

Executives Guild, Ltd.

Building Business Through Relationships



October, 2013
VOLUME 52, ISSUE 10

www.theexecutivesguild.org

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847-541-2811x3434



October 23, 2013 Meeting Notice



Shelle' Jewelers, Inc. was founded by the late Sheldon M. Millman in 1951. The tradition of knowledge, service and quality all stem from our founder. I have been fortunate to become the President and learn from both my father and grandfather on how to make the customer extremely satisfied. I'm extremely grateful that these values are still the cornerstone of our business.

On Wednesday October 23rd we are going to demonstrate on how to size rings, solder earring post and set diamonds. We have the capability to do all of the following in front of you and while you wait service. The repair and custom designs are the specialties at Shelle' Jewelers.

We are looking forward to showing the Executives Guild what we do and how we make people happy.



Meeting Time & Location

October 23, 2013

6:00 pm—Networking & Site Visit:

Shelle Jewelers, 322 Skokie Blvd, Northbrook, IL

847-559-1155

7:00—Dinner and Brian Millman Q&A at:

Francesca's Restaurant, 1145 Church St, Northbrook, IL

847-559-0260





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



2013 General Meeting Calendar

October 23	Shelle Jewelers	Francesca's
November 20	DeRose Financial Planning	Glenview House
December 18	Holiday Dinner/Installation	Park Ridge C.C.

Submitted by Dr. Ira Chislof
Chislof, Chiropractic & Wellness Center—847-588-0800

Cholesterol Lowering Drugs' Effect on Musculoskeletal System Worse Than Was Thought

Despite the fact that studies published by the National Institutes of Health have proven that cholesterol is not a factor in heart disease, you would still be hard-pressed to find a doctor who would not tell you to take cholesterol lowering drugs – called statins – if you have any kind of heart problem. This might be acceptable if statins were not associated with serious side effects. In fact, one set of those side effects - on the musculoskeletal system - may have been significantly underestimated, according to a new study.

The fact that statins aren't good for the musculoskeletal system is not new news. The drugs have long been associated with muscle weakness and rhabdomyolysis, a rare muscle-wasting disease. But new research shows that the problems may be much more widespread than previously thought.

The study, published in JAMA Internal Medicine, was conducted on nearly 14,000 active duty troops and veterans. Half used statins and the other half did not.

Although the researchers found that there was a statistically insignificant increase in the number of patients who developed osteoarthritic or other joint problems when taking statins, they also found that the statin users were 13 percent more likely to suffer dislocations, strains or sprains. They also had a 19 percent greater risk of having musculoskeletal problems than those who did not take the drugs.

Other Side Effects of Statins

- Statins have a number of side effects, in addition to muscle pain and damage:
- Liver damage

- Digestive problems
- Rash or flushing
- Increased blood sugar or type 2 diabetes
- Neurological side effects such as memory loss or confusion
- Headache
- Difficulty sleeping
- drowsiness / weakness
- dizziness

Digestive problems such as nausea, vomiting, abdominal cramping and/or pain, bloating, and gas

Of course, not everyone gets all these side effects and no one really knows what causes them. However, those who are more likely to get them are those who take more than one cholesterol-lowering medication, those who already have diabetes or problems with their liver or kidneys, people who drink alcohol and those over 65 years of age.

If you are concerned about cholesterol levels, ask your natural healthcare practitioner for more information about how to control them without dangerous drugs.

Source: PubMed, <http://www.ncbi.nlm.nih.gov/pubmed/21951982>, Web MD, <http://www.webmd.com/cholesterol-management/news/20130603/cholesterol-drugs-linked-to-muscle-joint-problems-study>, Mayo Clinic, <http://www.mayoclinic.com/health/statin-side-effects/MY00205>, Science Daily, <http://www.sciencedaily.com/releases/2013/06/130603164145.htm>



The Importance of Touch Calls

I want you to do five touch calls every single day.

In today's environment, we have to touch our customers as often as we can. We also know that our territories don't allow us to be face to face every day.

So how do we do it? I don't want you to wait until your rotation to call then every six to eight weeks, instead I want you to do a touch call. Make a list of five customers a day. Here is what I would like you to say and you are probably going to get voice mail which is ok.

You are going to call and say, "Hey Steve, its Dave I am just calling to see if there is anything I can do, if there are any issues I can help with."

That is all you have to say. You can expand your touch call, the words don't matter. The action is reaching out and touching a customer when you are not face to face. A couple things will happen, one they will never call you back, but it is ok because they know that you called. Two, if they do call you back, maybe they just want to talk or they have an issue that they want to share with you. You would be amazed how many touch calls that I have made that have resulted in somebody calling me with a referral. They wouldn't have thought of it but because they heard my voice, they call me with a referral. The same will happen with you as well or they may call you with an issue that was brewing. That is not bad news, actually. The fact that they called you and said I am glad you called, because we are having an issue with XYZ on our service side. That is good news, because now you can fix it.

Place touch calls and watch your sales go through the roof.

John Martin and Jody Williamson

Northbrook and Chicago

Visit Sandler Training's Website: <http://www.jw.sandler.com>

Other Sandler Training Centers Worldwide:

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SAUDI ARABIA SINGAPORE SOUTH AFRICA SPAIN

POLAND UNITED KINGDOM UNITED STATES VIETNAM

EGL's 2014 Nominating Committee presents it's proposed Slate of 2014 Officers/Directors

2014 Executive Board:

Richard Hochschild, American Weathermakers, Inc.

Ira Chislof, Chislof Chiropractic & Wellness

Rene Heynssens, Heynssens + Grassman, Inc.

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

Dean George, Matrix Payment Systems

Edie Jerome, Metro Mortgage Services, Inc.

Don Johanson, Johanson Decorating Svs..

John Rudnick, Mustang Internet Services, Inc.

2014 Directors at Large:

Steve Lewis

Lewis Floor & Home

Patty Peterson

CRC Concrete Raising/Repair

Joy Schaffer

Home Helpers of N.E. IL

The EGL Nominating Committee presents their slate for the 2014 Board of Directors. If you have any questions or comments please contact the committee chairman, Ira Chislof - 847-588-0800.

Additional nominations may be made by petition filed with the Secretary not less than 15 days before the December membership meeting.



MAKING YOUR HOME A SAFE, HEALTHY—AND STYLISH!— PLACE TO AGE

Presenter: Leslie Markman-Stern, Owner, Leslie M. Stern Design Ltd.

Discover why it's healthier to live and age at home and how to do it right. Join interior designer Leslie Markman-Stern, who specializes in inventive home design for older adults and those with physical and cognitive disabilities, as she describes how aging affects mobility and navigation skills, and then offers affordable solutions that can be introduced in the home so you can "age in place" in safety and style. Leslie's talk includes fall prevention strategies, home safety suggestions, and recommendations for effective and attractive home modifications that will enhance resale value in the future.



Program brought to you by:



Monday, November 4, 2013

1:00pm—2:00pm

Fee: \$5 NSSC member; \$7 non-member

North Shore Senior Center

161 Northfield Road

Northfield, IL 60093

Advance registration is required by Monday, October 28th

Please RSVP to 847-784-6030 or visit www.nssc.org for more information



How to Prevent or Repair Frozen Pipes

Several conditions have to exist to result in frozen pipes:

1. Outside temperature must be below 32 degrees Fahrenheit
2. Must be windy outside
3. The house is either under-insulated or does not have an adequate moisture barrier.
4. Pipes are located in unconditioned (un-heated) spaces such as exterior walls, attics, garages, etc.

Pipes can freeze for two reasons:

1. The wind drives cold air into the home and over piping.
2. Extremely cold outside temperatures can drop the temperature inside of an unconditioned space that contains water and waste pipes.

There are several ways to prevent pipes from freezing:

1. Keep water dripping out of a faucets in the areas that usually freeze
2. Keep the kitchen and vanity cabinet doors open to allow heat to circulate in the cabinet.
3. Bathrooms above un-heated garages have a tendency to freeze both water and waste lines. Insulate and heat the garage space.
4. If you are leaving town, don't lower the thermostat too much. The colder the inside of the house, the easier the pipes will freeze.
5. Seal exterior areas of the home that allow wind to penetrate the structure.

I have a frozen pipe. What do I do now?

1. Before attempting to thaw a frozen pipe, make sure you know where your main water shutoff is located and make sure it works. It is common for a frozen pipe to burst. Once the pipe thaws, the ice that was blocking the burst section will allow water to spray out of the pipe, resulting in a flood.

2. Leave a faucet open that is frozen so when the ice melts, the water has a place to expand to. This will help minimize the change of having a burst pipe.
3. Try to heat the area that contains the frozen pipe. For example, if you have no water at the kitchen sink, run a hair dryer in the cabinet or onto the pipes below to melt the ice.
4. If you are not able to thaw a frozen pipe yourself, it is BAD idea to wait for nature to thaw the pipe for you. You risk having a burst pipe flood your house. Call a professional to thaw your pipes.
5. Professionals use electric thawing machines to thaw water lines and steam units or jetters to thaw drain lines. Unfortunately the only way to use this equipment is to have access to the frozen water lines. This sometimes requires the professional to open a wall cavity or ceiling area to gain access to the pipes.

I have a burst pipe. What do I do now?

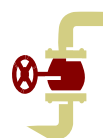
1. Hopefully you know where your main water shutoff is located. If you are unsure, we would be happy to tag the valves in your home during a regular service visit.
2. Once your water is turned off, ceiling areas may drip for a while. This is normal as the ceiling is holding some water.
3. Even with your water turned off, you can still flush every toilet in the house once, as each tank is full of water.
4. Dry the area as much as possible. Mold can start to grow if the area remains wet for over 72 hours.
5. Call a professional to find and repair burst water and waste lines. It is not uncommon for a pipe to burst in more than one location.

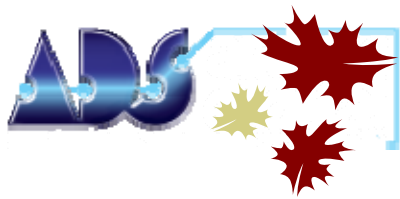
Contact:

David Ariano
Ravinia Plumbing
 at:

Phone: 847-432-5561

E-Mail: info@raviniaplumbing.com





On-Line Cheat-Sheet

By Brian Whyers, Artistic Digital Services



Content / SEO:

Content is king. Update the content of your site regularly with focused, brief content that is “peppered” with key phrases that are searched in your industry when someone is looking for you service at Google. A CMS can help.

Make sure your page titles (the meta data kind) AND the URLs pages are explanatory within your industry; be specific. Having a local places account (even if you’re not brick and mortar) helps get you relevancy on searches with a geographic term, i.e. Northbrook Attorney. Keyword and descriptions are really no longer that helpful, esp. with new Hummingbird Google algorithms.

Design:

Your website design should compliment other current collaterals with your branding, (if they are currently up-to-snuff). Colors should be within a family with perhaps a complimentary and one accent color (not a rainbow) providing a style and feel. Fonts should be kept within a couple of families and, with the advent of web-based font delivery to browsers, are no longer limited to what is resident on the local machine. These special fonts should be use sparingly though.

Don’t rely on someone calling you or sending an email; small contact forms are the best touch-point so try to keep them in front of the visitor or one click away. Simply social media links are also an easy touch point.

GUI and Navigation:

The navigation should be easy to ready and well considered, proving key content within as few clicks as possible.

Working through your site with a couple of typical (and unfamiliar) users to inquire and watch them use, for instance, a form or complete a transaction is very helpful in developing good GUI for your site.

Use of a “traffic cop” may be beneficial for those visitors with specific content to be delivered within a larger set. Iconography can also be useful as a way to help visitors navigate your website.

Responsive Design:

Consider Responsive Design for those mobile devices that are becoming more prevalent.

Code:

Your code (and you can easily see this in any browser) should:

- Contain divs, not tables, wherever possible
- Use consolidated CSS wherever possible for colors, background gradients, div specifications, all fonts, etc. - no “inline CSS”
- Be well “commented” and heirarchical
- Have cross-browser and cross-platform considerations coded
- Relative links where possible (easier to move)
- 3-level pull-down javascript menus at most
- Using “includes” where repeated content is used, (not repeated code page-to-page)
- Use of GIT or other sub-versioning software

Data and Passwords:

Use a password safe software (KeyPass) - youthen only have to remember one password and you can have it generate great passwords for you. The only downside is you need access to this db so house is somewhere accessible.

Keep all data for the following safe and handy:

- 1) **Domain Registration** - where is this at (GoDaddy, Network Solutions?) with contact info
- 2) **Website Files** - get copies of your website files routinely (including datbase files) from your developer or hosting service, especially after a major change. This can be via a compressed file that you download (they send you a link) OR you can have them send everything on DVD or thumb drive.
- 3) **FTP login info** - access to your site files with any ftp client software (i.e. filezilla)
- 4) **MYSQL, SQL or other DB login info** - ditto but with a utility like Navicat
- 5) **Contact Information** at the facility or company that HOSTS your website.
- 6) Keeping all the above info in your **KeyPass database** is a great idea.

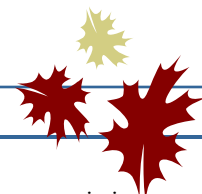
Hosting:

A reputable company is a must. Speed and Service are key - don’t go for the cheapest you can find since; when something occurs, you often get what you pay for in terms of speed, service and/or technical ability to assess and repair a problem or access backups. I’ve heard many a tragic story on this front folks. Expandability is also to be considered when your considering a hosting provider.

**Happy Birthday
from the
Executives Guild**



As business professionals, we don't get referrals...
we earn them!



November 2	Don Johanson, Johanson Decorating	don@johansonpainting.com
November 5	Andrew Engle, Davis Friedman	aengle@davisfriedman.com
November 6	Jay Pine, Pine Roofing	pineroofing@pineroofing.com
November 8	Sherwin Weisman, North Suburban Hearing	sher1108@aol.com
November 26	Leslie Stern, Leslie M. Stern Design	nwmexico@sbcglobal.net
November 28	Reynssens + Grassman, Inc.	rene@hglandscape.com
November 29	Stuart Plusker, Square One	stuart@squareonepro.com

Did I read that sign correctly?

“TOILET OUT OF ORDER...PLEASE USE FLOOR BELOW”

In a Laundromat: “AUTOMATIC WASHING MACHINES: PLEASE REMOVE ALL YOUR CLOTHES WHEN THE LIGHT GOES OUT”

Action Items

EGL Open Category List

- B to B Telemarketing
- Cellular Phone Sales & Service
- Children's Store (Toys-Clothing)
- Direct Mail Processing
- Executive Recruiter

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.
P.O. Box 1743
Des Plaines, IL 60017
Phone: 312-604-5018
E-mail: patkelps@globalgds.com



Reply To: 312-604-5018 or patkelps@globalgds.com

(If you are considering bringing a guest, don't forget to contact the office or V.P. Membership– Rene Heynssens, Heynssens + Grassman—847-360-0440, before extending your invitation.)

Prospect Name:
Prospect Company:
Phone Number: **eMail:**
Category represented:

October's Food: Family Style Dinner: Pasta, Fish, Salad, Dessert