame receiver Jerry Rice thinks his career might have ended five years earlier if not for visits to his chiropractor. During his second NFL season, Hall of Fame receiver Jerry Rice noticed his lower back stiffening up. Then running back Roger Craig offered a solution: regular visits to a chiropractor. “The things with a receiver, we have to be able to run full-bore and come to an abrupt stop, so I would have problems,” Rice recalled. “I started to get adjustments [from a chiropractor], and I was like, Oh, my gosh! This is really helping me.’ After that, I was addicted.”

Chiropractic has been criticized by practitioners of more mainstream forms of medicine throughout its history, dating back to the early 1900s. Rice said he visited his sometimes twice a week. He’s now the spokesperson for the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to increasing public understanding of the value of chiropractic.

He developed a strong friendship with his chiropractor, Dr. Nick Athens, who is based in San Carlos, Calif. “He became a close buddy,” Rice said. “I would go in and get adjusted, sometimes right before the game.”

Ranked No. 1 in NFL Network’s list of Top 100 players, Rice was both dominant and durable. A 13-time Pro Bowl receiver, he owns many NFL records. But he said he might not have lasted 20 NFL seasons without Athens’ help. “I probably would have played at least five years less because you put your body through so much pain,” Rice said. “Then, the thing about professional football, you can’t have an excuse.”

Even after his career ended, Rice has continued to see Athens. “Football is a very violent sport, so your body is going to get out of whack,” Rice said. “[Regular adjustments] helped me to be my best.

Then, after football, I moved onto ‘Dancing With the Stars.’ Rice, the runner-up in the second season of the popular show, said dancing put his body in “awkward positions.”

Since his official retirement in 2006, he has served as a broadcaster. Meanwhile, he’s been a central part of the Foundation for Chiropractic Progress, appearing in advertisements in Sports Illustrated, USA Today and the Wall Street Journal.

Chislof, Chiropractic & Wellness Center

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Congress and the IRS-Giving a Helping Hand to You and Your Car Wash in 2011

There are only a few months left to take advantage of some rather generous tax provisions which were included in the 2010 Small Business Act passed by Congress in late 2010. One of the provisions, known as the Section 179 deduction, includes the ability to fully write-off up to \$500,000 of qualifying property purchased in 2011. The \$500,000 limit is reduced (dollar for dollar) to the extent the taxpayer purchases property in excess of \$2,000,000.

In another provision, Congress is allowing taxpayers to deduct 100% of qualified assets placed in service under a provision known as "Bonus depreciation." These are the most generous provisions that this author has seen in his lifetime! Congress has authorized these provisions in order to stimulate the economy. It is their hope that business owners will go out and purchase new equipment and in turn act as a catalyst for our sputtering economy.

So what exactly can you purchase and fully expense under these provisions?

Under the Section 179 provision you can fully expense tangible property that is acquired by purchase from an unrelated party for use in your business. Generally speaking, property other than buildings and land qualifies with some minor exceptions. Especially note what may be the most advantageous part of the 179 provision, that is, the ability to immediately deduct up to \$250,000 for the cost incurred to make improvements to qualified real property. In general, this is any non-structural improvement to an interior part of a building which you lease.

Bonus depreciation on the other hand is very similar to the Section 179 deduction in terms of the property that qualifies for expensing. A benefit of Bonus depreciation over Section 179 is that there is no limit to the amount of property that one can expense under the 100% Bonus depreciation provision. In order to qualify for a Section 179 deduction, total taxable income must meet or exceed the amount of the Section 179 deduction. That is not the case for Bonus depreciation. A company can operate at a loss and still be able to fully expense items under the Bonus depreciation provision. This is a very important advantage of Bonus depreciation over Section 179 depreciation, especially for car wash companies who usually operate at a loss in their initial year of operations.

Although not specifically applicable to the car wash industry, I would be remiss if I did not inform you of a major planning opportunity in the 2010 Small Business Act that can afford you some amazing benefits. For many years, business owners purchased SUVs, minivans or large trucks and fully expensed them under the Section 179 provision. Congress and the IRS caught wind of this and Congress subsequently shut down this option. Today the maximum one can expense for the purchase of an SUV or large truck under the Section 179 provision is \$25,000. However, a spectacular planning opportunity in the 2010 Small Business Act allows you to deduct 100% of the purchase price of a new SUV, large truck, or minivan under the

Bonus depreciation provision, if the loaded gross vehicle weight of the vehicles is in excess of 6,000 pounds. I recently was able to use this provision of the Small Business Act to help a client purchase a \$70,000 plus luxury auto and take a full write-off!! Of course, any personal use of the auto will need to be calculated at year-end and included in income.

Is all of this technical tax talk a little overwhelming? Perhaps a quick example will help.

Jim runs multiple car washes located in the US. He is in his tenth year of operations and has decided that it is time not only for new IT equipment but also for a major upgrade to the bays. He also decides to redecorate the office he currently leases. Jim employs approximately five people in the office space he leases and feels as though it certainly would be nice to knock down a few walls and add a few more cubicles for his employees. He also decides to purchase a few kitchen appliances and upgrade the office furniture. Finally, with the soon expiring provision of the Bonus depreciation deduction, Jim decides to splurge and purchases a luxury 2011 Mercedes G-55 to be used in the business. The breakdown of Jim's costs is as follows:

IT equipment and major equipment upgrade:	\$ 100,000
Redecorating costs/new cubicles:	\$ 15,000
Kitchen appliances/new furniture:	\$ 10,000
2011 Mercedes G-55 (GVW > 6000 lbs):	<u>\$ 120,000</u>
Total costs	\$ 245,000

Assuming Jim properly utilizes the Section 179 and Bonus depreciation provisions, he will be able to fully deduct the costs of all of the above items. He will be able to fully deduct the \$15,000 in redecorating costs under the Section 179 provision as qualified leasehold improvements. The Mercedes G-55 will be fully depreciated under the Bonus depreciation provision. Depending on Jim's 2011 taxable income and his choice of entity, he will deduct the remaining \$110,000 of IT equipment/ major upgrades and appliances/furniture under either the Section 179 or Bonus depreciation provisions. If Jim does not avail himself of these provisions, he will only be able to recognize a current year depreciation expense of approximately \$40,000. This is a difference of over \$200,000!

If you are planning on major purchases or upgrades, 2011 is the year to buy! It is not very often that Congress serves up these types of generous depreciation provisions. One of the largest and most painful costs to your car wash business is taxes. With careful tax planning you can, and should, avail yourself of these unique opportunities to drastically reduce your tax bill.

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Holidays are a good time to assess senior health

By Jennifer Prell

Family visits around the holidays are opportunities for adult children to evaluate how their senior relatives are functioning living on their own, according to Jennifer Prell president of the free senior housing referral network, Elderwerks (www.elderwerks.com).

“In some cases, many months, even an entire year may have gone by since the last visit. So changes to the older adults' physical and mental status may be more obvious to visitors than to those who see them on a regular basis,” she said.

Specifically, Prell explained, the following situations may be cause for concern:

- * Does the senior have a health condition that requires frequent monitoring? Are they showing signs of short-term memory loss or confusion?
- * Is there a change in the older adult's appearance or personal hygiene? Has their home started to look cluttered or dirty? Is it difficult for them to prepare their own meals or do their own grocery shopping?
- * Are their credit cards being misused? Are bills being paid late, or not at all? Is unopened mail piling up?
- * Has the individual's driving ability deteriorated? Are they making unnecessary or increased calls to 911? Do they express concern about being home alone?

“Don't wait until a crisis occurs with a loved one to look for senior housing alternatives,” urged Prell. “There are more options, and it's easier to make the transition if you can take your time and plan ahead.”

February is typically the busiest month for Elderwerks. Jennifer has served clients throughout Illinois and nationwide since 2003. “Families gather for holidays at year-end, and notice that Mom or Dad,

Grandma or Grandpa, or someone they are close to aren't doing as well as they had the previous year. By February, they're working with us to transition to some sort of senior housing or to get home care,” she said.

Several family members may be involved in the important decision of selecting the right senior housing property or caregiver. For this reason, Elderwerks provides clients with a free conference call service and trained coordinator to handle interviews and other communication among several parties, who frequently are located in different regions of the country.

It is estimated that more than 60 percent of individuals age 80 or older need some level of assistance. “It's not so much a matter of if they'll need help, it's a matter of when,” said Prell. “While asking for help may not be easy for the older adult, many individuals welcome it, as it can help them stay healthier longer and improve their quality of life.”

In addition to housing assistance (including retirement communities, independent living, assisted living, Alzheimer's care, supportive living, skilled nursing, and in-home care) Elderwerks also helps seniors and their families find experienced SRES Realtors, attorneys, financial advisors and Senior Move Manager. Company experts can also help clients identify and tap into personal and governmental financial resources to get the care they need, once they move.

Elderwerks will publish its annual Elderwerks Directory, which details housing, healthcare and other resources useful to Illinois seniors and anyone who works with them. The 200+ page guide will be available for free by second quarter 2012. You may order yours by calling 847-462-0885.

Jennifer Prell—773-829-4437



Traveling Like a Seasoned Traveler

As Thanksgiving approaches and ushers in the first portion of this year's very busy holiday travel season, Travel by Marcy is offering tips to make even the most casual of travelers a seasoned pro. Travel by Marcy also cautions consumers who have held off on purchasing their holiday airline tickets to do so quickly since airline capacity has continued to shrink, making even fewer seats available.

The busiest days at America's airports are those immediately before or after a major holiday, so if you can avoid those days or travel on the holiday itself, you're likely to not only find greater availability for airline seats, but you're also more likely to find less hectic airports, also. Regardless of the day you travel, you will want to allow more time than normal in arriving at the airport – that's because millions of infrequent travelers will be flying, too, and their relative familiarity with airport check-ins and security screenings could impact the amount of time needed to get you to your gate on time.

Travel agent experts throughout the United States offer the following tips to pass through security quickly during the upcoming holiday season. Upon approach at airport security checkpoints, be prepared to:

- Remove your coat or jacket and your shoes and place them in security trays for screening. Children are usually subject to these rules as well, and may need help with their coats and shoes.
- Frequent travelers often opt for slip-on shoes like loafers to speed through the process; lace-up shoes can be difficult to take on and off.
- Secure all liquids or gels in your carry-on bag in a clear, quart-size plastic bag and place it in a security tray. If you forget to prepare this bag at home, most airports have bags available at security checkpoints. Remember, each container of liquid or gel can be no more than three ounces, or it will be confiscated. The TSA refers to this rule as 3-1-1, meaning three ounce liquids or gels allowed in a single (one) one-quart bag.
- Frequent travelers make sure that this bag is easy to reach

upon approach to the security checkpoint and may even have it out before they approach.

- Empty your pockets of change, keys, cell phones, combs, eyeglasses, etc., and put these items in a small security tray for screening. If you're wearing a belt, you may also be asked to remove it as well.
- Frequent travelers further help to speed up this process by minimizing the number of items they have to place in security trays. They often place these items into their carry-on bags prior to their approach through security screening.
- Remove any computers or other large electronics (video game consoles, remote-control toys, etc.) from your carry-on bag.
- Frequent travelers have purchased TSA-approved computer bags so they don't have to remove their laptops for screening.
- You may be in a hurry, but double-check that you've collected all of your belongings from the security trays before you leave the security checkpoint.
- Frequent travelers will already have minimal items to retrieve because they've planned ahead.

Winter weather can often impede Thanksgiving and end-of-year holiday travel," Block noted. "We strongly advise all our clients to keep our travel agents' contact information stored on a fully-charged cell phone just in case they need our additional assistance at the airport due to flight delays or cancellations."

Finally, Block adds, "Be sure to pack your patience while traveling for the holidays. After all, your holiday spirit can depend on it."

Travel by Marcy

Marcy Gelber 847-897-7011

