

THE BPG NEWS

Fort Lauderdale, FL • February 2012



Business & Professional Group

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THIS MONTH

Speakers

Sam Chalfant

Bev Shaffer

Steve McAleer

Christopher Ellison

Events

Open House TBA • Christopher Ellison,
Integrity Human Capital Management

FEBRUARY IDEA

Submitted by **Peter Meyerhoefer**
Meyerhoefer IDEAS



Are you kissing the wrong frogs?

In this month of love, do you find you are kissing way too many frogs and not finding your prince or princess. (Or any new business?) Are you not giving the love to your current princes?

So for February, let's look at changing our approach to finding the right frogs.

1. Evaluate your search methods for current clients. Sometimes we get a new client and think "Wow" this is a new market for me. Let me start kissing all those frogs. The reality maybe that while you have a new client, it may not fit into your business plan. And now you are wasting Chapstick on the wrong frogs.

2. In running around looking for new frogs, have you forgotten to keep your current clients happy? Keeping a good relationship with

Continued on page 6

SALES TIP

Submitted by **Paulette Halpern, Sandler Training**

How Much Time Should YOU Put Into Prospecting?

The question is a bit of a puzzle. Ideally, there would be a reference book that lists, by industry, how much time you should invest in prospecting activities. Unfortunately, there's no reference book.

Why? How much time you invest will depend on the number of prospecting activities you plan, the nature of the activities, and the intended results of the activities.

You must first determine what the goal of your prospecting activities will be. More importantly, different salespeople have different goals, and these goals will necessitate different amounts of time prospecting. Introducing a new product or opening a new territory may take more time than continuing to cultivate an existing market where you already have exposure.

What cannot be avoided is 'prospecting'. Failure to effectively find prospects, is the fastest way for a business to go out of business. Even established and long standing companies, lose clients and MUST replace that lost revenue. The best approach is to have a wide variety of activities that a salesperson can engage in....that should include cold calling, networking, e-mail marketing, seminar presentations, talks to prospective groups like your Chamber of Commerce, and many, many more. You should NEVER stop prospecting.

If your efforts are primarily passive, where you have little if any control of the outcome—direct mail or e-mail for example—you will likely have to do more and it will take longer to see results.



Continued on page 6

DO BUSINESS WITH A MEMBER

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*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.

February this year is a leap year giving us an extra day in the month, February 29th. As most of you know this only happens every four years. A trivia fact in the 5th century an Irish legend occurred when a nun St. Bridget petitioned St. Patrick on behalf of all women that they may have had a more active role in choosing their husbands. As a result women were allowed to propose to men once every four years...!!

I thought that was a cool story. Since they didn't have domestic partnership back then or lord forbid same sex marriage it might be a cool day to POP the question!!!! Who needs Valentines day this year?? Well ok I guess we still need to recognize the day of LOVE.....Do something special this year for yourself as well as the important people in your life. Be your own Valentine you deserve it, we are coming out of hard times and things are you worked hard and didn't give up so, do something that will make you feel good about yourself.

Love to you all.

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

January 2012 Meeting

The BPG Board Meeting was held on Wednesday January 4, 2012 at George Kallas' and Arlen Leight's Office at Wilton Executive Suites.

In attendance: Donna Watson, Steve McAleer, Matt Gill, Peter Meyerhoefer, Chris Truster, 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 Steve McAleer 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 process of moving the newsletter to an online version utilizing social media to reach a broader range of possible clients and potential new members made the transition more logical. The old newsletter would be continued to be produced for a few months while the new online version is transitioned in and show to be functioning as expected. Donna presented suggestions for providers similar to Constant Contact that might be more useful or economical. Connecting to social networks was explored, with the concern that control of content must be maintained by BPG.

Old Business was closed.

New Business

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

BPG BANK STATEMENT

DECEMBER 2011

Beginning Balance 12/1	\$4982.46
Deposits/Credits	\$3026.00
Withdrawals/Debits	\$4026.91
Ending Balance on 12/31/2011	\$3981.55

Continued on page 4

MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

February 2
Sam Chalfant

February 9
Bev Shaffer

February 16
Steve McAleer

February 23
Christopher Ellison

MEMBER BIRTHDAYS

February 2 Craig Hutchins
February 5 Matt Gill
February 12 Geoff Aaron
February 20 Drew Miller
February 21 Pam MacEwan



SOCIAL CALENDAR

Open House

February 23rd
Location: TBA
Christopher Ellison,
Integrity Human Capital
Management

Ideas for Social Events

If you have any ideas for social events, please let us know and we will see if we can make it happen.

Contact Steve McAleer at social@bpgftl.com.

MEMBERSHIP REPORT - DECEMBER 2011

New Members

Mark Semple, Riverside Hotel

Craig Hutchins, Geoff Aaron Salon

Our Guests

Chuck Dinsmore, Brat Media

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 emailed his networking report:

2011 BPG Top Networking Winners

2-way tie for 3rd Prize (2 free breakfasts each)

2nd Prize (free ad in BPG newsletter for one month)

1st Prize (free annual membership)

Drew Miller and Pam MacEwan

Dr. Donna Watson

Cal Steinmetz

Steve McAleer has arranged a social event for January 26, 2012 at 7 p.m., the venue will be J. Marks.

Arlen Leight, VP of Programs, presented his report via email. The speaking calendar is complete and the calendar is booked through the 3rd week in February.

Peter Meyerhoefer stated that the January newsletter was ready.

Chris Truster - Community relations, was exploring presenters for the coming year. Chris presented information about renting booths for Pridefest this year (March 10) and recommended that members decide quickly if they wanted to get booths next to each other.

Bev Shaffer, was out of town.

New Business was closed.

The meeting adjourned at 8:20 pm.

The next meeting will be held on February 1, 2012 at 7:00pm at Arlen Leight's office at the Executive Suites.

BPG NETWORKING UPDATE

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. This prize was won by Christ Truster of Rapid Movers. Thanks, Bev! For January, Michael Leigh of Tracy Carroll Salon will be donating a basket of goodies. The drawing for this will be held the first week in February. Thanks, Michael! Dr. Donna is looking for prizes for February, March and beyond.

Annual Networking Prizes Awarded

Congratulations to the top BPG networkers for 2011!!! The top prize winner, Cal Steinmetz, Law Office of Calvin Steinmetz, will have his annual BPG dues paid for 2012. Second place winner, Dr. Donna Watson of a Place of Health, will receive a half page ad in the newsletter free for a month. Third place winners (there was a tie between Pamela MacEwan of Hugh's Catering and Drew Miller of Merchant Processing Solutions) will each get two free breakfasts. Now to get busy with 2012 referrals!!

Networking Tip Of The Month

Sit at a different table each week, so you can get to know all of our members. Don't sit with someone from your own company—she or he won't give you business!

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

Chiropractic Better Than Medication for Neck Pain



A study published in the Jan. 3, 2012 issue of the research journal *Annals of Internal Medicine* and widely reported by mainstream media suggests chiropractic spinal manipulation is more effective than over-the-counter and prescription medication for relieving acute and subacute neck pain.

Spinal manipulative therapy was more effective than medication in both the short and long term.

The study involved 272 adults ages 18-65 with neck pain of two to 12 weeks' duration. Participants were recruited from a university research center and a pain management clinic in Minnesota. Spinal manipulation was provided courtesy of a doctor of chiropractic. According to the study, six chiropractors, each with at least five years' experience, provided treatment, with the specific spinal level to be treated and the number of treatments provided left to the discretion of the individual chiropractor.

Instead of chiropractic care, some patients in the study group received medication as monitored by a licensed medical physician. Nonsteroidal anti-inflammatory drugs (NSAIDs), acetaminophen (aspirin), or both served as the first line of pharmacological therapy. With patients who did not respond to or could not tolerate these drugs, narcotic medications and muscle relaxants were prescribed. With each patient, the MD determined the type of medication administered and the number of patient visits.

Self-reported outcomes, including pain, were measured six times during the 12-week treatment period: at two initial (baseline) appointments; two, four, eight and 12 weeks after treatment began; and on two occasions post-treatment (weeks 26 and 52). Objective measures of cervical spine motion were measured at four and 12 weeks by seven trained examiners who were unaware of which treatment the patients were receiving.

After 12 weeks of treatment, a significantly higher proportion of the SMT group experienced reductions of pain of at least 50% [compared to the medication group]. Specifically, at week 12, more than 82 percent of the SMT group reported a 50 percent or greater reduction in pain; 57 percent reported at least a 75 percent reduction and 32 percent reported a 100 percent reduction. By comparison, the medication group reported reductions of only 69 percent, 33 percent and 13 percent, respectively.

In terms of long-term improvement, 75 percent of the SMT group reported at least a 50 percent reduction in pain after 26 weeks, while

nearly 81 percent reported at least a 50 percent reduction at 52 weeks. The medication group's improvement fluctuated from 59 percent reporting pain reduction of 50 percent or more at 26 weeks to 69 percent reporting the same reduction at 52 weeks.

"Participants who received medication seemed to fare worse, with a consistently higher use of pain medications for neck pain throughout the trial's observational period," said the study authors. In other words, chiropractic was a much better choice than medication for neck pain.

Interestingly enough, a third group of patients who received home exercise advice instead of chiropractic care or medication also fared better than the medication group during the study period. That means two forms of conservative, drug-free care - both of which are commonly provided by doctors of chiropractic - were more effective than over-the-counter and/or prescription drugs. The moral of the story? The next time you or someone you know is suffering from neck pain, don't turn to the medicine cabinet or a medical doctor; turn to your doctor of chiropractic.

From To Your Health January 2012

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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THE NEW TIMES MAGAZINE

START YOUR DAY WITH SOME GREAT NETWORKING!



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JOIN BPG TODAY

Find new customers • Get new referrals
Develop new friendships

Breakfast is only \$16.00
7:40 a.m. at Hugh's Catering,
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Business & Professional Group

FEBRUARY IDEA

Continued from page 1

your current clients will help you get referrals to other frogs. Have you sat down and done a brainstorming session on your current clients to see what other services you may offer? A client may think you only offer one service when you might be able to address some of their other needs. They say "love the one your with". It saves you money, time and energy.

So this month, spread the love by focusing on the right frogs, you will get a better return on your kisses.

SALES TIP

Continued from page 1

If your efforts are more proactive, where you have considerable control—cold call prospecting and then calling on referrals for instance—you can invest less time.

Since there is no simple formula, you must consider your prospecting objectives and then carefully track your activities and results. Then, you can ADJUST how much time you invest in EACH activity. Effectively growing your business means doing the RIGHT prospecting activities to achieve your objectives within a certain period of time period.

When it comes to prospecting, what works best for one person may not work for someone else.

ATTORNEY Robin L. Bodiford

JD, MSW

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My office provides an informal, relaxed atmosphere where you will meet with me personally to make important decisions about your life, your loved ones, and your property.



Author: *Fresh Start Bankruptcy* (John Wiley & Sons, 2003) and
A Simplified Guide to Creating a Personal Will

Co-Author: *The Broward County Domestic Partnership Ordinance* (1999)

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ANNOUNCEMENTS

NEW MEMBER PROFILE



Derek Skiba
Manela & Associates, CPAs
954-360-0198
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www.mandelacpas.com

I am a Certified Public Accountant who specializes in tax and tax planning. My practice focuses on individual, corporate, partnership, estate and trust tax preparation.

I have assisted many business owners in their transition into new business ventures through due-diligence regarding business purchases or business sales, as well as new business entities starting from scratch. I can assist in the formation of a new business and discuss the advantages and disadvantages of various business type structures.

My background in estate and trust tax planning also enables me to insure that all tax filing requirements are met regarding this complex situation.

I work with many foreign individuals and business that have US filing requirements and insure that all required forms are prepared accurately and timely. He can also help with prior year Internal Revenue Service tax issues regarding unfiled previous years returns as well as the related penalties abatements.

I live in Lighthouse Point, Florida with my wife and two daughters. My office is located in Deerfield Beach on Hillsboro Boulevard – just east of I95.

Please feel free to give me a call should you have a tax or accounting issue. I will be happy to assist you.

NEW BUSINESS STARTED BY RAPID MOVERS

Rapid Auto Movers, Inc. is a brand new company created by Chris Traini. It is a sister company to Rapid Movers and it is dedicated to the shipment of cars, motorcycles, trucks, boats, etc. In short, if it rolls or floats, Rapid Auto Movers can transport it anywhere in the USA, including Alaska and Hawaii.

At any given time, there are approximately 20,000 vehicles either in transit around the country or looking for a carrier. This was the deciding factor in whether or not to get into this business. With so many vehicles needing transit, we simply knew that with dedication and persistence we would be able to carve out our place in the business.

This has necessitated a whole new set of licenses, with different insurance and bonding requirements. To be in the business of transporting vehicles, we needed to get registered with the Federal Motor Carrier Safety Administration, usually referred to as FMCSA. The FMCSA was created to try to reduce the number of accidents involving large trucks and it's dedicated to the education of carriers, drivers and brokers.

We actually started business just 2 weeks ago and we have already shipped 14 vehicles to various parts of the country. We have also set up agreements with 2 auto dealers, one racing club and one museum of collectible cars. These kinds of agreements will keep vehicles moving for us throughout the year; however, most of our business will be with individuals. Mainly, with those individuals who are moving their household possessions throughout the country. They will often have 1 or 2 vehicles that also need to be shipped, either with, or ahead of their possessions.

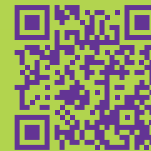
For this part of the business, we have approached several van lines, including National Van Lines to contract for the vehicle shipments of their customers.

Of course, we also anticipate getting a portion of our business from the yearly migration of snowbirds each fall and spring. This is a twice yearly shipment for a great many vacationers.

Check us out at www.RapidAutoMovers.com. The website still needs a little work and I also need to set up a blog, but it's easy to see the point we are trying to make.



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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 & Casualty Insurance, Restaurant Owner, Tax Preparer, Web Design

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