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Progressive Networking Meeting—September 23, 2009



"It takes insight and action to be a great networker"

*"Networking is about working to achieve a specific goal,
accidental one shots do not give you anything"*

Tonight is the second of our 2009 Progressive Networking Dinner Meetings where you will join 52 other members & their guests as you introduce your company to others at the table.

New this meeting...Sponsor/Exhibitors.

We will be joined by member companies and member suppliers who will be available, during the networking hour, to show/discuss their products and/or services with you. You will be given a "Passport to Profit" that each exhibitor will stamp after your visit with them. This passport is good for special drawings for items donated by our guest exhibitors. Please be courteous to our guests when getting your passport stamped.

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 **5:30 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 (3) minutes to make a presentation. 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 three (3) minutes allocated.

Please come prepared with: Business Cards; Brochures; Samples and whatever else you feel will help you with your message.

Finally, **this is a membership drive**, so please get started on finding a guest who has the potential to become a new EGL member. Remember, before you invite that person, contact Ira Chislof, V.P. Membership who will help you qualify your guest.

Don't forget to bring a food item for our Food Drive to this meeting.

Meeting Time & Location

August 26, 2009

5:30 pm—Networking

6:30 pm— Dinner & Program

*Renaissance Chgo
North Shore Hotel
933 Skokie Blvd.
Northbrook, IL*

*Please all member and their guest
must RSVP by*

using the reply button

on the last page

Program Format:

5:30—6:30 Networking and meeting Sponsor/Exhibitors

6:30—Round #1—Salad

7:00—Round #2—Entrée

7:30—Round #3—Dessert/Coffee

2009 General Meeting Calendar

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



September 23	Networking Event—Member Drive	Renaissance North Shore
October 28	Allura Jewelers	Trax Grill
November 18	The Seafood Merchant	TBD
December 9	Holiday Dinner/Installation	TBD

Smile of the Month

Family Tree of Vincent Van Gogh...

- His dizzy aunt **Verti Gogh**
- The brother who ate prunes **Gotta Gogh**
- The brother who worked at a convenience store **Stop N Gogh**
- The grandfather from Yugoslavia **U Gogh**
- His magician uncle **Where-diddy Gogh**
- His Mexican cousin **A Mee Gogh**
- The Mexican cousin's American half-brother **Gring Gogh**
- The nephew who drove a stage coach **Wells-far Gogh**
- The constipated uncle **Can't Gogh**
- The ballroom dancing aunt **Tang Gogh**
- The bird lover uncle **Flamin Gogh**
- The fruit-loving cousin **Man Gogh**
- An aunt who taught positive thinking **Way-to-Gogh**
- A sister who loved disco **Go Gogh**

I saw you smiling... there ya Gogh!

EGL Food Drive

As you are aware EGL will be participating in a food drive to help support the local food pantries. Food pantries currently serve over a thousand households in just Niles Township alone. Each month they are serving more than the previous month. All Cook County food pantries and soup kitchens have reported a 36% increase in clients due to the economic downturn. Funding from the state has been cut dramatically to food assistance programs. People who have never used food pantries before are now using them.

These people need our help with not only food but with things like baby formula, diapers, toilet paper, razor, shampoo, bar soap and laundry detergent just to name a few items.

So Members and Guests we ask that you bring to the September meeting some non perishable food items or any of the items mentioned above.

We will also have our \$5.00 badge drawing with \$4.00 going to our fund to donate for the purchase of turkeys for Thanksgiving Dinners.



Ten Tips for successful Business networking

Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.

Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.

Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.

Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.

Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.

Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.

Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.

A Seasonal Reminder from Duxler

Now that Fall is upon us, we wanted to remind you that now is a great time to have your vehicle inspected and to perform important maintenance work. Before we know it, the Winter cold will be here and your cars, vans, and small trucks will be taxed by the extreme weather conditions typically found in Chicagoland.

Among the most critical areas to check this Fall are your:

- **Blades.** Wiper blades that were installed new last spring may be ready for replacement this fall. Over time wiper blades develop cracks and tears. In addition, wipers tend to build up a thin layer of grime during the summer that keeps the rubber blade from contacting the glass, which could result in smeared windshields and poor visibility.
- **Batteries.** Battery cables and posts accumulate corrosion and require periodic cleaning. Extreme temperatures, battery age and cranking power are determinants as to whether a vehicle will start. Duxler's technicians use professional equipment to determine if the battery is weak, while also checking the condition of the starter and alternator.
- **Brakes.** A thorough inspection at Duxler includes a "wheels-on" inspection – to help identify wheel alignment problems, sticking calipers or warped rotors – as well as a "wheels-off" inspection of the various brake parts. We also check the brake fluid. Low levels can cause a dangerous loss of braking performance.
- **Belts and Hoses.** Waiting until a belt or hose breaks is too late, leaving you stranded until it is replaced. To check the status of your engine belts yourself, inspect for cracking and pliability. If they are rigid, they should be replaced. Hoses deteriorate from the inside out. Have us test them for spongy, brittle or bulging areas.

In addition to inspecting the "4 Bs," Duxler's fall maintenance program includes:

- Changing the oil
- Checking the radiator fluid levels
- Inspecting or replacing the oil filter and the air and cabin filters
- Inspecting the heating and exhaust systems
- Balancing and aligning the wheels
- Topping off all fluids
- Examining lights to make sure they work and that headlights are properly aimed
- Rotating the tires, checking the tire pressure and inspecting the treads for wear

To learn more about any of the information in this article or to have your vehicle evaluated, please visit any one of Duxler's 5 locations along Chicago's North Shore. You can also visit us on the web at duxlertire.com. Please stay in touch with me on [Facebook](https://www.facebook.com) by becoming a friend of [Duxy Duxler](https://www.facebook.com/Duxler) or a [fan](https://www.facebook.com) of Duxler Complete Auto Care.

Business Networking To Increase Profits

1. For most independent professionals, effective networking should be a driving force, if not the central component of their marketing efforts.

It's not what you know but who you know that gets you in the door. Over time effective networking can generate a steady stream of referrals and help your business grow.

Your networking strategy can largely replace cold calling, advertising and other less productive marketing efforts.

2. Most people lack an understanding of how to network to fuel business growth or further their careers. The result is that most people spend too much unproductive time networking with friends and colleagues and have little to show for their efforts. If you're an extrovert, meeting lots of people may be your idea of fun. If you're an introvert, it can be a struggle unless you understand how to network to get more clients. For most people, networking without a clear strategy is like investing by throwing darts at the stock page blindfolded.

3. The primary objective of networking should be gain an understanding of others' concerns and problems. Then you can make quick assessments as to whether they would have any interest in the solutions you provide. The objective of networking is not to expound on your credentials. Most people waste the few precious moments they have with new and existing contacts by focusing on themselves. Better is to spend most of that time asking questions and collecting information.

[Be more successful with a brilliant marketing message and elevator speech.](#) You'll improve your business networking and help people understand how you can help them so they'll buy from you.

Learn how to craft yours with [15 Second Marketing](#) and start getting your prospect's attention.

Want more clients and job offers? Learn how to quickly build a business network of thousands of people and get more people to hire you and buy from you.

4. There are many effective ways to network, some far more productive than the typical personal conversation. It's more useful to:

Have a succinct "elevator speech", a 30 second description of the problems you solve, is an essential networking tool.

Use questions to identify individuals primary concerns and at least one piece of personal information.

Refer your contacts to people in your network who can solve their problems. The benefit of this approach is twofold. First, you'll be seen as a problem solver, and second, those people who benefit from your referrals are more likely to provide you with referrals in return.

Provide valuable information on a regular basis for free. A weekly or monthly newsletter is one way to establish your credibility. When this missive provides solutions, it will be shared by people in your network, further lengthening your list of contacts.

[Be more successful with a brilliant marketing message and elevator speech.](#) You'll improve your business networking and help people understand how you can help them so they'll buy from you. Get "[15 Second Marketing](#)" to get more prospects' attention.

Get more clients and job offers. Learn how to quickly build a business network of thousands of people and get more people to hire you and buy from you. [Order the Business Networking Handbook.](#)

5. Most people rely on serendipity for results. It certainly doesn't hurt to let people you meet know about the types of problems you solve, but if you want to get better results and increase business, **target your networking.** Identify the people you want to make contact with, whether prospects or potential marketing alliance partners, and make carefully researched efforts to build relationships. This approach takes more time on your part, but it gets results.

6. Your networking efforts will be a waste of time without effective data management. When you meet or contact people, **enter the information you learn into your contact management software;** make note of their interests, what you've shared with them, and when and how to contact them next.

7. People have short memories. **Follow-up regularly with members of your network** or they'll forget you exist and more importantly they'll forget that you are the best person to solve their financial, legal, human resource, design, or other problems. Contact the people in your network in some way at least once a month

The Agony of Migraines Yields to Gentle Chiropractic Care

Migraine sufferers know how miserable life can be when experiencing this type of headache. And because these headaches can be so hard to handle, the pharmaceutical industry presents us with stronger and stronger medications to help manage the pain.

Now, fortunately, Chiropractic adjustments have shown effectiveness in improving pain and reducing reliance on drugs, as reported in a recent study.

In the study, 127 migraine sufferers were treated with either Chiropractic or a non-Chiropractic placebo treatment.

Subjects in the manipulation group demonstrated statistically significant improvement in migraine frequency, headache duration, disability and medication use. Twenty-two percent of the study participants reported more than a 90% reduction in migraines after two months of spinal manipulative therapy, with approximately 50% more participants reporting significant improvement in severity of migraine episodes.

Submitted by:

Ira Chislof

Chislof Chiropractic & Wellness Center

847-588-0800

Thanking Your Clients is Most Important in Tough Times

Anyone that reads this article and tells me will get 20% off of their holiday food gift order, when place by October 15!



20% of your clients give you 80% of your business, so you want to thank them for that business and make sure they continue to do so. A tasteful gift will accomplish both goals. There are items at every budget and for every audience and they are branded with your company logo, not Harry & David or some other retailer.

Planning early will save you 20% and make sure your gifts arrive on time. They can be drop shipped to your clients or delivered to you for personal delivery at any time. What about being the first gift your client receives by sending it for Thanksgiving? Now, more than ever, clients must know that they are important and this is a very economical way to let them know. Please call

Together, we can Build Business Through Relationships

Thank you.
Ken Dermer, REMRED
 847-677-1999 x22
www.remred.com



2009 Open Categories:

Moving & Storage Company
 Marketing Agency
 P. R. Firm
 Security System Sales and Repair
 Employment Agency
 Residential Roofer
 Optometrist
 Bookkeeper
 Limo Service

Senior/Retirement Community
 Ladies Clothing
 Health & Fitness Center
 Property Manager
 Ad Agency
 Restaurant—Hotel
 Retail Shoe Store
 Podiatrist

Coffee & Vending Company
 Automotive Dealership
 Lighting Supplies & Services
 Personnel Agency
 Fitness Trainer
 Investment Banker
 Graphic Artists & Designers

Birthday Wishes to...

Happy Birthday
from the
Executives Guild

September 5	Nancy Boucha, Scuba Systems	nancy@scubasystems.org
September 17	John Miller, Passport Software	jmiller@pass-port.com
September 18	Jody Williamson	jwilliamson@sandler.co.

REMEMBER... at every Meeting...

you will have 20 seconds to make your introduction. Each intro will be monitored for time and you be alerted when your time is up. Confine your time to introducing your company and do NOT include a Thank You. The Thank You time will be at the end of the meeting.

Executives Guild, Ltd.

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Suite 307

Phone: 312-604-5018

Fax: 312-604-5014

E-mail: paksmi@rcn.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 V.P. Membership– Ira Chislof before extending your invitation.)

Prospect Name:

Prospect Company:

Phone Number:

eMail:

Category represented:

Food Choice: Chicken Salmon Sirloin Steak