



2008 Board of Directors

President

John Miller

Passport Software
847-729-7900

Executive Vice President

Kevin O'Reilly

Coupon Cash Saver
847-537-6420

Treasurer

Morry Dyner

Fischel & Kahn, Ltd.
312-726-0440

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

Larry Mandel

Piser Funeral Svcs.
847-679-4740

Past President

Mark Milstein

Capital Auto Body
773-342-3100

Directors at Large

Jenny Lee

Woodland Flower Shop
847-913-0500

Alan Levin

Laner Muchin
312-467-9800x5133

Jerry Mayster

Mayster & Chaimson, Ltd.
312-444-9648

Mike Moran

American Chartered Bank
312-492-1104

Kirsten Mormino

Mormino Landscape Svcs
847-955-0113

Sheldon Seidman

SMILECHICAGO
312-644-4321

February 27, 2008 Progress Networking Dinner



MEMBER-TO-MEMBER

Join 48 other members as you spend several minutes introducing yourself and your company to other members of EGL. As we have done at past, each member will have an opportunity to interact with more than twenty members in one evening.

It is important that everyone arrive by 6:00 p.m. so that we can begin the program promptly at 6:30 p.m. Tables will be set to accommodate six members, one of which will be a board member. Each member will have about three (4) minutes to make a presentation to everyone at that table. You will then moved to your next assigned table for the second round...same routine and then the final move to end the evening. Board members will act as timekeepers to assure participants adhere to the four (4) minutes allocated.

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

The program format will be:

Round One: Salad

Round Two: Entrée

Round Three: Dessert and Coffee

Meeting Time & Location

February 27, 2008

6:00 pm—Reception

7:00 pm—Program

Holiday Inn North Shore

**5300 W. Touhy
Skokie, IL
847-679-8900**

Please RSVP

**using the reply button
on the last page .**

The Handshaker

2008 General Meeting Calendar

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



February 27	Member Networking	Holiday Inn—Skokie
March 26	Metro Mortgage	Hackney's—Wheeling
April 30	Open	TBD
May 28	Speed Networking	Valley Lo
June 25	American Chartered Bank	TBD
July 23	Open	TBD
August 27	Golf Outing—New Members	Marriott-Lincolnshire
September 24	Heartfelt Charity Cards	TBD
October 22	Open	TBD
November 19	Open	TBD
December 10	Holiday Dinner/Installation	TBD

Smile...

Cracked Pot!

At the end of the long walks from the stream to the house, the cracked pot arrived only half full.

For a full two years this went on daily, with the woman bringing home only one and a half pots of water.

Of course, the perfect pot was proud of its accomplishments.

But the poor cracked pot was ashamed of its own imperfection, and miserable that it could only do half of what it had been made to do.

After two years of what it perceived to be bitter failure, it spoke to the woman one day by the stream. 'I am ashamed of myself, because this crack in my side causes water to leak out all the way back to your house.'

The old woman smiled, 'Did you notice that there are flowers on your side of the path, but not on the other pot's side?' 'That's because I have always known about your flaw, so I planted flower seeds on your side of the path, and every day while we walk back, you water them.'

'For two years I have been able to pick these beautiful flowers to decorate the table. Without! you being just the way you are, there would not be this beauty to grace the house.'

Each of us has our own unique flaw. But it's the cracks and flaws we each have that make our lives together so very interesting and rewarding. **You've just got to take each person for what they are and look for the good in them.**

SO, to all crackpot friends, have a great day and remember to smell the flowers on your side of the path!

United Airlines Announces New Checked Bag Policy – News Release

Submitted by Marcy Gelber, Bannockburn Travel

CHICAGO, Feb. 4 -- As part of its continuing effort to offer customers choice, flexibility, and low fares, United is announcing a new, simplified checked bag policy for customers who purchase nonrefundable domestic economy tickets. United's new checked bag policy is available at united.com/baggage.

Customers who purchase nonrefundable domestic economy tickets and do not have status in Mileage Plus or Star Alliance may check one bag for free and a second bag for a \$25 service fee.

For all customers, the cost to check up to four additional bags will be \$100 per bag. Previous charges ranged from \$85-\$125 per bag. The cost to check items that require special handling because they are large, overweight or fragile will now be either \$100 or \$200, depending on the item.

United's most frequent fliers -- customers who have Premier status or higher in Mileage Plus, or Silver status or higher with Star Alliance -- will continue to receive the benefit of checking two bags for free.

"This change enables us to continue offering customers competitive fares, and it fits with our overall strategy to tailor our products and services around what our customers value most and are willing to pay for, as we have with our popular Economy Plus seating," said John Tague, executive vice president and chief revenue officer. "Our customer research shows that only about one in four customers check a second bag, and with this new policy, customers who check extra bags may continue to do so for a service fee, which enables us to offer competitive fares to everyone."



United estimates that this change will generate more than \$100 million annually for the company in cost savings and new revenue.

This new checked bag policy applies for travel beginning on May 5, 2008, within the U.S. and to/from Canada, San Juan, Puerto Rico and St. Thomas, and the service fee to check a second bag only applies to tickets purchased on or after Feb. 4, 2008. Customers may pay this service fee at an airport Easy Check-In(SM) kiosk with a credit card or at the check-in counter with a credit card, check or cash.

For itineraries that include international flights (except Canada), checking a second bag will continue to be free and the cost to check more than two bags or items that are overweight or require special handling varies by destination.

About United

United Airlines (Nasdaq: UAU) operates more than 3,300* flights a day on United, United Express and Ted to more than 200 U.S. domestic and international destinations from its hubs in Los Angeles, San Francisco, Denver, Chicago and Washington, D.C. With key global air rights in the Asia- Pacific region, Europe and Latin America, United is one of the largest international carriers based in the United States. United also is a founding member of Star Alliance, which provides connections for our customers to 855 destinations in 155 countries worldwide. United's 55,000 employees reside in every U.S. state and in many countries around the world. News releases and other information about United can be found at the company's Web site at united.com.

Potential Guest or Prospective Member?

The mantra below was submitted by Ken Dermer who would like to share it with other EGL members. He says he uses it each time he speaks to or writes to someone about joining the Executives Guild. As you review the category list below and are ready to contact someone in an open category, feel free to use Ken’s mantra.

How would you like to have 48 new clients? How about a referral network of 10,000 additional clients?

I belong to the Executives Guild, which is a group of 50 business owners, all in different industries. Would it help your company to meet with experts in employee assistance programs, printing, marketing, personnel, accounting, estate planning, investments, all type of insurance, and banking? Would it help you personally to have a reliable painter, chiropractor, landscaper, mortgage broker, flooring company, florist, and HVAC company?

Your commitment is only 12 Wednesday nights a year and minimal dues. Please call me to discuss and/or to talk about promotional products.

2008 Open Categories

Antique Sales & Restoration
 Appliance Repair
 Appliance/Electronic Sales
 Appointment Scheduling
 Automotive Dealership
 B to B Telemarketing
 Beauty Salon & Spa
 Building Materials & Millwork
 Business Consultant
 Caterer
 Cellular Phone Sales & Service
 Children's Store
 Coffee & Vending Company
 Commercial Photographer
 Consulting & Investigative Svs
 Corporate Communications
 Dermatologist
 Direct Mail
 Disaster Restoration

Employment Agency
 Executive Recruiter
 Exterminator
 Fitness Trainer
 Framing Gallery
 Health & Fitness Center
 Home Health Care
 In-Home Elder Assistance
 Ladies Clothing Store
 Lighting Supplies & Services
 Luggage & Leather Goods
 Mailing Service
 Marketing Agency
 Marketing-Branding
 Moving & Storage Company
 Optometrist
 Out Placement
 P. R. Firm
 Pension Plan Consultant
 Personal Shopper
 Personnel Agency

Pest Control Services
 Phone Equipment
 Photographer
 Podiatrist
 Property Management
 Public Relations
 Rehabilitation Facility
 Relocation Specialist
 Residential Realtor
 Restaurant—Hotel
 Retail Lighting
 Security System Sales and Repair
 Temporary Staffing
 Turnaround Services
 Vending Machine Sales
 Veterinarian
 Videographer
 Wardrobe & Closet Consultant
 Women’s Clothing Store

Meet The Members

Smile Chicago—Sheldon Seidman, DDS



312-644-4321

Sheldon Seidman, DDS has received special training in **cosmetic dentistry** from prestigious post-graduate programs at the Las Vegas Institute for Advanced Dental Studies and the Pacific Aesthetic Continuum to help you improve your health and appearance.

Dr. Seidman is a member of the American Academy of Cosmetic Dentistry and the American Dental Association, and he is past President of the North Side Branch of the Chicago Dental Society. He also is currently a clinical instructor for the Hornbrook group, teaching dentists from around the world the best of cosmetic dentistry.



847-513-6260x22

Innovative and effective training and consulting can put the sales professional and organization a step ahead of the competition, and provide the path to attaining professional goals. Total Selling Solutions, an Authorized Franchisee of the Sandler Sales Institute, is committed to offering you innovative and effective training through powerful public and private in-house training programs.



Looking for promotional products?

You've come to the right site.

Whether you are looking for a specific item or just browsing for ideas, our site is your one-stop shopping source. From fun items to the traditional, you can easily shop for some of the hottest items on the market.

Quickly and easily find products to:

- Improve traffic at trade shows
- Motivate staff
- Thank a customer



847-677-1999

Birthday Wishes to...

Happy Birthday
from the
Executives Guild

February 5	Les Kutchins, Rite Lock	lkutchins@aol.com
March 15	Kris Keller	kkeller@nationalrealtynetwork.net
March 16	Howard Gallay	
March 18	Bernie Dyme	bsd@perspectivesltd.com
March 19	Michael Moran	mmoran@americanchartered.com

TO DO ITEMS FROM THE JANUARY CLOSED MEETING:

- Don't forget to submit your ideas for a new tag line to go along with a new look for EGL.
- Also, if you have some suggestions for a special meeting or social meeting that you would like to recommend e-mail your suggestions to the EGL office.

Executives Guild, Ltd.
 118 N. Clinton Street
 Suite 307
 Phone: 312-604-5018
 Fax: 312-604-5014
 E-mail: patkelps@globalgds.com



Guest Reply Form Fax to: 1-312-604-5014

If you are considering bringing a guest don't forget to contact the office or .P. Membership before extending your invitation.)

Prospect Name:

Prospect Company:

Phone Number:

eMail:

Category represented:

Food Choice: **White Fish** **Chicken** **Beef**