



# Executives Guild, Ltd. *The Handshaker*

## 2006 Board of Directors

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Square One Production  
847-677-9844

Executive Vice President

**Mark Milstein**

Capital Auto Body  
773-763-0400

Treasurer

**John Miller**

Passport Software  
847-729-7900

V.P. Membership

**Alex Ziogas**

AZBS, Inc.  
312-474-9418

V.P. Programs

**Sherwin Weisman**

North Suburban Hearing  
847-966-0060

V.P. Business Development

**Kevin O'Reilly**

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847-537-6420

Past President

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773-763-0400

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847-676-0046

**Alan Levin**

Laner Muchin  
312-467-9800X133

**Brad Miller**

Z Frank Chevrolet  
773-508-4210

“Shake hands and come out Selling”

## March 22, 2006—Meeting Notice (Member Drive)

**FOLIO PRESS**  
A Chicago Business Printer

✓ 4 easy steps to order printing!

1. Check out our services (We can serve all your printing needs)
2. Get a quote from us (and receive a pocket road atlas)
3. Email us your images or text files.
4. We'll print, deliver (or ship) your order FAST

On Wednesday, March 22nd we will begin our monthly meeting at Folio Press.

Folio Press proudly offers high quality single through full color printing at prices that fit your budget.

Their products include flyers, direct mail post cards and brochures, conference programs, sell sheets, product information pieces, corporate image printing, booklets, newsletters, forms, envelopes, annual reports, labels, menus, letterhead and business cards, presentation folders, coupons, catalogs, invitations and announcements.

**Q.** What are the advantages of using Folio Press as your Printer?

**A.** *We thought you would never ask.* Since 1970, we have served corporate and nonprofit sector organizations with excellent printing and service. At Folio, an account manager is assigned to you for consistency, reliability and ease of communication. Folio maintains a computerized system, recording your past orders, and has a forms management system for larger accounts.

We're waiting to serve you!

### Meeting Time & Location

March 22, 2006

*6:00 pm Networking*

**Folio Press**

4342 DiPaolo Center

Glenview, IL

847-299-0600

*7:00 pm Dinner*

**The Prime Minister Rest.**

3355 N. Milwaukee Ave.

Northbrook, IL

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**

**Commercial Real Estate**

Landscape Contractor

Employment Agency

Temporary Agency

Sporting Goods Store

Luggage & Leather Goods

Optometrist

Podiatrist

Window Cleaner

Ladies Clothing

Heath & Fitness Club

Restaurant

Veterinarian

Cellular Phone Sales & Service

# 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

January 25	Member Networking	
February 22	Closed—Members Only	Café Lucci, Glenview
March 22	Folio Press	Prime Minister
April 26	Artistic Digital	TBD
May 24	Sheldon Seidman DDS	Downtown Chicago—TBD
June 28	Garvey’s Office Products	TBD
July 26	Networking Picnic	Five Seasons
August 23	New Members—Golf Outing	Highland Park CC, Highland Park
September 27	Remred Bus. Prod.	
October 25	Extreme Networking II	Lakeview Banquets—The Glen
November 15	Bannockburn Travel	TBD

### March - National Noodle Month

#### Information-of-the-month:

Whether they're fine, medium, wide or extra-wide, egg noodles conjure up images of mom's chicken noodle soup, classic tuna casserole, or even a sweet kugel. Noodles are a feel-good food. Not surprisingly, consumption of noodles increases by as much as 20 percent in January, February and March. In a salute to one of the classic types of pasta, the National Pasta Association (NPA) presents some delicious trivia. Did you know:

- As legend has it, noodles were first made by 13<sup>th</sup> century German bakers who fashioned dough into symbolic shapes, such as words, birds and stars. These "nudels" were then baked and served as bread.
- Noodle consumption increases during colder months as well as during Lent, when countless people prepare meatless meals for this religious occasion prior to Easter.
- Egg noodles contain eggs; almost all other dry pasta shapes do not. By federal law, a noodle must contain 5.5 percent egg solids by weight to be called a noodle.
- A half-cup serving of cooked noodles contains just one gram of fat, 106 calories, five milligrams of sodium, and important nutrients including B-vitamins, iron, and protein.

1. What people are on record as making noodles and other pasta as early as 3,000 B.C.?

- A. Greeks
- B. Romans
- C. Egyptians
- D. Chinese

2. "Noodle" comes from the word "nudel," which has origins in which language?

- A. Italian
- B. German
- C. Swedish
- D. Greek

## Metro Mortgage Services

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EMPLOYED  
BORROWERS AVAILABLE!!!!**

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LICENSE #4392

## Sales Secret #5—Manage Head Trash

submitted by Jody Williamson, Total Selling Solutions

Sales superstars manage their head trash. Head trash is the negative beliefs we all have about our abilities, our marketplace, our products, and ourselves. Sales superstars realize that most head trash is untrue and don't let these negative thoughts affect their behavior. Poor salespeople are at the mercy of their head trash. They let their negative beliefs dictate what they do and how they do it. This affects their ability to make hard decisions and gutsy moves that are necessary. Sales superstars manage head trash and never let it affect what they need to do to move the sale forward.

Research has shown over 80% of what we say to ourselves is negative self-talk. We are our own biggest critic. The most successful sales people find ways of dealing with this self-

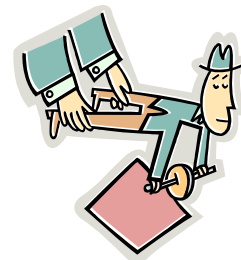
talk. Some examples of head trash are: "I can't call at the C level, I have to talk to purchasing agents." "I need to have an immediate answer when asked a question." These are only a couple examples; head trash comes in numerous forms. They all have one thing in common. They hinder our performance. Sales superstars excel because they reprogram their thoughts and do the behavior that nets the best results.

We must find ways of dealing with head trash. The outside world gives us enough negative feelings about ourselves, don't let head trash contribute to additional negative ideas. Have a system to "take out the trash." In our workshops we discuss a six-step process to dealing with head trash.

1. Develop an awareness of head trash and commit to changing it.
2. Create a new and healthy more supportive belief.
3. List the actions that someone with this new belief would take.
4. Do the actions, regardless of how they make you feel.
5. Track and measure the results.
6. Review the new belief daily.

By managing head trash we can stay on course and do what's necessary to move the sales process forward.

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*"Research has shown over 80% of what we say to ourselves is negative self-talk. We are our own biggest critic."*

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## Message from the EGL President - Stuart Plusker

Dear Fellow Guild Members,

I regret that I won't be able to join you this month, but I have an event the evening of the meeting. You will be in good hands during my absence as Mark Millstein will temporarily take the reigns.

This month's meeting will be designated as a membership drive meeting. So, think about who you might bring to fill some of the vacant categories we discussed at February's meeting. If you're not sure whether a potential guest meets

the requirements, or creeps into another members category call first. Alex Ziogas the V.P. of Membership, but you can also always call me or Pat in the office.

I regret, too, that I must announce we have three (3) newly opened categories due to member resignations. Cary Maimon (Wireless Planet) and Sharon Tuckman (Home Team Realtors) have both decided to end their Guild affiliation. We thank

them for their years of membership and wish them well in future endeavors. Nevertheless, this leaves us with open categories in wireless communications and both residential and commercial realty.

Have a great meeting. See you in April.

**Stuart**



# Executives Guild, Ltd.

## **YOU MUST HAVE AN I-9 FORM FOR EVERY EMPLOYEE**

By Alan M. Levin  
and Sonya Olds Som



*“All U.S. employers are responsible for having a properly completed I-9 form”*

All U.S. employers are responsible for having a properly completed I-9 form for every employee hired after November 6, 1986, in order to verify their employees' identity and eligibility to work in the United States. There are no exceptions; employers may not discriminate in requiring I-9 forms.

Both the employee and employer must make attestations as part of completing the I-9 form. The employee attests to his/her identity and that he/she is currently legally authorized to work in the U.S. in Section 1 of the I-9 form, which must be completed on or before the employee's first day of employment.

In Section 2, the employer confirms that the company has reviewed original documentation provided by the employee as proof of identity and current authorization to work in the U.S., and that, on its face, this original documentation reasonably appears to be authentic and pertaining to the employee who provided it. Employers are not required to copy and retain the examined documents, but may do so as part of a consistent and neutrally applied policy. Section 2 of

the I-9 form must be completed by the employer by the third business day of the employee's employment.

Section 3 of the I-9 form applies only if the employee's authorization to work in the U.S. is temporary. This section is to be completed by the employer for re-verification of the employee's current, temporary authorization to work in the U.S., and should be completed by the employer by no later than the day that the employee's current, temporary authorization to work in the U.S. expires.

Employers must retain the completed I-9 form and make it available for inspection by the U.S. Immigration and Customs Enforcement or the U.S. Department of Labor until the later of three years from the date of hire or one year after termination. Employers are advised to maintain a separate file for I-9 forms for all employees rather than include them in their individual personnel files, and should create a tickler system for the re-verification and disposal of the forms.

Employers who have been found to have knowingly hired unauthorized workers or who continue to employ unauthorized workers may be subject to a cease and desist order with civil money penalties from \$250 to \$10,000 per unauthorized worker. Employers who fail to properly complete and maintain I-9 forms may be liable for civil penalties between \$100 and \$1000 per form. Criminal penalties of up to 6 months' imprisonment are also possible for repeat offenders.

Federal officials have announced plans to increase enforcement efforts against employers who knowingly hire undocumented workers. Proposed new legislation would require employers to begin verifying the employment eligibility of their employees with the Department of Homeland Security by telephone or internet. Such verification is currently voluntary for employers, but could become mandatory within the next few years.

*If you have any questions about this subject, or any other matter involving employment law, please contact Alan or Sonya at 312-467-9800.*

## International Photo Contest Winner

Nationally acclaimed underwater photographer Nancy Boucha recently won First Place, Conservation Category, in the Beneath The Sea International Photo Contest. Beneath The Sea, the largest consumer dive show in the country, and celebrating it's 30th year, sponsors the competition each year and attracts thousands of photo entries from around the world.

Nancy's First Place Photo, "Finned Hammerhead", graphically depicts the results of one of the most destructive fishing practices in the world, commonly called "finning". Sharks of all sizes and species are indiscriminately caught on hooks tied to "long-lines", and when the lines are retrieved, the sharks (living and dead) are simply stripped of their fins and their carcasses summarily dumped back onto the reef. The dried fins are sold to

make Shark Fin Soup, and "finning" has resulted in a tremendous decline in shark populations worldwide.

This powerful photo dramatically captures all aspects of finning from the both the shark and human perspective: cruel, wasteful, wanton, tragic, and final.

While Nancy's shot was taken in Indonesia, the practice of finning is only banned in a few countries on earth, and regulation and enforcement are generally lax. Her goal in entering the contest was to show divers and ocean lovers around the world that "finning" is a huge waste of valuable marine resources and may, in the near future, lead to the extinction of many species of sharks worldwide with attendant damage throughout the marine food chain.

Any individual or organization wishing to use the image to help educate people about "finning" and work toward eliminating the practice may use the photo at no charge simply by contacting Nancy and getting permission.

Nancy Boucha, besides her career as owner of Scuba Systems in Skokie, Illinois, is also a photographer and underwater photographer. Her work has appeared in Skin Diver Magazine, Aqua Magazine, in books, on WBBM-TV, Fox-32, and WGN-TV. Contact Information: Nancy Boucha, Scuba Systems, 3919 Oakton, Skokie, IL 60076, (847) 674-0222, (847) 674-0275 fax

<http://www.scubasystems.org/>  
[nancy@scubasystems.org](mailto:nancy@scubasystems.org)



**Finned Hammerhead**

*"Nancy's shot  
was taken in  
Indonesia"*



**SQUARE ONE PRODUCTIONS, INC.**  
great events start here

### Stuart Plusker of Square One Productions says:

The reason for my absence this month is that it's the fourth year in a row I'm on the committee for the River North Association to assist with plans for our Spring Fling & Annual Meeting. Actually, this year I'm the committee chairman.

It's always a terrific event, that in past years has found me working with guest speakers Alderman Burton F. Natarus- 42<sup>nd</sup> Ward, Paul Green (political analyst WGN TV/Radio), sportscaster Mark Giangreco from ABC 7, Allison Rosati (news anchor WMAQ 5), Bill Zwecker (entertainment reporter CBS 2/Chicago Sun-Times), and Charles Reiss (Donald Trumps right hand man, to discuss the new Trump Tower construction project).

This years meeting does not feature an esteemed guest speaker, instead

it will consist of a short presentation highlighting last years achievements, the induction of the 2006 Board of Directors and the presentation of our Best of 2005 Awards voted on by members! The award categories include Favorite Restaurant, Favorite New Restaurant, Favorite Business or Service, Favorite Retailer and Favorite Art Gallery. Following the meeting is an open networking party for all member companies, featuring food and drinks from some of our favorite local hot spots.

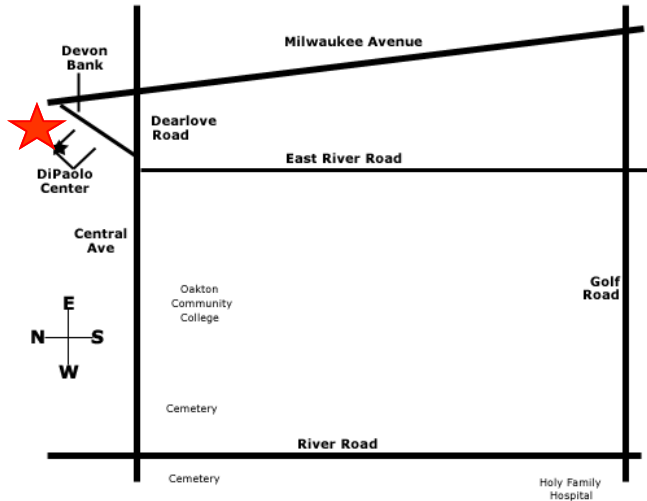
**Square One Productions** was responsible for finding and negotiating terms with the venue (Sound-Bar, 226 W. Ontario), program development, finding restaurant sponsors, Audio/Visual services, on-site logistics, securing necessary rental items (table, chairs, linens), and production of the Power Point presentation which runs in conjunction with the meeting & award ceremony (big thanks to Brian Whyers of Artistic Digital for the Power Point).

# Birthday Wishes to...

Executives Guild wishes  
these members a very  
Happy Birthday!

March 8	Bruce Pellegrini	Ideal Coffee	idealcoffee@hotmail.com
March 16	Howard Gallay	ACM Associates	
March 18	Bernie Dyme	Perspectives, Ltd.	bsd@perspectivesltd.com
April 6	Jerry Mayster	Mayster & Chaimson	jmayster@sbcglobal.net
April 8	Barbara Pantazopoulos	Synergy 3 Comm.	barb@s3communicationinc.com

## Map to Folio Press



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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:**     **Chicken Mediterreanean**  
                           **Grilled London Broil**

**Broiled Lake Superior White Fish**