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847-677-9844

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773-342-3100

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847-776-8070

**Les Kutchins**

Rite Lock & Safe  
847-676-0046

**Alan Levin**

Laner Muchin  
312-467-9800x133

**Brad Miller**

Z Frank Chevrolet  
773-508-4210



**August 23, 2006  
Meeting Notice**



**New Member Presentations Under the Stars**

This is the day of our 11th Annual Golf Outing where this year we have several of our new members participating. After the outing we will hold our normal monthly meeting/dinner where several of our new members will be given an opportunity to give more than a 30 second elevator commercial.

Tonight you will hear from:

Mike Moran  
American Chartered Bank  
932 W. Randolph St.  
Chicago, Illinois

He will quickly bring us up to date on current banking trends

Kris Keller  
National Realty Network  
135 Park Avenue  
Barrington, IL 60010

He will talk about the commercial and industrial real estate market.

Allen Kutchins  
Kutchins, Robbins & Diamond  
1101 Perimeter Drive, Ste. 760  
Schaumburg, IL 60173

He will introduce himself and his company to the membership.

**Dinner will be under the stars (tented)**

**Meeting Time & Location**

**August 23, 2006**

**6:00 pm Networking**

**7:00 pm Dinner**

**Lincolnshire Marriott Resort**

**Ten Marriott Drive**

**Lincolnshire, IL**

**847-634-0100**

**Please RSVP**

**using the reply form on**

**page 4**

**Welcome New Member:**

At the last Board of Directors meeting the board voted to accept the application of:

**Kutchins, Robbins & Diamond, Ltd.**

**Allen Kutchins, President**

**1101 Perimeter Drive, Suite 760**

**Schaumburg, IL 60173**

**847-240-1040x135**

Category: Accountant

Sponsor: Les Kutchins

# TheHandshaker

*“If you would like to participate or make a presentation at a monthly meeting, contact Sherwin Weisman V.P. Programs. His phone number is 847-966-0060”*

## 2006 General Meeting Calendar

August 23	New Members—Golf Outing	Marriott Lincolnshire Hotel—Crane’s Golf
September 20	Remred Bus. Prod.	Maggiano’s
October 25	Extreme Networking II	Rosewood Restaurant—Rosemont, IL
November 15	Bannockburn Travel	TBD
December 6	Holiday Dinner/Installation	TBD

### HEALTH QUESTION & ANSWER SESSION

- Q: I've heard that cardiovascular exercise can prolong life; is this true?  
 A: Your heart is only good for so many beats, and that's it... don't waste them on exercise. Everything wears out eventually. Speeding up your heart will not make you live longer; that's like saying you can extend the life of your car by driving it faster. Want to live longer? Take a nap.
- Q: Should I reduce my alcohol intake?  
 A: No, not at all. Wine is made from fruit. Brandy is distilled wine, that means they take the water out of the fruity bit so you get even more of the goodness that way. Beer is also made out of grain. Bottoms up!
- Q: What are some of the advantages of participating in a regular exercise program?  
 A: Can't think of a single one, sorry. My philosophy is: No Pain...Good!
- Q: Aren't fried foods bad for you?  
 A: YOU'RE NOT LISTENING!!!!... Foods are fried these days in vegetable oil. In fact, they're permeated in it. How could getting more vegetables be bad for you?
- Q: Will sit-ups help prevent me from getting a little soft around the middle?  
 A: Definitely not! When you exercise a muscle, it gets bigger. You should only be doing sit-ups if you want a bigger stomach.
- Q: Is chocolate bad for me?  
 A: Are you crazy? HELLO Cocoa beans! Another vegetable!!! It's the best feel-good food around!
- Q: Is swimming good for your figure?  
 A: If swimming is good for your figure, explain whales to me.
- Q: Is getting in-shape important for my lifestyle?  
 A: Hey! 'Round' is a shape!

Well, I hope this has cleared up any misconceptions you may have had about food and diets. And remember: "Life should NOT be a journey to the grave with the intention of arriving safely in an attractive and well preserved body, but rather to skid in sideways - Chardonnay in one hand - chocolate in the other - body thoroughly used up, totally worn out and screaming "WOO HOO, What a Ride!!!"

### Folio Press

*more than printing....*

By Sue Baylin

Even though you may have visited our plant this spring when we had our open house, you may not have known that we can provide the following services to your printed piece:

- Folding, both horizontal and right angle
- Tabbing
- Collating
- Stitching and stapling
- Numbering
- Perforating
- Scoring (creasing a heavy sheet)
- Computerized cutting
- Automatic booklet assembly
- Shrink wrap
- GBC
- Pantone matching system ink matches

Our bindery has the latest up to date equipment to provide you with an accurate product. Hope to see you soon.

Call Folio Press at: 1-847-299-0600

## Basics for a Successful Marketing Campaign

By: Barb Pantazopolos, Synergy 3 Communications, Inc.

### **Part 2—Junk Mail**

Bulk mail or junk mail commonly refers to circulars, free trials, pre-approved applications (i.e. credit cards), and other unsolicited invitations delivered to homes and businesses. The term "junk mail" is usually used when someone receives an item of mail that is untargeted or not relevant to them. However; advertisers call this targeted mailing. They have actually performed database analysis to determine who their best target is for their product/service. For example a person who likes tennis may receive direct mail for tennis related

products or perhaps for goods and services that are appropriate for tennis players.

Some people respond positively to direct mail advertising and find useful goods and services on offer. Traditionally, this was true in rural areas where people had to travel many miles to do their shopping. Many people dislike it, in the same way as telemarketing calls and e-mail spam. The US has laws requiring junk mailers to withhold their offerings from residents who opt out. Americans receive almost 4 million tons of junk mail every year.

### **Unaddressed Mail (Door Drops / Door to Door)**

Delivery of unaddressed items through letterboxes (direct mail without the stamp) takes place in large numbers. Deliveries are either made via the postal service, independent delivery companies or local newspaper publishers.

It is a lower-cost alternative to direct mail and therefore can produce a lower cost per response for the advertiser. It can be used as part of a mixed media campaign, e.g. with TV or Radio.



*“The key to a successful marketing program is the execution of a well thought out plan”*

*Watch for more Direct Marketing Basics in future issues of “Handshake”*

## **Metro Mortgage Services, Inc.**

1 East Northwest Hwy, Suite 215, Palatine, IL 60067

847-776-8070 fax 847-776-8489

**Refinance now, dont wait! Interest rates are still low!**

**HOME EQUITY LINES OF CREDIT  
ABSOLUTELY FREE WITH  
VERY LIMITED DOCUMENTATION!**

Its still a great time to purchase a new home or refinance your current residence. at **METRO MORTGAGE**, we have many new and improved programs for you the borrower.

**Money for home improvements - Consolidate your bills - Convert adjustable rates to a fixed!**

**EDIE JEROME, PRESIDENT**

Office: 847-776-8070 Fax: 847-776-8489

illinois residential mortgage licensee 4392

# The Handshaker

## Chiropractic Facts and Figures

Submitted by: Ira Chislof

### Fun Factoids

Mosquitoes are attracted to people who have recently eaten bananas.

It took Leonardo da Vinci 12 years to paint the lips of Mona Lisa.

The first sport to be filmed was boxing in 1894.

As evidence supporting the effectiveness of chiropractic continues to emerge, consumers are turning in record numbers to chiropractic care — a preventive, non-surgical, drug-free treatment option.

Just a few interesting facts on this increasingly popular form of health care:

- Chiropractic is the largest, most regulated, and best recognized of the complementary and alternative medicine (CAM) professions. (Meeker, Haldeman; 2002; *Annals of Internal Medicine*)
- There are more than 60,000 active chiropractic licenses in the United States. All 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands officially recognize chiropractic as a health care profession.
- In 2002, approximately 7.4 percent of the population used chiropractic care – a higher percentage than yoga, massage, acupuncture or other diet-based therapies. (Tindle HA, Davis RB, Phillips RS, Eisenberg DM. Trends in use of complementary and alternative medicine by US adults: 1997-2002. *Altern Ther Health Med*. 2005 Jan-Feb;11(1):42-9.)
- Doctors of Chiropractic undergo at least four years of professional study at one of 16 chiropractic colleges accredited by the Council on Chiropractic Education (CCE), an agency recognized by the U.S. Secretary of Education. In addition, Doctors of

Chiropractic must pass national board examinations and become state-licensed prior to practicing.

- In national surveys, patients favor chiropractic over medical care for back or neck pain. Patients routinely rate Doctors of Chiropractic highly in skill, manner, and explanation of treatment.
- Doctors of Chiropractic provide care in hospitals and other multidisciplinary health care facilities.
- Chiropractic is the third largest doctoral-level health care profession after medicine and dentistry.

Back pain is the second leading cause of all physician visits in the U.S. In fact, half of all working Americans admit to having back pain each year. According to a study conducted by the American Chiropractic Association in 2001, 43% of patients seen by a doctor of chiropractic were treated for low-back pain.

**Chiropractic Care Can Help...  
Our goal is to adjust the spine and help stimulate your body's natural healing process**

*Information provided courtesy of the American Chiropractic Association (ACA)*

## Two Former Presidents meet in Springfield, IL August 5, 2006

Several hundred people spent a glorious day in the sun at the reenactment of Abraham Lincoln's Funeral Procession at Oakridge Cemetery, Springfield, and the dedication of the Museum of Funeral Customs, all located on Moument Avenue, Springfield.

Larry Mandel, PISER FUNERAL SERVICES, of Skokie, Illinois, the only fourth generation Jewish funeral director in the Midwest, acted as a guide to the new museum. Larry, is a Charter Member of the Board of Directors of the Museum

and is the curator the Jewish Funeral Exhibit, one of the show pieces of this new exciting and media interactive Lincoln Land cultural addition.

Now really, a museum of Funeral Customs. Absolutely. The Museum collects, preserves and interprets funeral objects that exemplify the development of multicultural mourning customs and funeral practices and their effect on a global society; all designed to enhance an understanding about ritual practices of death, grief and mourning.

*"Taking families throughout Chicagoland by the hand with thoughtful funeral planning and arrangements for more than 25 years"*

By Larry Mandel  
Piser Funeral Services



# The Handshaker



“Never call the  
boss by her first  
name”

“Sign, Sign, Everywhere a Sign.  
Blockin’ Out the Scenery, Breakin’ My Mind.

Do This, Don’t Do That. Can’t You Read the Sign?”

(From the song ‘SIGNS’ by Five Man Electrical Band)

By: Susan Chesler, Signs for Success, L.L.C.

Have you ever noticed that you can’t go anywhere today without seeing signs? Directional signs, Parking signs, Informational signs; Signs on trucks, Signs on busses, Signs on buildings, Signs on cars, Signs hanging across streets in our local community, Signs wishing us a Happy Holiday, Signs that tell us about the Community Picnic in the park on an upcoming weekend, Signs that tell us *where* to go or *where not* to go, *what* to do or *what not* to do. But more importantly, signs that tell people about your business - *who* you are and *what* you do. Signs can do many things for us, most importantly - ADVERTISING!

So, let’s talk for a moment about the Advertising side of signs. You can advertise on a Billboard, you can use Posters or Banners, you could advertise in the Newspaper or on Prime Time TV. Banners and Posters or other stationary signs are great, but only for a limited audience - the audience that walks or drives by that sign, but they definitely have their place. Moving Billboards or Fleet Vehicle Signage is tremendously more effective because wherever a vehicle is driving, it’s usually passing, thousands of people every single day.

Here are a few facts you probably didn’t know.... According to the OAAA (Outdoor Advertising Association of America, 2003), the cost for 1000 people to see your ad, breaks down like this -

- Billboards - \$1.78 per thousand people
- Posters - \$3.90 per thousand people
- Prime Time Network TV - \$11.32 per thousand people
- Newspaper (1/4 page, B&W) - \$11.66 per thousand people
- Prime Time TV Spot - \$20.54 per thousand people
- Full Color, Full Vehicle Wraps - \$0.15 - \$0.25 per thousand people

Vehicle Wrap Advertising works for you 24 hours a day, 7 days a week, 365 days a year. It never takes a sick day or goes on vacation. Even when your vehicle is parked, it’s working for you because every time anyone walks past or drives past that vehicle, your Company Name is seen, and the best way to earn Name Recognition is to keep your name in the public’s eye.

There are several ways to advertise on your vehicle or fleet of vehicles -

- Cut Vinyl lettering and/or graphics
- Digitally Printed full color graphics
- Full Color, Digitally Printed Full Vehicle Wrapping

Each of these methods is relatively inexpensive when you consider the amount of exposure you’re going to get. Advertising is much like selling. In Sales, the more people you talk to, the more sales you’ll make (the law of large numbers). In advertising, the more people that see your name, your logo, your phone number, etc., the more people will think of your company when they need your product or service.

*About Signs for Success...*

*We have been doing business in the Northbrook Community for more than 11 years and we are experts in our field. We use the latest technology to deliver the highest quality products and we are committed to always pursuing continuing education to assure we keep up with the latest materials and techniques.*

To learn more about the services we offer, please visit our website at [www.signsforsuccess.net](http://www.signsforsuccess.net).

# The Handshaker

## Tell 'Em Where You're Going!

Submitted by Jody Williamson

*"Make sure you never get The Christopher Columbus Award"*

When you first open your mouth to speak to a group, audience members want to know two things: they are curious about the journey they'll be taking with you, and they want to be assured that they will receive value during the presentation. At any given point in the presentation they also want to know where they're going and where they've been. Make sure you never get *The Christopher Columbus Award for Presentations* - given to the speaker who leaves not knowing where he's going, returns not knowing where he's been, and takes a lot of other people's time getting there. Here are a few general guidelines to follow:

First, announce your speech purpose. Your purpose or reason for speaking determines the goals you target, the approach you take and the materials and content you will select to communicate to the audience. Describe where you want your audience to be when you're through. (*"Today we're going to see a plan for a dramatic improvement in the profitability of your east coast operation..."*) The statement of purpose should include some revelation of the benefits of your purpose (*"...improvement in profitability"*).

Second, reveal the main points you'll cover. (*"We'll outline three specific profitability initiatives: first, a revolutionary employee development process sure to win the loyalty of your people; second, a proven quality improvement program that will pump up productivity; and third, a fresh approach to marketing that we estimate will triple sales in just two years."*) Keep these main points

in front of your audience by putting them on an overhead, a flip chart, or a handout. This gives them the road map they'll need to negotiate your presentation and get the most out of it.

Try to limit your main points to three to five issues. There are several reasons to structure your presentation this way:

- Most people can remember no more than about five central ideas on a given topic.
- Unless you are decisive and clear about the main points you want to make, you are likely to seem disorganized or unfocused.
- Failure to identify your main points leaves you open to forgetting important ideas you need to express.

In order to choose the right supporting material, statistics, quotations, audiovisual, etc., you must know what major images you want to burn into the brains of your audience.

The outline you create of your presentation will eventually become the notes you'll use to deliver your presentation, so think ahead when planning. Business presentations are always made to bring about a new condition - one that would not exist in the absence of your presentation.

\*\*

Excerpted from Sandler's Presenting Yourself with Impact training program, ©1997 Sandler Systems, Inc.

### Open Categories:

Let's concentrate on only two categories this month. (The two highlighted in red.)

**Security System Sales and Repair**

Residential Realtor

Employment Agency

Luggage & Leather Goods

Optometrist

Podiatrist

Ladies Clothing

Heath & Fitness Club

Restaurant

Veterinarian

Cellular Phone Sales & Service

Window Cleaner

**Florist**

Caterer

## Birthday Wishes to...

Executives Guild wishes  
these members a very  
Happy Birthday!

August 1	Brian Whyers, Artistic Digital	brian@artisticdigital.com
August 5	Kevin O'Reilly, Coupon Cash Saver	couponcashesaver@sbcglobal.com
August 14	Randy Sable, Total Benefit Services	TBS@totalbenefitservices.com
August 19	Mark Milstein, Capital Auto Body	capitalab@aol.com
August 22	Walter Burrows, Burrows Moving	walter@burrowsmoving.com
August 22	Steve Lewis, Lewis Carpet	slewis@lewiscarpet.com
August 25	Sheldon Seidman DDS & Assoc.	smilechicago@aol.com

Where can you find 7 Leo's in the same room and on the same night?

Executives Guild, Ltd.  
118 N. Clinton Street  
Suite 307  
Chicago, IL 60661  
Phone: 312-604-5018  
Fax: 312-604-5014  
E-mail: paksmi@rcn.com



**Meeting Reply Form**

**Fax to: 1-312-604-5014**

**Member Name:**

**Member Company:**

**Guest(s):**

*I will be bringing a prospective member to introduce to the Guild.*

**Prospect Name:**

**Prospect Company:**

**Address:**

**City/ST/Zip:**

**Phone Number:**

**eMail:**

**Category represented:**

**Food Choice:**  Buffet