



## 2011 Board of Directors

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312-444-9648

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**Yehuda Cohen**

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312-423-5500

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Chislof Chiropractic Center  
847-588-0800

### V.P. Programs

**Ken Dermer**

Remred Business Promo  
847-677-1999

### V.P. Business Development

**Marcy Gelber**

Travel by Marcy  
847-897-7011

### Past President

**Mike Moran**

American Chartered Bank  
312-492-1104

## Directors at Large

### Larry Estes

Catering by Max's  
773-989-4488

### Bill Factor

Chicago Messenger Service  
312-666-6800

### Dean George

Matrix Payment System  
847-310-0455

### Don Johanson

Johanson Corporation  
847-813-5421

### Steve Lewis

Lewis Floor & Home  
847-835-2400

## July 27, 2011 - Meeting Notice

# Meet Our New Members

This month's program begins the day with our 16th Annual Golf Outing. If you are playing please plan to arrive at the club house by 11:45 a.m. so that you can have lunch and tee off at 12:45 p.m. The second part is our General Membership Meeting beginning at 6:00 p.m. with a networking reception followed by dinner and presentations at 7:00 p.m..

Each of our new members will have time to present their company and the types of services they provide. Each new member should be prepared to speak for 3 minutes. This is their opportunity to inform you about the types of referrals and businesses they would like to meet.

If you haven't already done so pick up the phone and give our new members a call.



### Retirement Plan Admin

E.R.I.S.A., Inc.  
Richard Perlin, President



### In-Home Caregivers

Home Helpers of Northeastern IL  
Joy Schaefer, Co-Owner



### Senior Move Managers

Paxem, Inc.  
Jennifer Prell, President

## Meeting Time & Location

**July 27, 2011**

**New Member Presentation**

**Networking & Dinner**

**6:00 p.m.—Glencoe Country Club  
621 Westley Road, Glencoe, IL 60022**

**847-835-0250**

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



### 2011 General Meeting Calendar

July 27	Golf Outing & New Members	Glencoe CC—Glencoe
August 24	Chislof Chiropractic	White Eagle—Niles
September 21	Networking—Guests Invited	TBD
October 26	Matrix Payment Systems	Double Tree-Skokie
November 16	Security: BSSI2, Sealtight, Mustang	TBD
December 7	Holiday Dinner/Installation	TBD

## START WITH CHIROPRACTIC TO SAVE MONEY ON HEALTHCARE FOR BACK PAIN

Submitted by Dr. Ira Chislof

Did you know that back pain is the tenth most costly health condition treated in the United States? Not only does this represent a lot of people in pain — up to 85 percent of Americans — it also adds up to a lot of money, about \$50 billion a year. However, a new study shows that about \$20 billion of that total could be saved if people suffering from back pain saw a chiropractor before visiting another type of doctor or practitioner.

This incredible data was gathered by reviewing 85,000 patient records for Blue Cross Blue Shield in Tennessee.

Each of the patients had access to needing a referral, were allowed was no difference in the co-pay.

When the records were reviewed, it pain care were 40 percent less if the chiropractor.

Had all of those patients seen a resulted in a savings of \$2.3 million for

Rick McMichael, president of the commented: “As doctors of

our care often helps patients avoid or reduce more costly interventions such as drugs and surgery. This study supports what we see in our practices every day. It also demonstrates the value of Chiropractic care at a critical time, when our nation is attempting to reform its health care system and contain runaway costs.”

If patients who are having trouble getting their insurance carrier to pay for Chiropractic, or if limits are being put on coverage or visits, make this study known. It could motivate a change in the insurer’s policy.



treatment by an MD or DC without unlimited visits with both, and there

was found that costs paid out for back first type of doctor seen was a

chiropractor first, it would have that insurer.

American Chiropractic Association, Chiropractic, we know firsthand that

**Chislof, Chiropractic & Wellness Center**

**847-588-0800** [bigboy0400@sbcglobal.net](mailto:bigboy0400@sbcglobal.net)



American  
Chartered  
Bank

## Be Quiet, Already, I Am Trying to Sell

No, you're not crazy. There really are voices in your head. Voices that keep you from doing what you need to do during your sales calls. It can be the voice of your teachers, your parents, your piano teacher, or your little league coach. Voices which have now become your own voice, collectively known as *negative self-talk*.

"Don't ask so many questions," "You're making a pest of yourself," "You're not ready," "They won't trust you," "You're doing it wrong," "You need more practice," "You don't know what you're talking about"—and the list goes on. While these voices may have been appropriate at some point (and I emphasize *may have*) they are no longer appropriate. And, you don't have to listen. Tell them to be quiet.

Make a list of all the people on your sales calls who are not helping you sell. Include parents, teachers, spouses, (supposed) friends and colleagues—anyone whose voice you hear saying something that doesn't support your efforts. Stick the list in an envelope, seal it, and tuck it away in a drawer—way in the back of the drawer. Better yet, if you can handle the symbolism, drop the envelope into the paper shredder. Don't take any voices on your sales calls that aren't there to help you sell.

### John Martin and Jody Williamson

Northbrook and Chicago

Visit Sandler Training's Website:

<http://www.jw.sandler.com>

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## Complete Lockbox Processing

American Chartered can handle all your remittance needs with our Lockbox Processing System. The system is capable of handling both wholesale and retail lockbox payments in a one-pass, common platform environment.

#### With our Lockbox Processing System, you'll be able to:

- Expedite cash collection
- Reduce administrative costs
- Enhance audit controls
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- Improve customer service
- Post A/R payments automatically
- Make informed credit decisions
- More accurately forecast cash balances

Along with standard remittance processing, our Lockbox Processing System allows you to access critical account receivable (A/R) information via the Internet on the same day your lockbox is processed. We're also able to capture A/R posting information, such as invoice number and/or customer number through a process called Deferred Data Entry, and send it to you through e-mail in a file format compatible with your A/R system. (If you're unable to process an electronic file, we can fax or e-mail you a paylist with remittance information on a daily basis.)

Our system also captures images of checks and coupons to an indexed CD-ROM, helping to minimize research time while freeing up valuable physical storage space.

To enroll or learn more, please contact :

**American Chartered Bank**

**Michael Moran at 847.418.3226**



## Networking THE EGL Way

Our members are unique and diverse, and we need to embrace their businesses, and with your help –expand their sphere of influence.

Every month we ( Business Promotions) are committed to doing a networking activity, either before or during dinner that will let you get to know more about your fellow members.

This month centers around the results of the surveys we collected at the May meeting. We asked our members the types of businesses they would like to be introduced into and then potentially be invited to a Guild meeting. Even if we have that category already filled in the group, our members want to connect with others in that industry. **THEY WILL NOT BE INVITED TO A GUILD MEETING**

Look over the list and see if you can make a connection in any of the businesses listed below, then we can connect via an e-mail introductions.

Those in bold were of interest to MANY members of our group.

### Businesses:

- Health and Medical
- Manufacturing,
- **Property Managers,**
- Senior Facilities,
- Pharmaceuticals,
- **Banking/Financial Planners/Attorneys,**
- **Utilities/Fleet/Trucking**
- Human Resources
- Marketing/Advertising Agencies
- Associations
- Contractors
- Hotels/Restaurants, and Food Industry
- Small Business Services,
- Divorce Mediator/Divorce Attorney

### Submitted by:

**Marcy Gelber, V.P. Business Development**

## How to promote at a Golf Outing

Many of us are invited to play in various golf outings during our lovely Chicago summers. The outing sponsors can be trade associations, networking groups, charities, corporations, political organizations and chambers of commerce.

Often, a company wants to reach out to all of the other attendees to let them know that they are attending and supporting the organization. Promotional products are very effective in delivering your message. They can be golf oriented, like golf balls, tees, ball markers, towels, divot fixers and Sharpies. Others prefer non golf specific, such as first aid kits, travel mugs, coolers, caps, stress balls or t-shirts.

Sometimes they are distributed in a goodie bag before the outing, at a specific hole sponsored by the giver, or at the dinner after to include the non golfers that support the event. One of my favorite stories is when we sold a back massager to the Skokie Caucus Party for their outing and gave it out at dinner at each person's place setting.. We had each person grab their massager, turn to the right and massage the person next to them. The collective oohing sounded like an adult movie. It was a useful gift and a funny, happy ending to the outing.

So next time you get invited, think about the best way to touch all of the other players and non players, so that they know about your company long after the golf.

If you would like to give a goodie bag gift to the EGL Golf Outing, please let me know as soon as you read this.

Thank you!

**Ken Dermer**

**Remred Business Promotional Products**

**847-677-1999**



**ARLINGTON PARK**  
A Churchill Downs Company



## ***Join other EGL members for an afternoon at Arlington Park***

Our third annual "EGL at the Races" will take place on Friday, August 19, 2011. Event time is 2:00—7:00 p.m. For the price of \$30.00 you will receive a box seat ticket and a meal ticket. Food is served beginning at 2:00 to 6:00 p.m.

There is free parking at the park or you can pay \$5 for preferred parking or \$10 for valet parking. This is not included in the price below.

Please fill out the form below and e-mail it back to me at 1-224-612-5707 by Friday, August 12th. Call me with questions or concerns.

NAME: \_\_\_\_\_  
Company: \_\_\_\_\_  
Guest Name: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
Contact e-mail: \_\_\_\_\_  
No Attending \_\_\_\_\_ Total Amount: \_\_\_\_\_

Fax this form to: **1-224-612-5707** and mail the check to:

Executives Guild, Ltd—P.O. Box 1743 — Des Plaines, IL 60017-1743



**Arlington Park**  
**2200 W. Euclid Avenue**  
**Arlington Heights, IL 60006**

