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August 24, 2011 - Meeting Notice

Oh! My Aching Back

This Wednesday at 6PM we will be meeting at Chislof Chiropractic and Wellness Center.

Chislof Chiropractic and Wellness Center has been serving the community since 1982 and moved to its present location at 7329 N Harlem Ave., Niles, IL on January 1, 2007. The Purpose of our wellness center is to support as many people as possible in their quest for health and to educate them about chiropractic and other natural, drug-free healing methods so that they may in turn, educate others.

As a **special gift to their Executive Guild members**, this evening we will be providing 3 services free of charge. These services will help you find out how your body is holding up under the stress and pressure of your daily life.

Everyone who participates will be entered in a drawing to win a special gift!

All members are required to attend the member hosted portion of the evening.

Meeting Time & Location

August 24, 2011

6:00 Networking: Chislof Chiropractic Center

7320 N. Harlem, Niles, IL

7:00 Progressive Dinner: White Eagle Restaurant

6839 N. Milwaukee Ave., Niles, IL

847-647-0694

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

2011 General Meeting Calendar

| | | |
|--------------|--|------------------------|
| August 24 | Chislof Chiropractic | White Eagle—Niles |
| September 21 | Networking—(Start Now Inviting Guests) | Skokie Banquets—Skokie |
| October 26 | Matrix Payment Systems | Double Tree-Skokie |
| November 16 | Security: BSSI2, Sealtight, Mustang | McCormick & Schmick's |
| December 7 | Holiday Dinner/Installation | TBD |



Six People a Day Have the Wrong Arm or Leg Removed

Submitted by Dr. Ira Chislof

According to the Joint Commission, a Chicago-based group that accredits the nation's hospitals, wrong-site surgery occurs an estimated 40 times a week in U.S. hospitals and clinics.

In other words, roughly six people every day have the wrong arm or leg amputated, the wrong kidney removed, the wrong shoulder or knee or eye or foot sliced open and needlessly messed around with.

Errors also include operating not on the wrong body part, but on an entirely different patient or operating on the right patient, but using test results and X-rays, for example, from another patient. The list of mishaps is almost as long and complex as your imagination can make it.

Rules adopted nationally in 2004 required preoperative verification of important details; marking the patient's skin on the surgical site with a felt-tip pen, so everyone can see exactly where to operate; and before starting surgery, everyone in the operating room taking a special "timeout" to confirm that every detail is properly understood and set up.

Unfortunately, in spite of the new rules, wrong-site surgeries are seen to be increasing, not decreasing. Among the many reasons cited for the failure of the rules to reduce errors was one especially worrying fact: Surgical team members often see or suspect a mistake is being made, or is about to be made, but fail to speak up because they are intimidated by the surgeon – the captain of the surgical team. Investigations have shown that some surgeons even refuse to participate in the time-out and fail to

mark the surgery site.

Almost any profession has its share of prima donnas, and it's a well-known fact that surgeons are sometimes seen as "tin gods" with inflated senses of self-importance. Such people brook no criticism, and their disapproval can cost a team member his or her job. But for patients, it's costing them, literally, an arm or a leg.

Because medical error reporting is voluntary in most states, it is pretty certain that regulators are seeing only a fraction of the errors that are actually taking place.

A recent study in *Health Affairs* magazine pretty well sums up the seriousness of the situation. Researchers found that adverse events in the nation's hospitals are 10 times greater than currently reported using the usual reporting tools. Even more shocking, adverse events occur in fully one-third of all hospital admissions.

For someone entering a hospital, for any reason, here's the current scenario – not an enticing advertisement for the most expensive health care system in the world:

- One of every three patients admitted should expect some form of medical error to be committed on them.
- How serious it will be is anyone's guess.
- There's a 90 percent chance that the hospital and physicians will never report the mistake.

Chislof, Chiropractic & Wellness Center

847-588-0800 bigboy0400@sbcglobal.net



Getting Focused Is Not an Excuse for Lack of Activity

Becoming very focused on what you need to do to accomplish your sales goals seems like an appropriate thing to do. Homing in on exactly what needs to be done, how it needs to be done, and when it needs to be done might be considered an essential element for developing an effective plan. And it is...until the "getting focused" becomes an activity onto its own.

Too much research and planning can be worse than no research and planning.

How can that be?

If you performed no research, had no plan, and no strategy, but instead, just pulled up your prospect database and started making phone calls...or went out and started "knocking on doors," at least you'd be doing something. Some people would talk to you; some wouldn't. Some people would have a meaningful conversation with you; others would dismiss you quickly. Some people would qualify as prospects; some wouldn't. And, some people, not prospects themselves, would point you in the direction of others who may be.

Even though your activity would not be based on or directed by a well-thought-out plan, it would be ACTIVITY. And, results come from "doing," not "thinking" about what to do. So, invest a sensible amount of time to do the research, target your prospects, and develop your plan—then ACT!

John Martin and Jody Williamson

Northbrook and Chicago

Visit Sandler Training's Website:

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Tips on Bathroom Safety

Many household accidents happen in the bathroom; water and slippery surfaces can cause problems when people aren't careful. But bathroom accidents are easy to prevent by following a few simple steps:

1. Make sure your bathtub or whirlpool has a slip-resistant bottom; Most new tubs have a textured slip-resistant bottom that helps provide stability.
2. Install grab bars around the room, such as next to the bathtub or near the toilet. You might even use one as a towel bar (A towel rack won't support your weight if you fall).
3. Install clothes hooks above eye level, so if you slip and fall, nothing can poke you in the eye.
4. Use a night-light to prevent trips and falls at night.
5. Don't build more than one step up to the bathtub or whirlpool - in fact, having no step is preferable.
6. Choose a vanity and vanity top with rounded edges.
7. Make sure doors open out. If someone falls, lands against the door and can't move, they will be trapped.
8. Never leave small children alone in the bathtub; not even for a split second, and especially not to answer the phone.
9. Use a faucet that has a Hot-Limit Safety Stop feature, which allows you to prevent water that's too hot from coming out of the faucet. This is an especially useful feature if you have small children. You might also consider turning down the water temperature for the whole house supply.
10. Consider installing an anti-scald pressure balanced valve in your shower; that way, if there's a sudden drop in water pressure while you're showering, you won't suddenly be pelted with hot water.
11. Use small ceramic tiles or a less slippery floor material. Avoid scatter rugs that slide around.
12. Have a pull-out step so kids can reach the sink.
13. Avoid scattered rugs that slide around.
14. Include seating wherever you can, specifically in the shower.
15. Throw lots of light around, including lighted switches and a night light.

For more safety tips for your bathroom or ideas on how to make your bathroom more handicapped accessible, please give me a call at

**Ravinia Plumbing at (847) 432-5561 or visit us at
www.RaviniaPlumbing.com**

HOW WILL YOUR COMPANY HANDLE THIS ECONOMY?

By John Miller – Passport Software, Inc.

Well, congratulations! You're still in business! You have hung in there during a long and deep recession. It has not been easy. Well done! And while many companies are still struggling, economic recovery is beginning to affect some sectors other than those assisted by the bailout - big banks and road construction.

So, how and when will this impact your company?

Recovery or growth presents a whole new set of challenges just as important as those of the recession, but potentially much more rewarding to deal with. After several years of recession, your company has survived by making difficult decisions - cutting back on many things - inventories, expenses, marketing programs, infrastructure systems and yes, wages and personnel.

You have hopefully retained your key personnel, and they have most likely worked very hard and worn numerous hats to keep things going. Chances are that a flood of business right now would cause serious problems due to a shortage of inventory, staff and the smooth running processes that made your business tick like clockwork before the recession. So how can you prepare for growth, but without betting the ranch? Most business owners are gun-shy about committing resources before seeing proof positive of a sustained upturn. How can you be prepared to capitalize on opportunities in a very competitive environment? Not every company will be prepared and that will create opportunities, but only if you can deliver the goods and service your customers' needs.

I have two words of advice for you. Rebuild infrastructure.

How old are your computers and the software you are using? Have you done any updating since Y2K? Many companies last spent money on their systems in the late 1990's to prepare for Y2K and have been using the break/fix model since then. That means that you are driving the computer systems equivalent of a model T Ford to run your business. Last-century software should be updated or replaced to provide the modern tools that will help you compete in this market by making your staff much more efficient.

It takes time and energy to upgrade or replace old, inefficient systems and that is the last thing you want to have to do when your customers are screaming for product. Most companies prefer to wait until their "slow season" to implement major infrastructure upgrades in order to not hurt customer service levels. Well if your recovery has not yet started, this is the slow season to consider those systems improvements that will prepare you to operate like a well-oiled machine for years to come and to provide the responsive customer service that created your past success. With modern efficient systems in place you will be able to tighten up your control of inventory, give your field and in-house sales team easy access to key inventory and customer data and improve your management reporting so you will purchase smarter, sell smarter, and keep your customers pleased with your performance and coming back for more. Because some of your competitors will not be as prepared, you have opportunities to grow stronger and increase your market share.

Now you probably are thinking, maybe I will wait a little longer, but stick with me a little longer. Do you remember when you started your business? When was it? What year? What month? Who was there with you as you planned your launch? What were you planning to do? Please think back about this time for a couple of minutes.

OK. Now do you recall your attitude at that time? Was it one of caution or fear? Most likely you were excited, confident, thinking about the future and making big plans. That is how entrepreneurs think. That is how entrepreneurs create this economy, by dreaming up better ways to get things done. If you remember thinking this way, maybe you could rekindle some of that creative energy and get your company better organized and prepared to kick some you-know-what by providing a whole new level of customer service and operational efficiencies. It is possible to succeed even in a weak economy. It's your decision.

If you decide to go for it, call us. We can help.

Passport Software—847-729-7900x104



Holiday Greeting Cards

To My Guild Members:



Ready or Not, It's Time To Order Your Holiday Greeting Cards again. They are a nice way to show your friends and business customers how much you appreciate them. Folio Press offers you a fine selection of over 20 different 2010 Holiday Card Albums, featuring many holiday themes and finishes of rich embossing, sparkling foils, and beautiful colors. In addition, we now proudly offer a selection of cards made from recycled materials, and carry photo cards.

Our Company will make ordering holiday cards easy and convenient for you. Our store hours are 8:30 a.m. to 4:30 p.m. Monday through Friday.

You are also welcome to check out albums overnight to help assist you in your selection.



Our **EARLY-BIRD BONUS SPECIALS**, will run thru the month of September at a 15% Discount on cards ordered. In fact, if you take advantage of Folio Press Early-Bird Special and place your order by September 30th, many of our suppliers are offering FREE imprinting of your return address on the back flap of the envelope with imprinted cards. During the month of October the in-house discount is 10%, and November discount is 5%.

We provide Full-Color Digital and Offset Printing

We look forward to hearing from you!

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Duxler Complete Auto Care's High Mileage Superstars

Most consumers trade their cars in at 55,000 miles – but not Duxler customer Lonnie Gossen. Lonnie bought his 1998 Nissan Altima when it had 30,000 miles on it. Lonnie's car reached the 300,000 mile mark on May 13, 2011, and he celebrated that milestone with a cake and his friends at Duxler Complete Auto Care in Skokie.

"The folks at Duxler have been taking excellent care of my car for seven years, and I thought we should celebrate together. I never thought I would drive it for 300,000 miles, but it runs great."

Gossen, a Skokie resident and a Senior Account Manager for B2B Industrial Packaging in Addison puts about 30,000 miles a year on his Altima. He figures he has saved thousands of dollars over the years by avoiding a monthly car payment. "Sure, I have had to put some money into the car every few years, but it runs like a dream and I'm going to drive it as long as I can."

Gossen advises fellow car owners who want similar success to "Find a mechanic you can trust and follow your car's scheduled maintenance. Pay attention to the mechanic's recommendations, and take care of repair items when you need to."

If you were impressed when Lonnie's car reached 300,000 miles, you'll really be impressed with Tony Bethel, whose Jeep Cherokee reached 400,000 miles on July 5. Tony brought sparkling cider and doughnuts to celebrate with his pals at Evanston Duxler.

Tony, who lives in Kankakee but works in Chicago, started coming to Duxler in 1999 with his Nissan Sentra. He had heard good things about Duxler, and he liked the service and the people "They always make you want to come back." (Besides, he likes the way Kieesha S. answers the phone – and they share the same birthday.)

When Tony's Sentra was badly damaged in an accident (it had 270,000 miles on it), he purchased his 2001 Jeep Cherokee. He's been returning to Duxler for maintenance and repair on that car ever since.

We asked Tony why he keeps his high-mileage car in a world where most people trade their cars in after 50,000 miles. "I think it's greener. It's less wasteful. I hate all that consumer pressure to buy a new car when I have a perfectly good one. I'd rather focus on keeping it well-maintained. I love this car."

Duxler Complete Auto Care

847-869-3200

**Happy Birthday
from the
Executives Guild**

Birthday Wishes to...

| | | |
|--------------|---|------------------------|
| September 5 | Nancy Boucha, Scuba Systems | nancy@scubasystems.org |
| September 17 | John Miller, Passport Software | jmiller@pass-port.com |
| September 22 | Burt Horowitz, Garvey Office Products | burt@garveysop.com |
| September 23 | John Rudnick, Mustang Internet Services | jr@johnrudnick.com |

Thanks you everyone for sending me all those articles. I'm saving some for next.

Action Items

EGL Open Category List

| | |
|---------------------------------|---------------------|
| Auto Dealership (sales) | Podiatrist |
| Cellular Phones (sales/service) | Restaurant |
| Landscape Services | Residential Roofing |
| Optical/Optometrlist | Veterinarian |

Meeting Attendance & Dress Code:

1. It is the obligation of every member that attendance at monthly general meetings should be as follows:
"Members are required to attend ten (10) meetings in a calendar twelve (12) month period."
2. Business Casual is the dress code for our meetings.

Executives Guild, Ltd.
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Suite 301
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E-mail: patkelps@globalgds.com

**Executives
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Building Business Through Relationships

We're on the Web
www.theexecutivesguild.org

Reply Form

Fax to: 1-224-612-5707

(If you are considering bringing a guest, don't forget to contact the office or V.P. Membership– Ira Chislof, 847-588-0800, before extending your invitation.)

Prospect Name:

Prospect Company:

Phone Number:

eMail:

Category represented:

Food Choices: ___ Grilled Chicken Polanaise ___ Filet of Sirloin ___ Sea Bass (baked)