

THE BPG NEWS

Fort Lauderdale, FL • July 2011



Business & Professional Group

www.bpgftl.com



THIS MONTH

Speakers

Sam Chalfant
Michael Camfield
David Fawcett
Sam Chalfant (networking meeting)

Events

Pool Party • Cal Steinmetz and Brian Boyle's
Sunday Brunch • Rosie's Bar & Grill

Photos

Installation Dinner • Primavera Restaurant

MAKE THE MOST OF SUMMER MARKETING

By Gail Martin

Submitted by Deb Meltzer, Florida Wholesale Printing



Summer is the time when nothing happens because everyone goes on vacation - right?

Maybe not.

Once June rolls around, many business owners take a cue from school kids and decide that all the serious work is done until September. Oh, they're technically "open" over the summer, but they drop back on attending marketing meetings (because "no one goes"), slack off on blogging, direct mail or newsletters (because "no one's reading it") and hold off on making contacts (because "nobody's in the office").

Then September comes and they're in a panic because business is slow!

In my opinion, summer is a fantastic time for cultivating business opportunities. Don't worry-I believe in going on vacation as much as anyone, and I unplug when I go. But like warm weather and fresh fruit, summer offers seasonal possibilities that are too good to pass up.

Here are my tips for making the most of your summer marketing:

#1: Prospects have more time to connect. During the summer, the people you have been trying to reach all year may see a seasonal slow-down. They will probably adapt with a little more laid-back, casual pace themselves. Now is the time to catch them for a short phone conversation or even a meeting over coffee that they were too busy for earlier in the year.

#2: Summer is the time to set up events for next year. Whether you're planning an event of your own or you want to be booked as a speaker at someone else's event, there are only six more months left in the year, so many planners are already looking at 2011. This is especially true if their annual event has already happened for this year. Get a jump on the competition by putting in your pitch early.

#3: Summer slow-downs leave more time to read. If the target audience for your newsletter, blog and social media posts experience a little slower pace during the summer, they may well use it for more online reading time. Instead of taking a break from communicating, make sure that your summer written communications are especially spicy and good!

#4: Summer is the half-way point in the year. Because the year is half gone, it's a great time to check in with clients and prospects to see if their revenues or goal-achievement is on schedule. If not (and if you can help get them back

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DO BUSINESS WITH A MEMBER

Business & Professional Group

P.O. Box 4587
Fort Lauderdale, FL 33338
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Community Relations Director

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BPG Members meet for breakfast every Thursday at 8:00 a.m. at Hugh's Catering
4351 NE 12th Terrace
Oakland Park, FL 33334



PRESIDENT'S MESSAGE

Hey everyone.

It's July which means a new board takes over the workings of BPG. I would personally like to thank the people on last year's board who served admirably but had to leave for the best of reasons, their businesses got busier!!! Thank you to Jim O'Keeffe, Chris Traini, John Hand, and Deb Meltzer. Of course returning, and I thank you immensely for staying on, Dr. Arlen Leight, Matt

Gill, Susan Kissinger, Bev Shaffer, Steve McAleer, and, well I guess I should thank myself, too. So there...thank you to me. This will make 4 years in a row...a new record for President I have been told. So I guess you are stuck with me again one last time. ONE LAST TIME!!!! I promise...LOL

A huge welcome to the new members on the Board, Peter Meyerhoefer and Chris Truster. I look forward to this coming year by making the additions and changes you, the membership, have asked for and as always to make us a better group with more members and make all of us more profitable.

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

June 2011 Meeting

The BPG Board Meeting was held on Wednesday June 1, 2011 at John Hand's Office at Keller Williams Realty.

In attendance: Donna Watson, John Hand, Steve McAleer, Arlen Leight, Matt Gill, Chris Traini, Susan Kissinger, Jim O'Keeffe, Debby Meltzer and Beverly Shaffer

Meeting was called to order at 7:10pm

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

New Business:

The Board elections were discussed along with possible nominees for each position.

There was a discussion regarding having new members complete a biography as part of the application process so that it may be used in new members' profiles in the newsletter. Steve McAleer made a motion to include a biography page in the application and have a photo taken for each new member as part of the application process. Arlen Leight seconded the motion and all were in favor.

Matt Gill, Director of Social Activities, presented his report. Plans are being finalized for the Installation Dinner scheduled to be held on June 5, 2011 at Primavera Restaurant. The current RSVP count is about 25 people and the cost is \$30 per person for 3-course meal with entrée selection from a set menu. There was a discussion about how to make these events draw more attendance. Bev Shaffer made a motion to appoint a committee of 2 people to help plan next year's Installation Dinner. Susan Kissinger seconded the motion and all were in favor. The motion passed.

Steve McAleer, VP for Membership, presented his report. One application was submitted for membership. After careful review of application a vote was taken.

Continued on page 4

MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

July 7

Sam Chalfant

July 14

Michael Camfield

July 21

David Fawcett

July 28

Sam Chalfant
(networking meeting)

MEMBER BIRTHDAYS

July 1 Brenda Hartley

July 4 Debee Jerzy

July 7 Collis Kimbrough

July 8 Michael Leigh

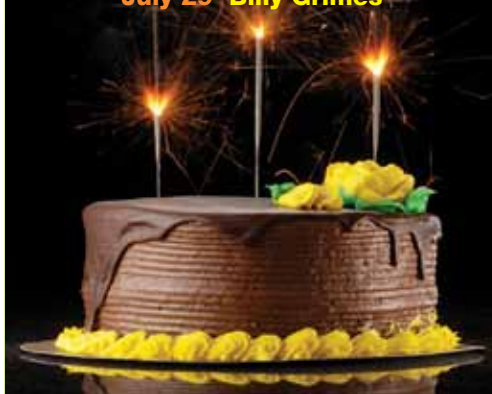
July 18 Ilene Schnall

July 21 John Hand

July 24 Lynn Corning

July 24 Denny Hamann

July 29 Billy Grimes



SOCIAL CALENDAR

Pool Party

Saturday, July 9th
2:00-7:00 p.m. with food
at 4:00 p.m.
Bring a dish (or drink)

Cal Steinmetz and Brian Boyle's
2101 NE 25th Street
Wilton Manors

Sunday Brunch

Sunday, July 24th
at 11:00 a.m.

Rosie's Bar & Grill
2449 Wilton Drive
A-La-Carte
(pay as you eat)

MEMBERSHIP REPORT - JUNE 2011

Our Guests

Suzannah Richards, New York Life

Referred by Our Attendance At Pridefest

Dave Wilson, Transamerica

Referred by Douglas Paul

Katherine Schull, Zavee

Referred by Eric Reivik and Andy Harrison

Ashley Keshigian, Print Dynamics

Referred by Billy Grimes

Dr. Eric Wood, Visionary Health and Wellness

Referred by Bev Shaffer

Michael Haigh, Foxtail Landscape Solutions

Referred by Chris Truster

Derek Skiba, Manela & Associates CPAs

Referred by Paulette Halpern

**Jacqueline Lorber, South Florida
Symphony Orchestra**

Referred by Peter Meyerhoefer

*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

Bev Shaffer made a motion to decline the prospective member's application and Matt Gill seconded it. All were in favor and the membership was declined.

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

Opening Balance:	\$ 4431.09
Deposits & Other Credits	\$ 4332.00
Checks Written:	\$ 2829.35
Other Withdrawals & Service Fees Charged:	\$ 82.49
Closing Balance:	\$ 5851.35

Chris Traini, Director of Networking, presented his report. Chris will hold the drawing for the winner of May's networking contest at the next breakfast meeting. A June prize is needed and Donna Watson donated a massage from her massage center. The next breakfast networking event will be June 16.

Arlen Leight, VP of Programs, presented his report. The June speaking calendar is full and there is one opening in July.

The meeting adjourned at 8:45pm.

The next meeting will be held on July 6, 2011 at 7:00pm at Arlen Leight's office at the Executive Business Suites on Wilton Drive.

DON'T GET EMOTIONALLY INVOLVED

Submitted by Paulette Halpern, Sandler Training



Salespeople don't have problems, their customers do. As you perform your diagnosis and lead the customer through a quality process, "yes" is not a problem and neither is a qualified "no". The customer who is losing money due to inability to get a finished product through a quality test has a problem. It is only when you feel the need to get the order now – when you come across as too hungry – that you run into problems. The professional operates with an objective and clear mind and methodically unravels the customer's challenges so both the salesperson and the customer can come to a mutually

beneficial understanding of the problem and the alignment of the solution. Being emotionally involved is being defensive and biased toward your needs.

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

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

Chiropractic Maintenance Care Helps Prevent Future Injury



Several recent studies document that chiropractic care is beneficial for helping to prevent reoccurrence of lower back problems while also helping to sustain long term correction. It is interesting to note that these studies were medical studies published in medical journals.

The most recent article comes from the April, 2011, issue of the Journal of Occupational and Environmental Medicine. This study followed 894 workers' compensation cases for a period of one year to see the response to chiropractic care as compared to other forms of care. The stated objective of this first study was "To compare occurrence of repeated disability episodes across types of health care providers who treat claimants with new episodes of work-related low back pain (LBP)."

The results showed that when compared to physical therapists and MDs, the group of patients that went to chiropractors had the lowest rate of disability recurrence over the course of the year. This showed that when injured workers continued with chiropractic care, their rate of re-injury or disability in the year after the original accident was less than those workers under other forms of care.

Another study published in the journal Spine on January 17, 2011, showed that spinal manipulation therapy (SMT) for chronic, non-specific, low back pain resulted in better long-term outcomes. It should be noted that some medical studies refer to adjustments as "spinal manipulation therapy" or SMT.

In this study, 60 patients with chronic, nonspecific lower back pain for at least 6 months were separated into three different groups. One group got 12 visits of a sham SMT over a one-month period. The second group

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received 12 visits consisting of SMT over a one-month period, but no additional treatments for the subsequent nine months. The third group got 12 SMTs over a one-month period, along with "maintenance spinal manipulation" every two weeks for the following nine months.

The results of this study showed that the patients in the second and third groups, who received some form of what the study authors called "SMT", experienced significantly lower pain and disability scores at the end of 1 month, than did the first group who only got sham care. Additionally, the third group that continued to receive care for 9 additional months showed more improvement in pain and disability scores 10 months later.

In their conclusion, the authors wrote, "SMT is effective for the treatment of chronic non-specific LBP. To obtain long-term benefit, this study suggests maintenance spinal manipulations after the initial intensive manipulative therapy."

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

ARE WE BACK IN A SELLER'S MARKET?

By Thom Carr
Atlantic Properties International

The answer is YES, for now. South Florida home sales were strong in May, capping a robust spring buying season.

South Florida home sellers are enjoying more power than they've had in several years: There are fewer houses for sale and buyers are hungrier.

"I was surprised — nicely surprised," said Renata Wozniak, who had four decent offers within a week of putting her four-bedroom home in Deerfield Beach on the market this spring. "I thought it would maybe take a month or two."

Sales of existing homes in Broward County hit 1,142, up 6 percent from a year ago, the Florida Realtors said Tuesday. Palm Beach County sales soared 26 percent to 1,115. It was the third consecutive month that the two counties eclipsed 1,100 sales. Prices were a different story. Broward median's price was \$188,500, off 17 percent from a year ago. Palm Beach County's median of \$214,100 was down 9 percent from a year earlier. The median means half sold for more and half for less.

Home prices in Broward and Palm Beach counties are expected to keep falling into next year, though the steep declines are likely over, analysts say. South Florida brokers say big declines in homes for sale have turned the region into a seller's market. But not to be premature, some analysts wonder if that'll last, pointing to potentially large numbers of foreclosed homes looming in the coming months. Statewide, existing home sales rose 3 percent in May from a year ago, but sales nationally were about 15 percent below the level in May 2010.

At the end of May, Broward had 12,544 homes and condominiums for sale, down 45 percent from the same period two years ago. Buyers are still buying at bargain-basement prices. The market has stabilized, but we're not out of the woods yet. Still, homeowners have closed more sales in Broward in each of the first four months of 2011 than they did in the same months of 2010, according to the Florida Realtors, a trade group. The figures exclude newly built homes.

That demand, coupled with banks' reluctance to inundate the market with foreclosed homes, has caused inventory to fall. And that means competition among buyers has heated up. Some buyers that need a loan to afford a home are frustrated as investors swoop in with cash, higher offers, or both. Some homes that might otherwise be for sale have been kept off the market because lenders suspended foreclosures last fall as they searched for possible paperwork errors amid the "robo-signer" controversy. Banks are likely to move those stalled cases through the court system soon. And some analysts expect that lenders eventually will release foreclosed homes for sale in big numbers, and that so-called shadow inventory will give buyers the edge once again.

But there's good news for demand. Prices remain low, and South Florida is a Global Destination. There is worldwide recognition that people want to buy in South Florida and that this is the time to do it. **For more information, please contact Thom Carr at 954-566-1225 or thomcarr@aol.com.**



MAKE THE MOST OF SUMMER MARKETING

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back on track), you've got built-in urgency for them to hire you!

#5: Budget season is coming. Many companies prepare their new year budget beginning in October. If prospects have been stalling with a go-ahead "because it's not in the budget," now is a great time to update your proposal and re-submit it, with a cover letter that helpfully notes the fresh figures "for your new budget cycle."

#6: Slow periods are great times to work ON your business. If client work really does slow down for you, seize the opportunity to tackle your own improvement projects. Update your website, blog more frequently, spruce up your marketing materials, write articles to submit to industry publications, spiff up your speeches, and dust off your business plan to check on your progress.

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THE TRADE SHOW TRUTH

By Daniel Wasinger, Concept International Design

The key to great exhibiting is marketing. But marketing is a very inexact science that leaves room for a multitude of errors to occur. The following are 10 of the most common marketing mistakes that exhibitors often make. Learn to avoid them and you will increase your chances for a successful tradeshow.

1. Have A Proper Exhibit Marketing Plan

Having both a strategic exhibit marketing and tactical plan of action is a critical starting point. In order to make tradeshow a powerful dimension your company's overall marketing operation, there must be total alignment between the strategic marketing and your exhibit marketing plan. Tradeshow should not be a stand-alone venture. Know and understand exactly what you wish to achieve - increasing market share with existing users; introducing new products/services into existing markets or into new markets; or introducing new products/services into new markets. This is the nucleus on which to build.

2. Have A Well-Defined Promotional Plan

A significant part of your marketing includes promotion – pre-show, at-show and post-show. Most exhibitors fail to have a plan that encompasses all three areas. Budget is naturally going to play a major role in deciding what and how much promotional activity is possible. Developing a meaningful theme or message that ties into your strategic marketing plan will then help to guide promotional decisions. Know whom you want to target and then consider having different promotional programs aimed at the different groups you are interested in attracting. Include direct mail, broadcast faxes, advertising, PR, sponsorship, and the Internet as possible ways to reach your target audience.

3. Use Direct Mail Effectively

Direct mail is still one of the most popular promotional vehicles exhibitors use. From postcards to multi-piece mailings, attendees are deluged with invitations to visit booths. Many of the mailings come from show management's lists and as a result, everyone gets everything. To target the people you want visit your booth, use your own list of customers and prospects--it's the best one available. Design a piece that is totally benefit-oriented and makes an impact. Mail three pieces at regular intervals prior to the show, starting about four weeks out, to help ensure your invitation is seen. Wherever possible, use first-class mail. There's nothing worse than a mailing that arrives after the show is over.

4. Give Visitors An Incentive To Visit Your Booth

Whatever promotional vehicles you use, make sure that you give visitors a reason to come and visit you. With a hall overflowing with fascinating products/services, combined with time constraints, people need an incentive to come and visit your booth. First and foremost their primary interest is in "what's new!" They are eager to learn about the latest technologies, new applications, or anything that will help save them time and/or money. Even if you don't have a new product/service to introduce, think about a new angle to promote your offerings.

5. Have Giveaways That Work

Tied into giving visitors an incentive to visit your booth is the opportunity to offer a premium item that will entice them. Your giveaway items should be designed to increase your memorability, communicate, motivate, promote or increase recognition of your company. Developing a dynamite giveaway takes thought and creativity. Consider what your target audience wants, what will help them do their job better, what they can't get elsewhere, what is product/service related and educational. Think about having different gifts for different types of visitors. Use your website to make an offer for visitors to collect important information, such as an executive report, when they visit your booth. Giveaways should be used as a reward or token of appreciation for visitors participating in a demonstration, presentation or contest, or as a thank-you for qualifying information about specific needs etc.



6. Use Press Relations Effectively

Public relations is one of the most cost-effective and successful methods for generating large volumes of direct inquiries and sales. Before the show ask show management for a comprehensive media list, and find out which publications are planning a special show edition. Send out newsworthy press releases focusing on what's new about your product/service, or highlighting a new application or market venture. Compile press kits for the press office that include information about industry trends, statistics, new technology or production information. Also include good product photos and key company contacts. Have staff members at the booth who are specifically assigned to interact with the media.



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

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ANNOUNCEMENTS

MEMBER CATEGORY UPDATE

BPG is looking for new members in the following categories:

Accountants	Mechanical/Structural Engineer
Tax Preparers	Mortgage Broker
Property and Casualty Insurance	Event/Wedding Planner
Bookkeepers	Office Furniture Retailer
Credit Repair Agency	Restaurant Owners
Human Resource Personnel	Nursing Home Administrator
Graphics Person	General Medical Practitioners
Handyman	Plastic Surgeon
Painter	Auto Sales
Electrician	Plumbers
A/C Repair	Web Design
General Contractor	

WANT TO EARN 200.00?

Daniel Wasinger is offering 200.00 to anyone who offers client leads who become paid clients (purchasing services of 1,000.00) from Concept International Design. For additional information, please call **Daniel at (954) 772-0046** or email him at daniel@cidcreative.com.

HIRING INDEPENDENT SALES CONTRACTORS

Daniel Wasinger of Concept International Design is hiring Independent Sales Contractors to sell his services in the South Florida area and beyond. CID is seeking a personable, professional, aggressive, self-starting individual who is an excellent communicator and will promote design and copywriting services for print collateral and website design.

This sales position offers you the chance to deal with an interesting and eclectic group of clients. You will be calling on decision-makers within a variety of industries including technology, electronics, financial, construction, veterinarian, restaurant, publishing, home furnishings, beauty, health, fitness, and more.

Focus is to be placed on the following specialties: advertising campaigns, website design and hosting, corporate identity, annual reports, trade shows, catalogs, brochures, retail packaging, sales sheets, media kits, book covers, CD/DVDs, and more.

For additional information, please call **Daniel at (954) 772-0046** or email him at daniel@cidcreative.com.



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.**

THE TRADE SHOW TRUTH

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7. Differentiate Your Products/Services

Too many exhibitors are happy to use the “me too” marketing approach. Examine their marketing plans and there’s an underlying sameness about them. With shows that attract hundreds of exhibitors, there are very few that seem to “stand out from the crowd.” Since memorability is an integral part of a visitors’ show experience, you should be looking at what makes you different and why a prospect should buy from you. This is of particular concern with generic products in your industry. Every aspect of your exhibit marketing plan, including your promotions, your booth and your people should be aimed at making an impact and creating curiosity.

8. Use The Booth As An Effective Marketing Tool

On the show floor your exhibit makes a strong statement about who your company is, what you do and how you do it. The purpose of your exhibit is to attract visitors so that you can achieve your marketing objectives. In addition to it being an open, welcoming and friendly space, there needs to be a focal point and a strong key message that communicates a significant benefit to your prospect. Opt for large graphics rather than reams of copy. Pictures paint a thousand words while very few exhibitors will take the time to read. Your presentations or demonstrations are a critical part of your exhibit marketing. Create an experience that allows visitors use as many of their senses as possible. This will help to enhance memorability.

9. Realize That Your People Are Your Marketing Team

Your people are your ambassadors. They represent everything your company stands for, so choose them well. Brief them beforehand and make sure that they know: why you are exhibiting; what you are exhibiting and what you expect from them. Exhibit staff training is essential for a unified and professional image. Make sure that they sell instead of tell; don’t try to do too much; understand visitor needs; don’t spend too much time; and know how to close the interaction with a commitment to follow-up.

Avoid overcrowding the booth with company representatives. Have strict rules regarding employees visiting the show and insist staffers not scheduled for booth duty stay away until their assigned time. Assign specific tasks for company executives working the show.

10. Follow-Up Promptly

The key to your tradeshow success is wrapped up in the lead-management process. The best time to plan for follow-up is before the show. Show leads often take second place to other management activities that occur after being out of the office for several days. The longer leads are left unattended, the colder and more mediocre they become. It is to your advantage to develop an organized, systematic approach to follow-up. Establish a lead handling system, set time lines for follow-up, use a computerized database for tracking, make sales representatives accountable for leads given to them, and then measure your results.

THANK YOU FROM DEBBY MELTZER

It has been a pleasure to be your Communications Director for the last year. I have enjoyed working with the other board members and playing a part in making our group better. With every challenge comes reward and, overall, it was a very rewarding experience. I recommend to all members to take the opportunity and serve the board at some point in their membership. Each and every position is so valuable and appreciated.

A big thank you goes out to Donna Watson for being such a major driving force in keeping our group focused and organized. She loves our group and is the glue that ties us all together.

To the other members of the Board of Directors who are staying “onboard”, thank you for your loyalty and dedication.

To the new members of the Board of Directors, all the best to you and thank you for volunteering. I look forward to seeing what your contribution and perspective can bring to benefit the group. This is not a good-bye, but a see ya at the next breakfast!

~ *Debby Meltzer*

MAKE THE MOST OF SUMMER MARKETING

Continued from page 6

You can enjoy the summer and make headway on your business goals by keeping these six points in mind. Not only will your summer marketing soar, but you’ll find that come September, you are still top of mind with prospects who are ready to buy!

INSTALLATION DINNER AT PRIMAVERA RESTAURANT






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