



## 2011 Board of Directors

### President

**Kirsten Mormino**

Mormino Landscape Svcs  
847-955-0113

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**Jerry Mayster**

Mayster & Chaimson, Ltd.  
312-444-9648

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312-726-0440

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**Yehuda Cohen**

Dream Town Realty  
312-423-5500

### V.P. Membership

**Ira Chislof**

Chislof Chiropractic Center  
847-588-0800

### V.P. Programs

**Ken Dermer**

Remred Business Promo  
847-677-1999

### V.P. Business Development

**Nicki Schuh**

Heartfelt Charity Cards  
847-680-5450

### Past President

**Mike Moran**

American Chartered Bank  
312-492-1104

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### Bill Factor

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312-666-6800

### Marcy Gelber

Travel by Marcy  
847-597-5911

### Dean George

Matrix Payment System  
847-310-0455

### Don Johanson

Johanson Corporation  
847-813-5421

### Steve Lewis

Lewis Floor & Home  
847-835-2400

## March 23, 2011 - Meeting Notice

### Progressive/Networking Dinner Meeting

*Networking your business means you have to be proactive. The core of networking is doing something specific each week that is focused on networking for business growth. Make a plan, focus and be consistent. When you understand exactly what business networking is and step up to the challenge, you'll find avenues of opportunity that you may have otherwise never discovered and you will be making an invaluable investment in the steady growth of your business.*

So your plan for this evening will be to bring "qualified" guests to a meeting where they will meet with 56 other businesses and EGL Members will be able to expand their contacts to develop new business opportunities.

As we have done in the past, 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 six-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 move 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 with your message.**

**Remember to qualify your guests— call the V.P. Membership—Ira Chislof.**

#### Meeting Time & Location

**March 23, 2011**

**5:30 pm—Networking - 6:30—Program & Dinner**

**Holiday Inn—Skokie Banquet Center**

**5300 W. Touhy—Skokie, IL**

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



### 2011 General Meeting Calendar

March 23	Networking Meeting	Holiday Inn—Skokie
April 27	Leslie Stern Design	McCormick & Schmick's—Skokie
May 25	DeRose Financial & Total Benefits	Rosewood—Rosemont
June 22	Sandler Training	Marcello's—Northbrook
July 27	Golf Outing & New Members	Glencoe CC—Glencoe
August 24	TBD	TBD
September 21	Special Program	TBD
October 26	TBD	TBD
November 16	Scuba Systems	TBD
December 7	Holiday Dinner/Installation	TBD

## LAUGHTER THERAPY: HAVING FUN WHILE YOU GET BETTER

Dr. Ira Chislof, Chiropractic & Wellness



University of California researchers Dr. Lee Berk and Dr. David Felten say a study of 48 heart patients who's therapy included thirty minutes of humor a day had fewer abnormal heart rates, lower blood pressure, and required less heart medication.

Even more amazing, a year later only 8 percent of those who watched the funny videos suffered a heart attack, compared to 42 percent of those in standard therapy.

Berk and Felten found that laughter is a terrifically valuable therapeutic aid. Lots of laughter is beneficial not just for heart patients but for everyone, whether sick or healthy. It improves one's quality of life, can help illnesses get better, and seems to keep healthy people healthy longer.

Even Catholic nuns at the Sisters of Charity of St. Vincent de Paul of Suwon, Korea, are using laughter therapy programs to "help experience God, who laughs brightly in our daily lives." One Sister said her laugh therapy makes her feel "five years younger."

**Research has shown that a steady diet of laughs:**

**Boosts immune function**

- Lowers blood pressure by reducing stress hormones that constrict blood vessels and suppress immune activity and decreases dopamine levels – high levels are associated with elevated blood pressure

- Increases muscle flexion, and relaxes muscles throughout the body
- Triggers the release of endorphins, the body's natural painkillers
- Stimulates the function of heart and lungs
- Improves alertness, memory and creativity

The side effects on our immune systems are very important for both fighting existing illnesses and as a preventative measure. Laughter accomplishes this by:

- Raising the levels of infection-fighting T-cells
- The need for a reduction in the number of hours that medical residents are permitted to work in a single shift
- Raising the levels of disease-fighting proteins called Gamma-interferon
- Raising the levels of B-cells which produce disease-destroying antibodies

Laughter is being used therapeutically at numerous hospitals around the country, even some cancer hospitals. No news yet on whether the Korean nuns laughter will be heard by other churches around the world. But thanks to the latest medical research, now we know exactly why laughter is such good medicine.

SOURCES: HolisticOnLine.com

## Don't Waste Your Time



**Setting goals is a waste of time.**

**Developing action plans is a waste of time.**

**Formulating implementation strategies is a waste of time.**

**Writing affirmations to support goal achievement is a waste of time.**

**It's all a waste of time... if you don't ACT!**

Setting goals, developing plans, identifying and scheduling activities are nothing more than intellectual exercises if you don't take the first step, then another, and another until your goal is attained.

Some people plan and plan and plan, but fail to act. Others fail to plan, but take action and succeed in spite of their somewhat chaotic behavior. Why? Because even though their actions may not be the most efficient, they are doing something. And, action, even without planning, trumps even the most meticulous planning that's not followed through with action. So, don't waste your time on planning unless you are committed to taking action.

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**John Martin and Jody Williamson**

Northbrook and Chicago

Visit Sandler Training's Website:

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## Revisiting Your Estate Plan – 2010

DeRose Financial Planning

Karen DeRose

The 2010 Tax Act made the most significant changes in rates and exemptions for estate, gift and generation-skipping (GST) taxes since 2001. Now is the time to review your current estate planning and see how these changes affect your personal situation, especially since these laws are effective for the 2011-2012 tax years. After that, if no action by congress, we revert back to \$1,000,000 for federal estate exemptions each at 55% tax rates.

In 2011-2012, the federal estate exemption amount is \$5,000,000 per person with portability - any unused gift or estate tax exemptions can be elected by the surviving spouse. This does not mean that you do nothing, since typically planning to use the credit shelter trust or "bypass" trust can produce better estate planning results and may not necessarily require the filing of an estate tax return, which can be costly.

Today most married couples utilize a formula that gives the estate tax exemption to one trust with the balance to the surviving spouse. The increase to \$5,000,000 may upset the balance of the estate especially if one trust is being left to the children and does not include the surviving spouse. A consideration is a simplified single-trust that gives the entire estate to a single trust for the surviving spouse that can be subdivided after the first spouse's death by the surviving spouse or the executor to achieve the best overall results in terms of tax savings and considerations at that time.

To complicate the issue, Illinois has reinstated its estate tax effective January 1, 2011 with an exemption of \$2,000,000 each. This may require a splitting of the trusts at the first death to take advantage of the \$2,000,000 exemption so there is no state estate tax upon the first death if advantageous to your personal situation.

The good news is that the "step up" in basis will continue to allow for assets passing to beneficiaries to receive the property at fair market value and the lifetime gift exemption changed from \$1,000,000 to \$5,000,000 each.

It is important to take the time to revisit your estate plan with your attorney, since now more than ever, you must address this before something happens, because ultimately to carry out your "wishes" it may be to late...

*Karen DeRose, CFP® is a registered representative of Lincoln Financial Advisors Corp. 8755 West Higgins Rd, Suite #200 Chicago, IL 60631, 773-867-3631. [Karen.DeRose@LFG.com](mailto:Karen.DeRose@LFG.com).*

# Advertise Your Business 24/7



## Signs Success

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ADVERTISING YOUR  
BUSINESS *24/7*

### THE MOST COST-EFFECTIVE ADVERTISING MEDIUM FOR YOUR BUSINESS.

Now, you can send your high-impact advertising message out on the road on any vehicle in your fleet at a price that won't break the bank. There are no screen, plate, or setup charges. And, when you consider that the cost to advertise on a billboard could be as high as \$30,000 per month, you'll realize that this advertising medium is a real value.

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Using your graphics or our custom designs, Signs for Success can adapt any art to fit the contour of any vehicle. And we use the highest quality, most durable materials that last for years.

We'll help you to determine the best solutions for your company and your budget. Then, we'll work with you every step of the way to ensure that your end product reflects your company's quality image. The result: A beautiful installation that turns your vehicles into mobile billboards.

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Vehicle signage outperforms radio, direct mail, and billboards.

Here's how vehicle signage compares with other media, based on a \$20,000 investment (according to Driving Revenues, a vehicle advertising firm in Washington):

MEDIUM	REACH
Radio (10 to 12 30-second spots)	900,000 listeners in 6 weeks
Value Pak (100,000 addresses per drop)	You're just one of many advertisers reaches 600,000
Direct mail (one postcard mailing)	20,000 names
Transit advertising (7 city buses)	600,000 impressions in 2 months
Billboards	700,000 impressions in 1 month
Vehicle signage	About 8.4 million impressions in a 12-month period

So, how can you miss? Call Signs for Success and get on the road to advertising your business the cost-effective way. For more information, or a no-obligation quote, call **847-800-4870** today!



**Contact: Sue Chesler  
Signs For Success  
847-800-4870**

# The Importance of Being Memorable

Have you ever attended a networking event, collected a bunch of business cards, and when you go through them the next day, you can't remember who many of them are? Or try to think of someone you met and had a conversation with, but you can't remember their name or their business to look them up?

Well, you certainly don't want to be one of those that other people can't remember, do you? It's all well and good to pass out business cards, but if people don't remember you well, they probably won't be calling you to follow up, and they certainly won't keep you in mind for their future needs or possible referrals.

Here are five tips on how to make yourself memorable (in a good way) when meeting other people face-to-face:

## Be distinctive.

A brightly-colored, hand-painted tie, an unusual necklace or other jewelry, a good (but not overpowering) cologne, even just impeccable grooming can all help you stand out in a good way. It's not that you want to be remembered and identified for that, but anything that helps people separate you from the crowd helps them remember the rest of you. You don't have to be outlandish -- although some people work that quite well -- just don't blend in completely with the crowd.

## Be fully present.

Be fully engaged and fully aware of the people you interact with. You can break this down into smaller, somewhat mechanical pieces -- listen well, respond promptly, maintain eye contact, etc. -- but if you are truly present in the moment, those things will happen naturally. Many people only seem to be "half there", so being fully engaged



helps you stand out.

## Ask thought-provoking questions.

Such as "How did you get started?" or "What do you enjoy most about what you do?" But the very best questions can't be communicated in a book because they're specific to the person you're interacting with and will arise in response to your initial conversation. Do #2 and this will flow naturally. As Dale Carnegie suggested, you must "take a genuine interest in other people".

## Reinforce your keywords.

People aren't going to remember long descriptions of what you do, or likely even that 15-second intro that many experts teach you to make. People will at best remember a few key things about you:

*Your name*

*Your company name*

*Your business/industry (in three words or less)*

*Your product*

*Your location*

What you want to do is find ways to unobtrusively increase the occurrence of these things in your conversation. For example, is there some kind of story behind your name? Have it ready to use if there's an opportunity.

## Contribute to the group conversation.

Don't hog it, and don't say just anything in order to say something publicly, but saying one really smart thing at your table or in front of the whole group will make you much more memorable than half an hour of semi-conscious small talk. Create value for others and you create value for yourself.

Birthday Wishes to...

Happy Birthday  
from the  
Executives Guild

April 6	Jerry Mayster, Mayster & Chaimson	jmayster@sbcglobal.net
April 24	Nicki Schuh, Schuh Business Dev.	nschuh@schuhbizdev.com
April 25	George Huebner, Folio Press	info@foliopress.com
April 26	Larry Estes, Catering by Max's	larry@cateringbymaxs.com
April 30	Susan Chesler, Sign for Success	signsuccess@fsi.net
April 30	Ken Dermer, Remred Business Promo	ken@remred.com

**REMEMBER...** . . . **at every Meeting...**

you will have 30 seconds to make your introduction. Each intro will be monitored for time and you will be alerted when your time is up. Confine your time to introducing your company and do NOT include a Thank You. The Thank You time will be at the end of the meeting. Don't forget to fill out your Referral form and turn it in during badge collection.

**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.**  
 118 N. Clinton Street  
 Suite 301  
 Phone: 312-604-5018  
 Fax: 224-612-5707  
 E-mail: patkelps@globalgds.com



**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– Ira Chislof, 847-588-0800, before extending your invitation.)*

**Prospect Name:**

**Prospect Company:**

**Phone Number:**

**eMail:**

**Category represented:**

**Food Choice:**     **Chicken Picatta**                       **Salmon with Dill**                       **Sliced London Broil**