

THE BPG NEWS

Fort Lauderdale, FL • January 2011



Business & Professional Group

www.bpgftl.com

This Month

Speakers

Dennis St. Jean • Kaplan University
Doug Blevins • “Main Street, Wilton Drive”
Chris Traini • “Networking”
J. Michael Heider, DDS • Ultimate Smile

Photos

Holiday Party

Events

Sunday Brunch at Rosie's

New Member

Marketing Your Small Business



CHRISTOPHER ELLISON

Integrity HCM (Human Capital Management)

Where are you from originally?
Hollywood, FL

How long have you lived in Florida? I lived in Atlanta for three years, but the majority of my life in South Florida.

Do you have any children, grandchildren? No

Do you like pets? Do you have any? Yes to both. I have a mixed breed dog (Chihuahua and Pug) named Succhi.

What do you do in your free time? Spend time with close friends.

What are your hobbies? With my busy schedule, it now includes quiet time spent at my favorite vacation spot in the Keys.

How long have you been in business? Two years as of January 2011

What is your job like? A typical day includes dealing with an employee relations issues, keeping a client in compliance, and out of court.

What do you do? What are the duties/functions/responsibilities of your job? I'm a Human Resources Consultant. For new clients, I will conduct a compliance audit to ascertain possible company deficiencies. The audit will identify if there is a need for employee development (i.e. management or customer service programs, reorganization, etc.); along with assessing areas for company savings by streamlining productivity with cross training capabilities or the need to hire additional staff.

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PART 5 OF MARKETING YOUR SMALL BUSINESS: REFERRAL NETWORKING - AN EFFECTIVE MARKETING TOOL

Published by Ullat Bhagyanath Menon

Submitted by Deborah Meltzer, Director of Communications

One could ask the obvious question - “What good is networking if you can't measure the results?”

If you are expecting to find a direct, immediate co-relation between your networking activities and the money you harvest as a result, you are going to be sorely disappointed, for it's not like cold calling.

The returns you receive through networking are like the apples you pick from an orchard you started from a single seed. With time the tree will not only bear fruit, but also spread the seeds that will ultimately become a whole grove of apple trees. With networking, however, the time scale is not that daunting - it will not take years to start seeing results, but it will probably take many months. A lot depends on how you interact with people who matter to your business. The real payoff in measurable business comes after you have stuck with it long enough to build a substantial referral network. That's when you will find that you are getting referrals from people you never knew and from so many sources, that you may not even know exactly how many are the result of your networking.

The results of a good referral networking system are measurable. One of the ways to measure your networking success is --- Check out, of the number of people you meet at a networking event, what percentage of them remember you 72 hours later? This is one measure of your “Visible Identity”, which determines

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DO BUSINESS WITH A MEMBER

Business & Professional Group

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BPG Members meet for breakfast every Thursday at 8:00 a.m. at Primavera Restaurant 830 E. Oakland Park Boulevard Fort Lauderdale, FL



PRESIDENT'S MESSAGE

Happy 2011 everyone!

I hope this year brings each of you love, health and prosperity. Last year was a rough one on many levels. We unexpectedly lost a couple of our members last year due to illness and far too young. It should remind us that our health is everything!!! We have all been complaining about how bad the economy is and business is off etc., etc., etc. As we start this new year, some are in the process of fighting to keep their homes and things still seem to be in a state of unrest in so many places. My mother raised me with a thought that I try to never forget and it rings truer every year. She used to say that, whenever a problem arose, "Honey, if money can fix it then it can't be too bad!!" I now understand what she meant. Look at all the celebrities that have lost their lives this year. With all their money they couldn't stop that. Health is your biggest richness. Remember that this year. Please take good care of yourself and take time for yourself while trying to survive out there in the business world. We all want success and we all want to retire as young as possible, but if you aren't feeling well it won't matter. Find time to exercise a little, eat a little more sensibly and laugh as much as you can.

Advice from the Dr.

~ *La Prez*

BPG BOARD OF DIRECTOR'S MEETING

December 2010 Meeting

The BPG Board Meeting was held on Wednesday, December 1, 2010 at John Hand's Office at Keller Williams Realty.

In attendance: Donna Watson, Steve McAleer, Susan Kissinger, Matt Gill, Jim O'Keeffe, Bev Shaffer, Chris Traini and Deb Meltzer, Arlen Leight.

Meeting was called to order at 7:17 p.m.

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

NEW BUSINESS:

The Board is looking into being more active with Charities for 2011. There will be 2 community charities chosen yearly. The 4 being considered include: MAKE A WISH FOUNDATION, HABITAT FOR HUMANITY, PET PROJECT and SUSAN G KOMEN FOUNDATION FOR BREAST CANCER.

REPORTS:

Susan Kissinger, Treasurer, presented the financial report. The invoice for web hosting was received from Daniel Wasinger at CID. Daniel will be maintaining his fees for 2011.

Opening Balance 11/01	\$7353.33
Deposits and other credits	\$4144.00
Checks	\$1920.00
Other, Withdrawals and service fees	\$ 33.85
Closing Balance 11/30	\$9543.48

Arlen Leight, VP of Programs, presented his report. There is one opening for presentation space open in January. Arlen is looking for speakers to fill February.

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MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

January 6
Dennis St. Jean
Kaplan University

January 13
Doug Blevins
"Main Street, Wilton Drive"

January 20
Chris Traini
"Networking"

January 27
J. Michael Heider, DDS
Ultimate Smile

MEMBER BIRTHDAYS

January 3 Marshall R. Krug
January 5 Arlen Leight
January 6 John Valencia
January 9 Robin Bodiford
January 9 Barclay Garnett
January 9 Marcia Sharp
January 15 John Makos
January 16 David Fawcett
January 24 Terry Etling



SOCIAL CALENDAR

Sunday Brunch

January 16, 2011
11:00 a.m.
Rosie's
2449 Wilton Drive
Menu: a la carte

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 Matt Gill at social@bpgftl.com.

MEMBERSHIP REPORT - NOVEMBER 2010

Our Guests

Peter Meyerhoefer

Referred by Marshall Krug

Josef Pace

Referred by Michael Leigh

Marshall Krug

Referred by Donna Watson

Brad Vogollach

Referred by Ilene Schnell

Elsa Galicia Lona

Referred by Peter Jackson

Lienuta Apprebaum

Referred by Chris Truster

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

Deb Meltzer, Director of Communications presented her report. The new newsletter has been printed. There were, however, very few articles submitted for the December newsletter. Deb is putting a schedule together for new member profiles for the upcoming monthly newsletters. Upcoming newsletters will be adjusted to add showcase profiles from current members to run concurrently with existing members. Deb will be giving membership more information on how to comment about the weekly speakers on LinkedIn.

Matt Gill, Director of SOCIAL ACTIVITIES, presented his report. The holiday party reservations are at 48 people confirmed. The Board will ask for ideas and feedback from membership for future years. January's open house will be at Dr. J. Heider's office. Matt is looking for events in January.

Chris Traini, Director of NETWORKING, presented his report. The Board decided the year end referral prize will be a Free Year BPG Membership. The drawing will take place the first week of January. Chris is looking for a networking prize for the month of January.

Bev Shaffer, Director of FRIENDSHIP, presented her report. Bev will be sending cards to all guests following their visit to our weekly breakfast.

Jim O'Keeffe, Director of COMMUNITY RELATIONS, presented his report. Upcoming Events include PRIDEFEST, MARCH 12-13. BPG will be getting our yearly booth. Jim brought up the idea of all BPG Members wanting booths to coordinate being near the BPG area at the event. An email will be sent to all members to coordinate booth reservations. Doug Blevins, from Wilton Manors Main Street will be speaking early 2011.

Steve McAleer, VP of MEMBERSHIP, presented his report. One membership application was presented for board approval. Steve McAleer made a motion to accept the new member and Arlen Leight seconded the motion. All were in favor and the new member was approved.

The Board discussed ways to increase membership and reaching out to all Gay and Gay friendly businesses in Wilton Manors. A postcard will be created and sent out to target these members as potential members in BPG.

Meeting was adjourned at 8:40 p.m. The next meeting will be held January 5, 2011 at 7:00 p.m at Keller Williams Realty office.



STEP BY STEP GUIDELINE FOR GIVING A LINKEDIN RECOMMENDATION

Submitted by Deborah Meltzer, Director of Communications

We've been talking a lot lately about helping each other with good LinkedIn recommendations. For those who may not be completely familiar with the workings of LinkedIn but want to contribute and participate, here is a step by step guide to help you get through the process. Please read the article "How To Write An Excellent LinkedIn Recommendation" by Jason Alba before going through these steps.

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Submitted by Dr. Donna Watson,
A Place Of Health

Practitioners Still Prescribing Medication Even Though They Only Mask the Pain



Practitioners Still Prescribing Medication Even Though They Only Mask the Pain The above headline comes from an online article on November 2, 2010 on the news website AllVoices.com. The article points out that even though other types of care such as chiropractic are more effective, and medications have been shown to be relatively ineffective for patients with chronic neck pain, many medical doctors still rely on them in their primary treatments of suffering patients.

The AllVoices article references a study published in the November 2010 issue of the American College of Rheumatology's journal, Arthritis Care & Research that documents the overutilization of diagnostic testing and narcotics, and the underutilization of what they termed "effective treatments" in the care of patients with chronic neck pain. The AllVoices article also references research published in the June 2010 issue of the Journal of the American Board of Family Medicine that shows that chiropractic was the number one alternative to medical care for back and neck pain patients.

In this study researchers from Duke University and the University of North Carolina reviewed data from a phone survey of 5,357 households in North Carolina. From this group the researchers identified 135 people with chronic neck problems. Lead researcher Adam Goode, PT, DPT, from the University of North Carolina commented on the number of people with chronic neck pain and the usage of drugs as treatments by saying, "Our sample population had a high degree of disability, despite using a number of diagnostics and treatments. Based

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on current evidence, several treatments were over-used, and some effective treatments were under-used." The articles covering this research noted that chiropractic was the most effective and most frequently used non-medical form of care for patients with neck and back problems.

One of the articles in the October 28, 2010 Detroit Examiner, describes how chiropractic helps chronic neck pain by explaining, "Neck adjustments also called cervical manipulation is an exact procedure applied to joints of the neck and usually done by hand. These adjustments improve mobility to the spine and increase range of motion. It also increases movement in adjoining muscles. Patients usually note improved ability to turn neck and tilt head along with decreased pain, soreness and stiffness.

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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DR. DONNA WATSON, CHIROPRACTOR

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U.S. COMMERCE ASSOCIATION

2008 BEST CHIROPRACTOR
THE NEW TIMES MAGAZINE



Continued from page 1

how successfully you are networking. Networking is more than just meeting people. It's all about how well you are remembered by a new contact. A contact that you do not follow up with will never become part of your network. There will be no business, no sales, no referrals, no meeting the powerful CEO he knows – unless you follow up with the contact.

You can measure the results, but you have to be tracking the right networking activities. To get the results you expect, you have got to track the right efforts.

“If my customers are satisfied, they will give me referrals. Why should I join a networking group?”

Yes, customers could be a good source of referrals, and a happy customer/client may refer you to a friend who needs the service you provide. But it most often ends there. And have you thought of the unhappy customers -- they can hurt you more than help you, by word of mouth.

A networking partner, however, is always on the lookout for good customers for your business, just as you are always looking for people to send to your networking partners. Your networking partners know more about your business and the kind of customers you are looking for. They are experts in the word of mouth marketing - the most powerful kind of marketing that exists. This kind of referral generation lasts much longer and brings you a steady stream of high quality business, the kind that doesn't turn around and go to your competitor. You can get good referrals from your loyal networking sources, and such customers are the kind you will want to keep for good.

“How do I network if I am not a naturally outgoing person?”

Most business people, given a little real-world experience, naturally develop a certain level of comfort in dealing with customers, vendors and others in their day-to-day transactions. Even people who are not outgoing can form meaningful relationships and communicate effectively. For example, by volunteering to be a visitor host for a local business networking event can be a great way to get involved without feeling out of place.

Think about it, when you have guests at your office or house, what do you do? You engage them, make them feel comfortable or perhaps offer them something to drink? So - what you don't do is stand by yourself in a corner, thinking about how you are not comfortable meeting new people. By serving as a visitor host at a local networking meeting, you effectively become the host of the meeting. You will find it much easier to meet and talk to new people.

Think about the most successful people you know. What do they have in common? You would realize or find that they have built a strong network of contacts that provide support, information and business referrals. They have mastered the Art and Science of Networking, and Business flows their way as a matter of course. It has taken these successful networkers years of hard work and perseverance to build their networks. It will only take a similar commitment from you too.....

Networking is the mainstream business development technique into the future. Business people who invest in themselves by learning how to network like a professional will be rewarded with 1a long term sustainable and profitable business.

Not only is a referral basically a new customer handed to you on a platter, but it is also an unspoken compliment. A referral has been pre-groomed for you. They have been made aware of your expertise or your superb service. A referral has been sent your way because you are the answer to their problem or need. Your networking partner has put their reputation on the line because they have enough trust and confidence that you are the best in your field. For these many reasons, it is important to handle that new customer as if they are your only customer. It will reinforce future referrals from your networking partner and possibly some from this new customer as well. A referral is the cheapest and best form of marketing there is so it is really important to take advantage of all the resources your networking group provides.

Deborah Meltzer, Florida Wholesale Printing, 954-970-8085

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What kinds of problems do you deal with? I spend a large percentage of my day coaching managers on how to deal with their direct reports and navigation in regards to employee related issues. Depending on the infrastructure of a company, my day may include handing the day to day functions of a traditional HR Department which includes conducting employee onboarding, benefit orientation, etc.

What kinds of decisions do you make? Again, depending on the infrastructure of my client, it usually involves reviewing documentation and making a recommendation if a company will retain or terminate employment. As well as, provide recommendation regarding workforce forecasting and employee structure/development.

How did this type of work interest you and how did you get started? I have an extravert personality and when dealing with employee relations, my job is never boring. My past experience was working for one of the largest privately held insurance agencies in Florida, where I was later offered a position working in the company's Human Resources Consulting Division. Over the years, I worked my way up from an HR Coordinator to HR Consultant / Business Development Manager.

What things did you do before entering in this profession?

I worked in the payroll department for the Town of Davie for two years, starting in my senior year high school through a cooperative business education program. Later, I held positions such as Customer Service Representative, Data Entry Clerk, Collections Manager, Bookkeeper, and Executive Assistant.

How does your company differ from its competitors? Today, there are several companies that offer Human Resources Consulting / Outsourcing services. Integrity HCM not only provides a speedy professional deliverable product, but one that exceeds customer satisfaction. We stand behind our vision statement of building customized solutions that focus on results, not just service.

For more information, please contact **Christopher Ellison at 786-566-7020 or cellison@integrity-hcm.com.**



An advertisement for Doctor Leight's workshops. The top half features the text "TRANSFORM YOURSELF" in large, bold, yellow and white letters. Below this, a large, close-up photograph of a smiling man with short grey hair is shown. To the left of the photo, the text "WITH THREE POWERFUL WORKSHOPS" is written in green. Below that, three workshop titles are listed: "Dating Boot Camp for Gay Men", "Confidence, Self-Esteem and Personal Empowerment", and "Self-Image, Self-Awareness and Self-Actualization". A small inset photo of a man is labeled "Doctor Leight". At the bottom, the website "www.DoctorLeight.com" and phone number "954-768-8000" are displayed, along with the name "Arlen Keith Leight, Ph.D., LLC" and his title "Psychotherapist and Board Certified Clinical Sexologist".

An advertisement for CIDcreative.com marketing services. The top half features the text "REACH YOUR CUSTOMERS EFFECTIVELY" in white and yellow. Below this, a collage of various marketing materials is shown, including a "YOUR REPORTING SOLUTION" dashboard, an "ATM SYSTEMS" brochure, and a "TRYSIA" brochure. The bottom half features the text "WITH A WELL-DEVELOPED MARKETING PLAN" in white and yellow. Below this, a list of services is provided: "WEBSITE DESIGN • HOSTING • CORPORATE IDENTITY", "ADVERTISING CAMPAIGNS • BROCHURES • CATALOGS", and "TRADE SHOW BOOTHS • RETAIL PACKAGING". The CIDcreative.com logo, consisting of the letters "CID" in a stylized font, is shown. Below the logo, the text "CONCEPT INTERNATIONAL DESIGN" is written. The website "CIDcreative.com" and phone number "954-772-0046" are displayed at the bottom right.

STEP BY STEP GUIDELINE FOR GIVING A LINKEDIN RECOMMENDATION

Continued from page 1

1. Proactively write recommendations. If you plan ahead, then your friend/colleague won't get caught in the situation where they need your reference immediately for a prospective job offer. Also, being proactive encourages him or her to return the favor by writing a recommendation for you.

2. Log in to LinkedIn, click on 'contacts', go through your list and click on the person you would like to recommend. Once on their profile, click on 'recommend this person' on the right side of their profile.

3. Choose correct recommendation format based on your connection with this person.

Recommend XXX as a:

- Colleague: You've worked with XXX at the same company
- Service Provider: You've hired XXX to provide a service for you or your company
- Business Partner: You've worked with XXX, but not as a client or colleague
- Student: You were at school when XXX was there, as a fellow student or teacher.

4. Give a very brief background of how you know the person, perhaps only one sentence. This will give some validity of your specific connection based on your type of recommendation.

5. Tell a story, that is, when writing about a professional behavior try to tell a story with a beginning, middle and end. Stories make your recommendation memorable and can allow you to be more specific (see Jason Alba's article for more about this). Anyone can give kudos, but only you can tell that story.

6. Proofread your recommendation and then 'Send.'

Recommendation Guidelines:

Keep these ideas in mind as you write the recommendation:

1. Be honest.
2. Be brief, but write enough to make a meaningful recommendation for future employers
3. Write from the heart. Tell the world why you like this person.

You don't have to be a writer for a living to write good recommendations. Just keep these ideas in mind and let it flow. Remember, if you write recommendations for others, be sure to ask them to write one for you, too.

Robin L. Bodiford
ATTORNEY
JD, MSW

Committed to Our Community,
Dedicated To Your Legal Rights

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 AND ESTABLISHED MEMBER BIOGRAPHIES

In future issues, we would like to include biographies from established members in addition to our new members. It offers more exposure for you and allows new members to get to know you better as well as you getting to know them. Writing your bio for the newsletter does not have to be a daunting experience. For some, the words just flow and before you know it - voila! a full member bio is done. Yet for others, this is not always a fun or easy task. For that reason, we thought it was important to help guide those members, both new and not-so-new to get through this process. These questions are only helpful ideas, you may want to add or not include some of them in your writing.

Your biography does not have to be very long. It will help members get to know a little bit more about who you are, where you come from, and what interests you may have in common. It is also a great way of letting other members know what your business can offer them and, can help you boost your sales. I have included a number of questions that can help you write your biography for the next newsletter. Take advantage of the exposure we are offering you by spending only 10-15 minutes of your time to showcase your business. Please include anything you think is important that you would like others to know about you and your business. We will also need a current picture of you so members can recognize who the biography is about and a company logo if you have one to enforce your brand.

Guideline questions for biography:

Where are you from originally?
How long have you lived in Florida?
Do you have any children, grandchildren?
Do you like pets? Do you have any?
What do you like to do on your free time?
What are your hobbies?

Pertaining to your occupation:

How long have you been in business?
What is your job like?
- A typical day?
- What do you do? What are the duties/functions/responsibilities of your job?
- What kinds of problems do you deal with?
- What kinds of decisions do you make?
How did this type of work interest you and how did you get started?
What things did you do before you entered this occupation?
How does your company differ from its competitors?

Thank you for your participation in making our newsletter and our group better!

Deborah Meltzer, Director of Communications, communication@bpgftl.com, Florida Wholesale Printing, 954-970-8085, floridaprinters@gmail.com

NO BREAKFAST MEETING ON DECEMBER 30TH

There will be no breakfast meeting on December 30th. This is a time to focus on friends, family and loved ones. **Take a break from business and recharge for the new year!**



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

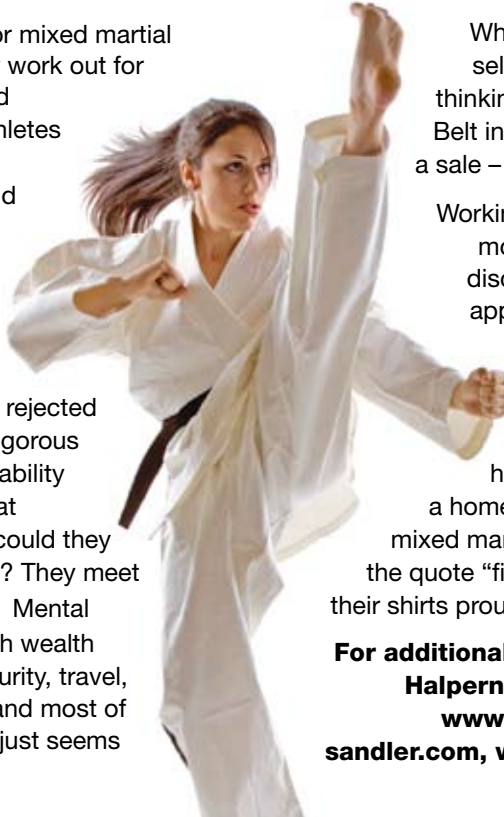
Get great exposure through the BPG Newsletter! Place your ad now and let the networking and new business begin! At our last Board meeting, the Board Members felt that, since the newsletters are now in print again, they should be more accessible to members. The newsletters should also be used as a tool 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 Debby Meltzer, at communication@bpgftl.com.**

Are you a “Black Belt” in sales or a NOT?

Submitted by Paulette Halpern, Sandler Training

I was talking with a friend about his passion for mixed martial arts and wondered “why do they do it?”. They work out for hours every day, only to climb into the ring and get the be-jeebers beat out of them. These athletes adhere to a vigorous schedule of working out, a strict diet, and lots of pain. I thought they did it because they were working out aggressive tendencies - not so - each was professional and even nice! So why do they do it? Look at them - they are living their dream.

Why would anyone want to have a career in sales? They need to prospect every day - get rejected 90% of the time! The sales pro adheres to a vigorous schedule of calls, a strict schedule of accountability and lots of pain. So why do they do it? Look at them - they are living their dream! What else could they do that paid them exactly what they are worth? They meet new people every day and life is never boring! Mental skills and emotional strength are rewarded with wealth and all the satisfaction that wealth brings: security, travel, toys, children’s futures, homes, cars, charity, and most of all - time. Great sales people are not born, it just seems that they were.



What is your “work out” schedule for building selling strength? Sitting in a coffee shop and thinking up excuses is not the way to be a Black Belt in sales - so if your plan is to sit and wait for a sale – don’t expect to be successful!

Working out is calling 12 new people early in the morning - every morning. Working out is the discipline to visit the companies close to your appointments - every day. Working out is the willingness to ask your contacts for introductions. Working out is ending your night knowing the top 20 people you want to meet tomorrow. Winning is having enough money for a family vacation, a home, cars, toys, investments, and time. At the mixed martial arts trade show - shirts were sold with the quote “fight, or go home.” Sales pros should wear their shirts proudly “Be a Black Belt in Sales or go home!”

For additional information, please contact Paulette Halpern of Sandler Training at 561-715-6892, www.noonangroup.sandler.com, paulette@sandler.com, www.linkedin.com/in/paulettehalpern.

START YOUR DAY THE RIGHT WAY!



GREAT NETWORKING. GREAT FOOD.

BPG meets at Hugh’s Catering every Thursday morning for breakfast.

Enjoy social interaction and experience the opportunity to develop strong business connections.

Find new customers, get new referrals, and create new friendships!

**Breakfast is only \$15.00 and is served at 7:40 a.m.
Our meeting starts promptly at 8:00 a.m.**

**Hugh's Catering
4351 NE 12th Terrace
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Business & Professional Group

HOLIDAY PARTY 2010

(Photos by Steven Shires Photography)






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