



Executives Guild, Ltd. The Handshaker

VOLUME 44, ISSUE 5

“Shake hands and come out Selling”

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May 24, 2006—Meeting Notice

SMILE CHICAGO
SHELDON SEIDMAN, DDS

Click Here For
Instant Callback!

Call Today!
(312) 644-4321

Our Practice

The focus at SmileChicago <http://www.smilechicago.com> is simple - striving to provide our patients with quality care in the most comfortable environment possible. Not one detail is overlooked, from our warm, inviting atmosphere to our knowledgeable and friendly team.



Drs. Sheldon Seidman and Tracy Walsh have a passion for creating beautiful, lasting smiles - which has made SmileChicago a well-known name in the Chicago area. We place great importance on using the materials available and

staying on top of the latest technology. Your questions are welcome at any time, whether you're interested in explanations of some of our procedures or would like to discuss your overall dental health.

Meet the Doctors

At SmileChicago, we maintain the highest level of commitment to continuing education. Our knowledge of the latest procedures and technology, along with our dedication to superior craftsmanship, ensure each of our patients have healthy smiles they can be proud of.

Dr. Sheldon Seidman is a graduate of Northwestern University Dental School, where he was a clinical instructor for six years. He is active in both the American Academy of Cosmetic Dentistry and the American Dental Association, and has served as President of the North Side Branch of the Chicago Dental Society.

(Continued on page 6)

Meeting Time & Location

May 24, 2006

6:00 pm Networking

Dr. Sheldon Seidman

**400 N. Michigan
Chicago, IL**

7:00 pm Dinner

The 410 Club

410 N. Michigan Ave

Chicago, 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

Luggage & Leather Goods

Optometrist

Podiatrist

Window Cleaner

Ladies Clothing

Health & Fitness Club

Restaurant

Veterinarian

Cellular Phone Sales & Service

Accountant

Executives Guild, Ltd.

2006 General Meeting Calendar

“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”

January 25	Member Networking	
February 22	Closed—Members Only	Café Lucci, Glenview
March 22	Folio Press	Prime Minister
April 26	Artistic Digital	Five Seasons
May 24	Sheldon Seidman DDS	410 Club—Chicago
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

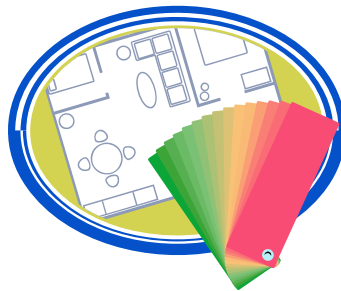
Designing Office Space

Designing an office can be an overwhelming experience. Many decisions have to be made such as space planning, lighting, material and finish selection. Each phase of design has to be properly thought through because of its impact on the client. Mistakes made mean having to live with them or paying the price of redoing work already completed.

Having an interior designer on your team of building experts, which may include an architect and general contractor, can save you from making costly mistakes, enhance the aesthetics of your office and make the design process run a lot smoother. You would not think of asking an electrician to fix a plumbing problem; you would consult with a plumbing expert. If you are designing an office, you should consult an interior designer. A trained professional, licensed in his or her state, will know the best usages of space, proper lighting

application, material and finish selection for your project.

Hiring an interior designer from the beginning of your project is a good idea. The designer should be working with the architect and contractor from the outset to help coordinate all



phases of the job and to prevent any miscommunication. A trained design professional will conduct a needs analysis survey for your project. Through meetings with you and your staff, important information can be ascertained that will be used in developing your plans and selecting your materials. For example, if you or a member of your staff has a

chronic back or knee problem, the designer may refrain from selecting ceramic tile for a floor application. Ceramic tile can be a very difficult material to stand on for any length of time. Hardwood or vinyl flooring might be a better choice in this situation. An interior designer can also address health and safety issues in a design plan.

Very few office situations are the same. Clients have different budgets, needs and space usages. An interior designer has the resources to find the proper furniture, materials and tradespersons to create an aesthetically pleasing and functional environment that reflects their individuality. Remember, one should be a well educated consumer in selecting the best possible design team for an office environment.

By Leslie M. Stern Design Ltd.

Sales Secret #10—Follow a System

submitted by Jody Williamson, Total Selling Solutions

Sales superstars follow a system. They are professionals, not amateurs. Amateurs do things by accident. Sales Professionals do things on purpose with a system. A system is simply a repeatable process that generates consistent results. Sales superstars have a particular way they sell. They have a process and continue to refine it instead of reinventing the wheel. They take ideas they like and use effective techniques to create a system that works for them. In this way, they make a personal method of selling that is both unique and effective.

Poor salespeople often find themselves throwing things against the wall and seeing what will stick. This is a poor way to behave. Even if some-

thing effective is discovered, there is no infrastructure to replicate it. Great salespeople do not fly by the seat of their pants. They break the sales cycle down into smaller chunks. The system becomes repeatable and helps move deals through the sales cycle. They know what they are doing and why they are doing it. They have a playbook to follow. They move through established steps which allows them to map out where they are. Where others hope, wish, guess, and dream, sales superstars plan and succeed.

Find a system that works for you. The simplest way is to adopt a proven sales methodology. There are several out there. Then use that as an outline and customize it for your strengths and personality.

There is no such thing as a sales system that works for everyone. There are simply good models that need to be tweaked for the individual sales person. When you find a methodology that suits you best, customize it and begin to execute. If you stick to a proven system you will find that results will come. If you don't have a plan you'll be part of someone else's plan. Have a plan, be consistent, and succeed.

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“Great salespeople do not fly by the seat of their pants. They break the sales cycle down into smaller

Message from the EGL President - Stuart Plusker

Dear Fellow Guild Members,

We are please to **welcome** to the organization our newest member:

[Americna Chartered Bank](#)

[Michael T. Moran](#)

[932 W. Randolph St.](#)

[Chicago, Illinois](#)

[Sponsor: Mark Milstein](#)

We have also received an application for membership from:

National Realty Network

135 Park Avenue

Barrington, IL

Contact: Kris Keller

Sponsors: Scott Weingart & Mark Milstein

Category: Commercial Real Estate Broker

History:

They are a commercial/industrial real estate broker. In business for 10 years with 13 employees. Kris is a member of other associations and organizations.

If you have any comments or questions about this applicant contact Alex Ziogas, AZBS, V.P. Membership, at 312-474-9400.



Executives Guild, Ltd.

Employee Assistance Program (EAP)

Devote energy to your greatest resource; *your employee*

“Anyone who truly believes that people can separate their personal and work lives is either naïve or in denial”

“United Airlines estimates a \$16.95 return on investment for every dollar spent on its EAP”

Creating a great place to work will enable organizations to realize greater productivity and profitability. Too often business owners and managers focus on their machinery, operational processes and other non-human elements without devoting energy to their greatest resource; their employees. Although we want our employees to make work a high priority, we don't understand that until and unless they feel that their individual needs are being addressed will they have more time or energy to devote to meeting the organization's needs. Therefore, it is critical to help employees maintain a balance between their work and personal lives.

Anyone who truly believes that people can separate their personal and work lives is either naïve or in denial. Take Ernie for example. He was an extremely efficient and productive IT manager who had been with his company for 15 years and consistently scored high marks on his annual evaluations. When, one day his mother was diagnosed with a very aggressive form of breast cancer, Ernie's personal world was turned topsy-turvy. Although he continued to produce at a very high level, people began to notice changes. Because there was no drop off in Ernie's productivity, people just ignored the fact that he had become less approachable and more irritable. As his mother's cancer progressed however, Ernie's performance

began to suffer. His absenteeism increased and the quality of his work began to deteriorate.

Contrast this with Matt, an accounts payable manager for a small wholesale distributor. When his father-in-law, who lived in another city, began to demonstrate signs of dementia and grew less able to live independently, his manager reminded him about the company's Employee Assistance Program (EAP). Since Matt had already seen the posters, brochures and orientations, he was aware of the program and contacted them for assistance. The counselors gathered information and provided him with resources for in-home care, caregiver guide resource books, a caregivers' support group and counseling. The EAP also provided him with legal services to update his father-in-law's will, establish a health care power of attorney and create a living will.

Without help, Ernie was destined to spiral downward in his personal life and, as a result, in his professional duties as well. Neither his employer nor he will come out on top. In the second situation however, both Matt and his employer won. Matt was provided with a comprehensive array of assistance that allowed him to be more present and productive at work. His employer not only had Matt performing at or near his usual levels but also now had an employee who felt

valued and was more likely to remain with that company. Matt's company saw that investing in its employees had both a short and long term return.

Clearly, taking care of employees' individual needs will enable them to be more willing and able to take care of the organization's needs. This extends to developing employees as well. When an organization takes the time to help its employees develop professionally through good supervision and training, then the likelihood of lower turnover is increased. This means creating a culture of lifelong learning where people can develop their skills, share what they have learned and contribute to the overall success of the company. Here EAPs also provide assistance. Coaching, conflict resolution and change management are only a few of the services that will contribute to this overall productivity. All of these services are designed to allow the managers to focus on their duties and overall department and company-wide performance by dealing proactively with potential obstacles.

(Continued on page 5)

*Bernie Dyme
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Chicago, IL
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Email: bsd@perspectivesltd.com*

Interior Design Report

5 Tips for a top-notch reception area

First impressions count! Is your reception area making a positive statement about your office? Heighten the image of your company with these five visitor-friendly enhancements:

1. Provide chairs with adjustable tablet arms so that visitors can use their laptops and do other work. Waiting time spent productively will seem shorter to your guests.
2. Install a lower, wheelchair-accessible, reception area counter. This accommodation to the disabled and elder population is a feature that every guest can appreciate.
3. Replace existing light bulbs with color-corrected bulbs. Office interiors look more attractive with warmer, more natural, illumination and your guests will benefit from improved light for reading.
4. Add a closet or coat corner so that your guests do not have to drag their coats with them.

5. Replace worn carpet with a level loop carpet for greater mobility for visitors with walkers, wheelchairs, strollers or crutches. Quality carpeting looks better, has a longer life, and saves you money in the long run.

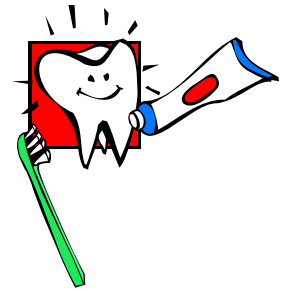
These modest investments in visitor comfort communicates caring and will pay off in increased satisfaction and referrals.

Leslie M. Stern Design

Ph: 773-248-2049

Email:

nwmexico@sbcglobal.net



“modest investments in visitor comfort communicates caring and will pay off ”



Employee Assistance Program (EAP)

Devote energy to your greatest resource; *your employee*

(Continued from page 4)

Most Fortune 500 companies already have EAP and WorkLife programs but they are also available to small and mid-size companies as well. And they are very inexpensive, especially in light of the return on investment (ROI) which is anywhere from 3:1 to 25:1. They truly support employees and will allow a company to attract and retain good employees. More importantly they allow an organization to show that they are investing in their employees in a true partnership for success.

Up to 68 percent of all workers will, at some time, experience workplace problems severe enough to prevent them from coping with day-to-day duties.

The problem employee costs the typical American company an average of 25 percent of his or her salary per year.

For every dollar invested in an EAP, employers can expect to save from \$5 to \$16.

General Motors' EAP saves the company \$37 million per year—\$3,700 for each of the 10,000 employees enrolled in the program.

United Airlines estimates a \$16.95 return on investment for every dollar spent on its EAP.

The City of Los Angeles Department of Water and Power reported saving \$350,000 over 5 years in reduced sickness and absenteeism for employees with alcohol problems.

46% fewer cases of sickness disability claims (**Illinois Bell Telephone**).

Birthday Wishes to...

Executives Guild wishes
these members a very
Happy Birthday!

May 13	Edie Jerome, Metro Mortgage	idoloans13@ameritech.net
May 20	Maurice Forde, Forde Windows/Doors	forde@earthlink.net
May 24	Dick Hochschild, Am. Weathermakers	hochscr@ac-heat.net
May 26	Marcy Gelber, Bannockburn Travel	mgelber@bannockburn.com
May 28	David Ariano, Ravinia Plumbing	info@ravinia plumbing.com

Smile Chicago

(Continued from Page 1)

Perhaps more importantly, Dr. Seidman has completed prestigious post-graduate programs at both the Las Vegas Institute for Advanced Dental Studies and the Pacific Aesthetic Continuum. He has honed his skills to such degree that he is now serving as a Clinical Instructor for The Hornbrook Group, sharing his knowledge of cosmetic procedures with dentists from around the world.

Dr. Tracy Walsh graduated from University of North Carolina, Chapel Hill, and then received her DDS from University of Illinois of Chicago. She is an active member of the American Dental Association and the Chicago Dental Society. Although not yet an instructor for The Hornbrook Group, Dr. Walsh serves as part of the clinical support team during the live patient courses and as a member of the organizational team for the seminar series.

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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: Hunter style Chicken with Artichokes, Forest Mushrooms & Tomato
 Broiled Salmon with Cucumber Relish
 Beef (surprise)