



# Executives Guild, Ltd. *The Handshaker*

VOLUME 44, ISSUE 7

“Shake hands and come out Selling”

## 2006 Board of Directors

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847-677-9844

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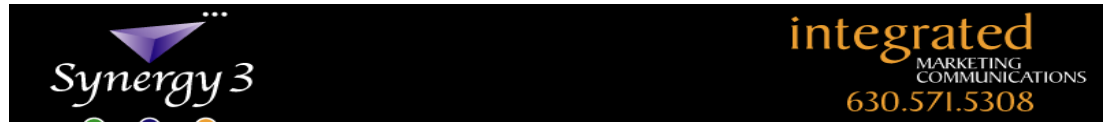
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Laner Muchin  
312-467-9800X133

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Z Frank Chevrolet  
773-508-4210



## July 26, 2006—Meeting Notice

**A good marketing  
is important to your success**

Our team building program has been put on hold for now. So I would like to thank Barb Pantazopoulos for agreeing to be our presenter this evening.

Synergy 3 Communications is a full service integrated market communications agency. They focus on the development of strategic programs from conception through final plan execution.

They have significant experience in both B@B and B2C, across a diverse set of vertical markets.

Some services provided are:

- Media Planning & Placement

- Branding/Identity
- Print & E-mail Newsletters
- Creative/Concept Development
- Database Marketing
- Public Relations
- Direct Marketing
- Internet Marketing
- Marketing Consulting
- *And much much more*

Please join us to learn, in more detail, how you can utilize one or all of the services offered by Synergy 3.

You can contact Barb at 630-571-5308 or e-mail to [barb@s3communicationsinc.com](mailto:barb@s3communicationsinc.com)

### Meeting Time & Location

July 26, 2006

**6:00 pm Networking**

**7:00 pm Dinner**

**Five Seasons CC**

**1300 Techny Road**

**Northbrook, IL**

**847-897-5037**

Please RSVP

using the reply form on

page 4

## 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**

# Executives Guild, Ltd.

*“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

July 26	Networking Picnic	Five Seasons
August 23	New Members—Golf Outing	Marriott Lincolnshire Hotel—Crane’s Golf
September 27	Remred Bus. Prod.	TBD
October 25	Extreme Networking II	Rosewood Restaurant—Rosemont, IL
November 15	Bannockburn Travel	TBD
December 6	Holiday Dinner/Installation	TBD

## Introducing our new member

**Kirsten Mormino, President**

Mormino Landscape Services, Inc., 430 N. Milwaukee Avenue, Lincolnshire, IL 60069

1/847-955-0113

E-mail: kmormino@morminolanscaping.com

Category: Landscape Design

*The Guild would like to welcome Kirsten as our newest member. Please take a moment to contact Kirsten to welcome her to the organization.*

## *So what is the difference you say, between offset and digital printing???*

*.....I thought you would never ask... says Sue Baylin, Folio Press*

In today’s world, the quantity you order and the number of colors you are using for your printed piece will determine the type of equipment your project is printed on. If you want a short run of 100 full color flyers, that would be more economical on digital equipment where no film, plates, or inks are necessary. The piece can be produced directly from your electronic file. However, digital equipment produces everything in full color, from black, yellow, magenta and cyan (blue) toners. Thus, if you have a special pantone color (pms) that you use for your logo, the digital color will not match the pms ink color someone printed for you. The pms color on your short run digital flyer will be created from four colors rather than the one or two the ink book specifies. It will be close but not exact.

Another consideration with digital printing is that there is a limited amount of papers, weights and colors that will successfully work digitally. On the traditional offset press, you can print on almost any strata that is a paper base, plus you can print

metallic inks and fluorescent inks which are not available in digital printing. The quality of the printed piece on a digital unit is about 95% that to a traditional offset press. If you are looking for a very high resolution piece to be printed with a varnish over it to highlight it, then the offset press is the choice for you.

A good rule to follow is that up to 1M post cards in full color, up to 2500 business cards in full color, and up to 500 flyers in full color, would be more economical printed digitally. But individual determination should be made by your printer taking into account the paper, the ink colors, and the quality of the piece to be produced and your budget of course.

Today’s digital presses are amazing in their reproduction. And of course offset has been around for ages. If you have any other questions, feel free to call me at any time at 847/299-0600.

## Basics for a Successful Marketing Campaign

By: Barb Pantazopolos, Synergy 3 Communications, Inc.



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

### Direct Marketing Basics

Direct marketing is a discipline within marketing that involves planning, analysis and tracking of individual customers (b-2-b or b-2-c) responses and transactions for the purpose of developing a profitable customer relationship.

Direct marketing attempts to send its messages directly to consumers by using “addressable” media, such as mail and e-mail. Direct marketing differs from typical advertising in that the goods or services are being directly addressed to the target cus-

tomers or prospect.

Direct marketing is very attractive to many businesses as in most cases the response can be directly measured (response rate). For example, if a marketer mails 1 million pieces of mail and 25,000 prospects respond, the marketer can say, with some confidence that the campaign led directly to the response. The measurement of other media is often indirect as there is typically not any direct response from a customer or a prospect.

While many prefer this type of marketing, it is often criticized

for generating unwanted solicitations (junk mail and spam). The key to a successful program is the execution of a well thought out plan including a relevant message to a relevant audience.

### Direct Marketing Channels

Mediums that can be used to deliver communications directly to a customer are categorized as direct marketing. Direct marketers often refer to such media as “addressable” in order to distinguish them from “mass” media, such as television, radio, and print. There are several types of direct marketing, each serving a separate rationale.

## #1—Direct Mail

Direct mail is the most commonly used form of direct marketing. Direct mail is when a marketing communication is sent to a customer or a prospect through traditional mail channels (USPS). Direct mail represents such a significant amount of the total volume of mail that special rate classes have been established. In the US there are rates (bulk mail) that allow companies to send mail at costs that are lower than regular first-class rates. In order to qualify for these rates, the mail must be formatted and sorted in a particular way which is mandated by the USPS.

Direct mail allows companies to design marketing pieces in a multitude of formats. Some of the common formats include:

- Catalogs
- Self-mailers

A mail piece created from a single sheet that has been printed and folded. The message is on one side of the sheet and is folded in half or in thirds, with the message on the inside. The two outside panels are used as the address vehicle and as a “teaser” message designed to persuade the customer to open the piece

- Postcard

A two-sided piece (any size), with a promotional message on one side and the customer's/prospects address on the other

- Envelope mailers

The direct mail piece is put into

an envelope allowing the company to include more than one insert. When more than one advertiser is included, this is often called “marriage mail”. Valpak is one of the largest examples of a marriage mail service

- Snap Mailers

Mailers are folded and sealed with pressure. The sides detach and the mailer is opened to reveal the message

- Dimensional Mailers

Mailers that have some dimension to them-- like a small box

- Intelligent Documents

Mail pieces that are built from database information, and printed digitally for faster and less expensive production

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

# Executives Guild, Ltd.



## Does Your Company Need Family Therapy?

*Like a family, a company is a group of people who have an ongoing relationship with one another. Companies have several things in common with families:*

1. Families have distinct ways of communicating and degrees of togetherness. For example:
  - Communication may be overt or covert.
  - Relationships tend to be enmeshed (too close; overly involved) or disengaged (not at all close; uninvolved).
  - Boundaries may be described as diffuse (extreme togetherness), rigid (extreme separateness), or clear (ideal and appropriate).
2. There are unwritten rules which family members or employees must follow in order to survive and thrive in the system. For example, in an organization, the rules might be:
  - Never call the boss by her first name.
  - Always be at your desk by 8:00 A.M.
  - Never eat lunch with a person of lower status.
  - Don't place any personal items on your desk or credenza.
3. Unresolved issues from the past have an effect on current functioning and communication patterns. For example: After an emotional event such as a major strike, employees need time to process their feelings. Family therapy following a disruptive event like this would heal such wounds much more quickly.

“Never call the boss by her first name”

*How can you tell if a work group (or a family) is not healthy? Here are some signs of dysfunction:*

1. **Attendance:** Excessive absenteeism and high turnover correlate to family members responding to dysfunction by becoming emotionally distant and running away.
2. **Sabotage:** When employees feel unable to express their feelings and opinions, they sometimes resort to acting them out by violating rules, sabotaging the company, or by displaying other passive-aggressive behaviors.
  - For example: In a large company, an employee recently shared a confidential, sensitive memo with a friend who worked for a competitor. The memo became front-page headlines.
3. **Substance abuse:** Employees feeling excessive stress at work may respond as they would in a family, by abusing substances at work or after hours.
4. **Overachieving:** Companies with very high expectations may create employees who routinely produce miracles. This may look admirable to an outsider, but it can produce burnout among the employees. This dynamic resembles the family that looks perfect from the outside, but is in fact severely dysfunctional.
5. **Underachieving:** Employees who feel unappreciated or abused may respond by producing substandard results at work, just as such family members do at home.
  - For example: Most stores today have sales associates who act as if the customer is an interruption. These employees appear to have no interest in the success of the company.

# Executives Guild, Ltd.

## Does Your Company Need Family Therapy? (Con't)

### *How can you tell if a work group (or a family) is not healthy? (con't)*

6. **Emotional or physical abuse:** In some organizations, employees are routinely subjected to emotional or even physical abuse. These are obviously examples of severe dysfunction, just as they are when they occur in a family.

- For example: There have recently been several reports of physical and emotional abuse in the military.

7. **Double bind:** Some work teams have an atmosphere in which employees feel “damned if you do and damned if you don’t.”

### *Strategies for Resolving Problems*

Following an assessment, the following family therapy interventions may help the employees of a dysfunctional company relate with one another in a healthier and more productive way.

1. Teach employees the following communication and problem-solving skills: How to define problems in a non-blaming way, how to listen with empathy, how to make requests assertively, and how to brainstorm solutions.

2. Help employees identify themes and company (family) myths. Explore those that may be discussed and challenged, as well as those that may not.

3. Triangulation is the process where two people side against a third. Teach employees to manage conflict by teaching them how to avoid triangulation.

4. Where a work team shows signs of being disengaged, help employees build stronger relationships and communication patterns. Use team-building techniques to accomplish this

5. Where the system is enmeshed, help the employees strengthen boundaries and increase autonomy. Team-building exercises can be helpful here, too.

6. Teach supervisors how to manage employees more effectively through regular supervisory skills training. Just as parents benefit from parenting skills training, supervisors need similar instruction. The goal of such interventions is to energize employees by teaching them new ways to relate to one another.

Supervisory training should address the following skills:

*How to demonstrate effective listening skills*

*How to encourage open communication among team members*

*How to empower team members by setting effective goals*

*How to encourage creativity and initiative*

*How to resolve conflict in a healthy and productive manner*

### **About Perspectives...**

*We are a private outpatient group practice offering individual, couple, family & group counseling services. Our goal is to provide clients with affordable treatment in a sensitive and understanding manner, tailoring the treatment to their individualized needs.*

*Our counselors have been providing services since 1981 and are committed to providing clients with the highest quality personalized treatment services possible. Experienced and caring clinicians will work with you to determine the nature of your problems and develop a treatment plan to assist you in their resolution.*

For more resources, go to [www.perspectivesltd.com](http://www.perspectivesltd.com).

*“Listen with empathy...make requests assertively...brainstorm solutions.”*

## Birthday Wishes to...

**Executives Guild wishes  
these members a very  
Happy Birthday!**

<b>July 5</b>	<b>Morry Dyner, Fischel &amp; Kahn,</b>	<b>mdyner@fischelkahn.com</b>
<b>July 30</b>	<b>Dave Iglow, Pine's Menswear</b>	<b>pinesofparkridge@ameritech.com</b>
<b>July 14</b>	<b>Scott Weingart, S&amp;S Glass</b>	<b>ssglassco@aol.com</b>

### CPR SAVES LIFE

Scuba Systems owner Nancy Boucha is pleased to report that one of her students, Paul Beitler, successfully used his primary care skills to save a woman's life. While visiting someone at a nursing home, Paul observed a resident have an apparent heart attack. He immediately went into action using the skills he learned in the Emergency First Response course taught by Nancy Boucha. Following the successful outcome, and transfer to an area hospital, Paul was told by her doctors that he saved her life.

Emergency First Response (EFR) courses are available to any person interested in taking them. Diving skills are not involved. EFR classes are modular and can be custom fitted to your company. The modules offered are Primary Care (CPR), Secondary Care (First Aid), Oxygen Use, and Automated External Defibrillator. For more information on these courses, contact Nancy Boucha, Scuba Systems, 3919 Oakton, Skokie, IL 60076, [nancy@scubasystems.org](mailto:nancy@scubasystems.org), [www.scubasystems.org](http://www.scubasystems.org), (847) 674-0222, (847) 674-0275 fax - <http://www.scubasystems.org>



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**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:**  **BBQ—Food for everyone**