

THE BPG NEWS

Fort Lauderdale, FL • December 2011



Business & Professional Group

www.bpgftl.com

DECEMBER IDEA

**Submitted by Peter Meyerhoefer
Meyerhoefer IDEAS**



It is year's end, a natural time for introspection. We tend to look at our personal goals and not at our business plans. Now is a great time to look at your current marketing plan. Are you using all the components you have in place? Many times we start programs that just aren't getting the follow through they need. Sort of like the gym membership you started last January, but haven't used and are still paying monthly.

Marketing plans have many parts such as advertising, networking, newsletters, promotions and press releases. Are all your parts getting the results you wanted? Has your business changed since the start of 2011? I know that mine has changed.

Are your networking circles meeting your needs? You should be spending your valuable time getting in front of the right clients. Additionally, technology sure has changed in 2011. Have you reviewed all the options and seen which one is right for your business? Or did you just dive in and sign up for them all?

Take time during December to look over your plan. A review of your marketing plan may be the best present you can give yourself this year.



THIS MONTH

Speakers and Events

Sam Chalfant • Networking

Michael Haigh

Derek Shiba

Thom Carr • Special Holiday Performance

NEW MEMBER



Colleen Walker comes from an extremely varied background which enables her to bring a wealth of knowledge to her company, Number Control Services LLC. Colleen grew up in a suburb of Cleveland Ohio as a nationally ranked competitive ice skater. She moved to Denver Colorado to train under Carlo Fassi; skating with Dorothy Hamill, Scott Hamilton and John Curry every day. Upon completing

her amateur career, she moved to New York City to teach figure skating to up and coming Olympic hopefuls.

In the nineties she owned a non-metallic manufacturing company in Cleveland which generated one million in yearly sales and had ten personnel. After five years, the company was sold to a major corporation where she worked for several years. Colleen is proficient in all aspects of running a company, from sales to quality control, to shipping and running machines. She received certified internal auditor certification for QS9000.

After time off, she became a certified professional bookkeeper and realized her niche is providing consulting and back office support in the areas of bookkeeping and accounting, administrative work, and implementing office process and procedures to business owners either by training personnel or personally doing the work. She is proficient in managing critical business functions.

Number Control Services was established in 2004 in Ohio and relocated to Fort Lauderdale in February of 2010. Colleen Walker has consulted with all types of small and medium sized businesses and independent contractors for over twenty years. She is a certified Professional Bookkeeper, member of AIPB (American Institute of Professional Bookkeepers), member of AADMM (American Association of Daily Money Managers) and a QuickBooks Pro Advisor. The company was started as an

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DO BUSINESS WITH A MEMBER

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P.O. Box 4587
Fort Lauderdale, FL 33338
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(954) 568-9355
president@bpgftl.com

Vice President Membership

Matthew Gill
954-766-8000
membership@bpgftl.com

Vice President Programs

Dr. Arlen Keith Leight
954-768-8000
programs@bpgftl.com

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954-849-0664
treasurer@bpgftl.com

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secretary@bpgftl.com

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Peter Meyerhoefer
305-281-0556
communication@bpgftl.com

Social Director

Steve McAleer
954-205-5333
social@bpgftl.com

Friendship Director

Bev Shaffer
(954) 907-3942
friendship@bpgftl.com

Networking Director

Sam P. Chalfant, Jr.
954-257-8788
networking@bpgftl.com

Community Relations Director

Chris Truster
954-630-3126
community@bpgftl.com

BPG Members meet for breakfast every Thursday at 7:45 a.m. at Hugh's Catering 4351 NE 12th Terrace Oakland Park, FL 33334



PRESIDENT'S MESSAGE

Hello everyone.

Wow, it is the holiday season again!!! Hopefully it is the end of a much more successful year for you in business and personally, as well. Things are getting better all around. I think it is a great time to pause and be very grateful for what we do have and what we have accomplished this year. As an individual, as a business owner, as a partner and perhaps a parent or sibling, be proud of yourselves for stepping up, stepping out, and being present in the day-to-day vicissitudes of life.

Christmas has become so much about gifts. The commercialism of the holiday season has really overshadowed the meaning of the event. Now, I am not going to go into scripture (being the Buddhist that I am) but, I love the holidays and love the holiday spirit of giving. Just the act of giving someone something you think they will like does make you feel better, right? But, what are we giving? It isn't about the monetary item it is about the thought and how it can make someone you care about feel special...not the cost of it or even the flashiness of the gift.

Maybe this year we can make an earnest effort to look within our group and see who can use our members' talents as gifts this year, even if it might seem unusual. For example, instead of buying your partner another watch to go into his or her collection of 50 watches perhaps they would like the gift of a couple hours of a handy man or a landscaper to come in and work on those things that need to be fixed in the home. Or, what about a massage to relax at the house? How about an hour of training with Paulette or Peter on sales coaching or social media? How about some bookkeeping? If someone gave me a gift of a couple of hours of quick bookkeeping, my data and I would be ecstatic! It is those things we don't do for ourselves yet it would be great to receive a gift that would free up some time so that we could enjoy doing other things. Think outside of the box. A watch or clothes or a phone case are cool, but so are some of the gift ideas you can come up using BPG members' services.

Merry Christmas and Happy Hannukah, everyone. Happy holidays and love to you all with a BIG HUG from me.

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

November 2011 Meeting

The BPG Board Meeting was held on Wednesday November 2, 2011 at George Kallas' and Arlen Leight's Office at Wilton Executive Suites.

In attendance: Donna Watson, Steve McAleer, Arlen Leight, Sam Chalfant, Matt Gill, Susan Kissinger, Peter Meyerhoefer, Chris Truster, Bev Schaffer, and George Kallas

Meeting was called to order at 7:10pm

Matt Gill made a motion to approve the minutes from the last meeting and Arlen Leight seconded it and it was unanimously approved.

Old Business:

There was a continued discussion regarding making changes to the newsletter to make it more cost effective, useful and efficient. Members discussed the possibility of moving the newsletter to an online version utilizing social media to reach a broader range of individuals through our members, Donna asked that a current survey of the membership be done now that many more people have become comfortable with online media. Using a media device like Constant Contact to make the website more interactive was suggested and will be explored further.

Old Business was closed.

New Business

Susan Kissinger, Treasurer, presented the Treasurer Report. It is as follows:

Opening Balance:	10/01/2011	\$ 6159.25
Deposits & Other Credits		\$ 1871.00
Other Withdrawals & Service Fees Charged:	-	\$ 3742.24
Closing Balance:		\$ 4288.24

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MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

December 1

Networking
Sam Chalfant

December 8

Michael Haigh

December 15

Derek Shiba

December 22

Thom Carr
Holiday Performance

MEMBER BIRTHDAYS

December 6 **Mary Bondi**

December 14 **Jack Hagin**

December 25 **Derek Skiba**

December 27 **Jim O'Keeffe**

December 27 **Steve Allen**



SOCIAL CALENDAR

Ideas for Social Events

If you have any social events that you would like to see, please let us know and we will see if we can make it happen.

Please feel free to share your ideas with us.

Contact Steve McAleer at social@bpgftl.com.

MEMBERSHIP REPORT -NOVEMBER 2011

Our Guests

Andy Rogow, Sierra Insurance

Referred by Peter Meyerhoefer

Sully Dawson, Eco-Friendly Auto Center

Referred by Cal Steinmetz

**Stephen Cole Sabins,
JM Events Productions Worldwide**

Referred by Bev Shaffer

Mark Semple, Riverside Hotel

Referred by Marshall Krug

**Gisela Maceira,
JM Events Productions Worldwide**

Referred by Bev Shaffer

**Stefan Trestyn,
Ahh-Cool (AirConditioning)**

Referred by Dr. Donna Watson

When you attend breakfast, introduce yourself to our guests and welcome them to the BPG! Please bring a business associate or friend to a BPG breakfast, networking or social event. Thank you for your support!



BPG BOARD OF DIRECTOR'S MEETING

Continued from page 2

Sam Chalfant had no report for networking. He stated that we need networking prizes for November. Networking survey was sent out with the suggestion that all members look each other up and "like" their businesses on facebook as well as connect on Linked in.

Matt Gill will send out emails to the membership for the holiday party. The venue is brunch at Pier 66 with a cost of \$38.00 per person.

Steve McAleer requested suggestions for social events and Peter recommended the new Naked Grape which now serves food. J Marks was also suggested by Donna. Steve said he would follow up.

Arlen Leight, VP of Programs, presented his report. The November speaking calendar is complete and the calendar is booked through the end of the year.

Peter Meyerhoefer stated that the November newsletter was ready and will be out on time.

Bev Shaffer was impressed at how another group she attended handled new members and suggested BPG implement something similar. Donna Watson reported that two members, Cal Steinmetz and Michael Canfield, had been recruited as Ambassadors to do just that.

New Business was closed.

The meeting adjourned at 8:30 pm.

The next meeting will be held on December 7, 2011 at 7:00pm at Arlen Leight's office at the Executive Suites.

BPG NETWORKING NEWS

Submitted by Sam Chalfant

BPG Networking Director, Chalfant Insurance Services, Inc.

Monthly Networking Prizes

Special thanks to Bev Shaffer of SendOutCards for donating the December networking prize: two months of SendOutCards and two hours of her time for training. Thanks, Bev! Looking forward, Michael Leigh of Tracy Carroll Salon will be donating a basket of goodies for January. Thanks, Michael!

Dr. Donna and I are looking for YOU to donate a monthly networking prize for the top BPG networker for an upcoming month. It is a great way to get special attention at the meetings and to showcase your business. Prizes that showcase your business (like 500 free business cards, a free electric toothbrush, a free massage, 50 free personalized pens, a free computer check up, a free hair cut, one hour of free plumbing, etc.) Be creative!

Maybe you would like to thank another member for business that she/he has given to you, so you could buy a networking prize from that member, thus helping and thanking the other member and giving back to the group all at the same time. Beware, if I don't hear from YOU, Dr. Donna will start calling!

Networking Slips

We have two-part carbon networking slips, so that you can keep a copy of any referrals you have given me. If, for privacy reasons, you cannot let me know the name of the person you referred, you will be able to write the name on your copy, but omit it from my copy.

My business falls under the HIPAA privacy laws, too, so I understand if you cannot disclose the name of the person(s) you are referring. We still need the slips—the more the better! That is what this networking group is all about for most of us.

Networking Tip Of The Month

Select some feature or aspect of your business that you have never mentioned (or have not mentioned in a long time) to the BPG members, and showcase that feature or aspect for several weeks when you introduce yourself at upcoming breakfasts.

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

The Triune of Health



What would happen if one of the legs of a three legged bar stool was shorter than the other three? The stool would be uneven and tip over. Guess what, your body is exactly the same way. We are made up of three things 1. Structure 2. Chemicals 3. Emotions (Mental). If any of these three (The Triune) is off balance, you will suffer in either pain/injury or malfunction/illness. It just makes sense. That is why chiropractors who practice Applied Kinesiology use the entire body (Whole person/Holistic) approach for treatment.

We aren't just a bag of bones. There are zillions of chemical reactions that occur in the body every second of the day that keep us alive and our organs functioning. Our pancreas secretes insulin when we eat so we don't go into a diabetic coma. The gall bladder secretes bile to emulsify the fats that we eat. The pituitary secretes certain chemicals that signal many other organs and functions to occur in the body all throughout the day. You never know all these things are happening, they just do. So what happens if one of these organs that secretes doesn't work as optimally as it should? The chemicals will not be released properly and the bodies chemistry will go off. Left long enough some sort of illness or disease state can occur.

Our mental state is extremely important to our health. If I could fix the minds of all my patients, my office as well as all the other doctors offices would close. There is a condition called "somatizing". This is where we internalize our emotions to a point where it adversely affects our body. i.e.; ulcers, heart attacks, telogen effluvium (Hair Loss from Stress), TMJ, neck and low back spasms, just to name a few. So if you are upset over work, marriage, a death, money, anything that puts your mind under stress, you can alter your bodies balance and cause illness and or injury to yourself, without even knowing you are doing it, until it manifests someplace where you begin to feel pain or distress. The other side of the coin is, there are many psychological problems that have a physiological cause. An example would be depression caused by blood sugar problems, fibromyalgia and other auto-immune diseases which keep the patient in constant pain. These problems can also be evaluated with Applied Kinesiology.

The last of the three is Structure. Our body's structure comes from bones, muscles and ligaments. Sometimes we are born with a curved spine (Scoliosis). That 's like getting a late start in a race. You can still catch up but you have to work harder than the rest of the pack. Often however, we start off with good spines, and then

through life's occurrences, we jolt the spine out of place. Accidents, sports, falls, lifting, STRESS, CHEMICAL CHANGES, gardening, the list is endless. An improper movement of a bone in the spine in relation to the surrounding bones of the spine is called a "subluxation". You may not know you have a subluxation if it is a minor one. However, even a minor one sometimes called (the silent subluxation), can be enough to pinch a nerve at that level of the spine. This in turn will cause whatever muscle and ORGAN that the nerve serves, to not function properly. Left long enough, guess what...illness or injury can occur. So you see the over lapping effect of the Triune.

As you see we as individuals are very complex. It makes treating the individual very intriguing because we are all individuals. The problem with most western doctors (MD's) is that they do not see the individual as a whole. If you have a pain they give you a pill, but do they fix the cause...no. If you fix the cause the pain will go away on its own. It just makes sense. This is what the Applied Kinesiology approach can help with. Finding the cause and of course treating the patient with consideration of all the factors involved. Not all chiropractor/healthcare physicians use this approach. I believe it is an essential protocol for treatment and assessment of each persons own body.

For more information, please contact **Dr. Donna Watson of A Place of Health at 954-568-9355**. You may also visit her website at www.aplaceofhealth.com.

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NEW MEMBER

Continued from page 1

avenue for Colleen to continue to teach and help people grow their business. Her favorite customer is a business owner that needs help. It could be a start up company that has no idea what direction to go or someone who has a mess on their hands that needs to be cleaned up or even someone needing part time help. Colleen enjoys going into a company setting up a system or trying to make heads or tails of the mess – and then cleaning it up. It is rewarding being able to get to the point where she can tell someone the status of their finances and give suggestions to improve the bottom line if need be.

The worst thing a business owner can do is make business decisions without having good financial information. Even if your checkbook says you have money at the end of the month doesn't really mean you are making a profit. Remember, Money + Awareness = Profits when you work with Number Control Services. For a nominal fee let Number Control Services take care of your office related needs. From invoicing to entering bills, cutting checks to monthly and year end financial statements ready for your tax accountant. Consider subcontracting any filing, administrative, organizational or consulting needs you may have. Work can be performed onsite, offsite or in the cloud. Colleen also helps individuals track their personal finances and stay organized.

Colleen is widowed and recently lost Bentley her 142 pound Bullmastiff in October 2011. She just became the owner of an all black eight week old, Alapaha Blue Blood Bulldog who will get a name soon. Colleen loves the sunshine and south Florida lifestyle and enjoys sewing, reading, fitness and spending time with her 4 legged child. She looks forward learning more about the members of BPG and making new friends. **Contact Colleen at Number Control Services: colleen@number-control.com or 954.399.3443.**

ATTORNEY Robin L. Bodiford

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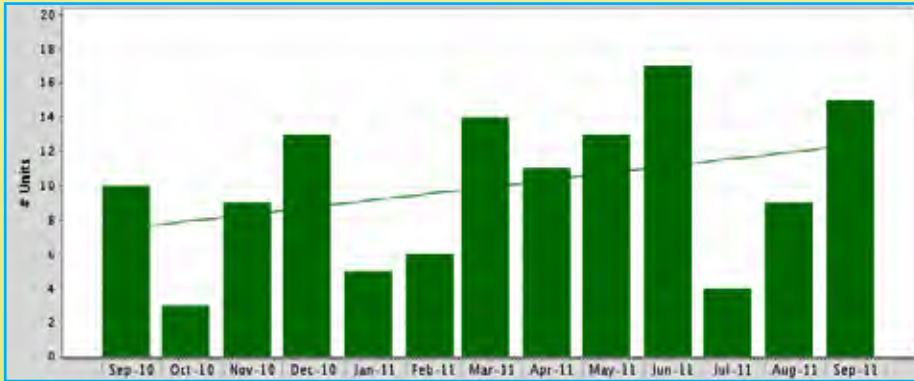
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ANNOUNCEMENTS

WILTON MANORS REAL ESTATE UPDATE



Wilton Manors Real Estate Update

There are currently 46 Single Family Homes on the market with a price range of \$144,200 to \$795,000. There have been 118 single family homes close in the last 6 months. As you can see in the graph, the number of properties that have sold in Wilton Manors in the last year is trending higher. The market is continuing to stabilize. Want to know how much your home is worth in today's market? Call Steve McAleer to find out!

Steve McAleer, P.A., SFR, Realtor Associate, Weichert Realtors - Distinctive Homes, 3045 N Federal Hwy, 24, Fort Lauderdale, FL 33306, Cell Phone / Text: (954) 205-5333, Fax: (954) 862-3069

MEMBER CATEGORY UPDATE



BPG is looking for new members in the following categories:

A/C Repair

Accountant

Auto Sales

Bookkeeper

Credit Repair Agency

Electrician

Event/Wedding Planner

General Contractor

General Medical Practitioner

Graphics Person

Human Resource Personnel

Mechanical/Structural Engineer

Mortgage Broker

Nursing Home Administrator

Office Furniture Retailer

Painter

Plastic Surgeon

Property and Casualty Insurance

Restaurant Owner

Tax Preparer

Web Design



Business & Professional Group



HAVE A SPECIAL PROMO?

If you have a promotion or a special event that you want the whole membership to know about, you can create an article or announce it in the monthly Newsletter. You can also ask BPG to have it sent out via the BPG Facebook page.

Thank you for being a member!

PLACE YOUR AD NOW

Get great exposure through the BPG Newsletter! Place your ad now and let the networking and new business begin! At our last Board meeting, the Board Members felt that, since the newsletters are now in print again, they should be more accessible to members. The newsletters should also be used as a tool for us to encourage others to join and for YOU to also advertise your business! If you'd like to promote the group to your clients and colleagues, please let us know how many copies of the newsletter you will need. We will also provide a stand for you that can be used to display copies of the newsletter in your reception area or at your desk in your office. In addition, we'd like to remind you of a great opportunity to gain exposure for your business. You can place an ad in our newsletter and, depending on the month of placement, your fee will be prorated since we normally invoice quarterly. **Contact us at communication@bpgftl.com.**

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2500 N. Federal Hwy., Suite 102
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