

# THE BPG NEWS

Fort Lauderdale, FL • June 2011



Business & Professional Group

[www.bpgftl.com](http://www.bpgftl.com)



## THIS MONTH

### Speakers

Bev Shaffer  
Chris Traini  
Deborah Meltzer

### Events

Installation Dinner • Primavera  
Wine-A-Round • Naked Grape

### Photos

Dine-A-Round • Anthony's Coal Fire Pizza

## New Member

### MARSHALL R. KRUG

#### Marshall R. Krug & Associates

Marshall Krug is originally from Pittsburgh, PA. He graduated from Penn Hills Senior High school and subsequently attended St. Andrews Presbyterian College in North Carolina.



He graduated with a BA degree in psychology. After college, Mr. Krug spent four years in the Navy, and was stationed on two Admirals' Staffs in Honolulu, HI.

After his naval experience, Mr. Krug held various sales and administrative jobs in different areas in the private sector around the country.

For the last 13 years Mr. Krug has been involved with the skincare and bodycare industry. During this time, he earned his Esthetician's license, having graduated from the Newberry School of Beauty in the Los Angeles area.

Looking to further his skills in the industry, Mr. Krug graduated from The Massage School of Santa Monica in California and practiced his craft for a year prior to moving to Fort Lauderdale, Florida. Upon arrival in Fort Lauderdale, he enrolled at the American Institute of Massage Therapy and was licensed as a Massage Therapist in 2003 in Florida, MA 39823. By attaining a license in Florida, he has been nationally certified, by the National Certification Board for Therapeutic Massage and Bodywork.

Besides performing the usual spa-style Swedish massage, Mr. Krug utilizes other modalities to serve his clients. He routinely does very deep work using Structural Integration (Rolfing), Erik Dalton's

**Continued on page 7**

## Marketing Your Small Business

### PART 8 OF MARKETING YOUR SMALL BUSINESS: TOP TIPS ON BALANCING WORK LIFE WITH A PERSONAL LIFE

By Jo Draper

Submitted by Deborah Meltzer, Director of Communications

*A lot of us tend to be workaholics. If we get up early to network, make strong relationships and engage...we are self-motivators and tend to be workaholics. With the down-turn in the economy, we find ourselves needing to work more hours just to make what we were prior to the down-turn. I personally have always been a workaholic. When I was young, I couldn't wait to turn 14 so I could get working papers and then promptly went into every local store begging for a job. I did finally get hired Sunday morning's at a bagel shop for \$2 an hour. Very exciting! I waitressed through college and found myself working double-shifts frequently. Joining the print shop at 24, I learned desktop publishing and graphic design which only lead me to working nights and weekends all through my 30s. As I approached my 40s, I realized that life was passing me by and I wasn't doing any of the things I've always wanted to do. I wasn't really enjoying life and I wasn't giving my body and mind time to rest and repair. It was time for me to find something just for me; something that I could be passionate about other than work. I tried golf. Yea, fun. Texas hold'em, also fun. Then I remembered that I always wanted to try Scuba diving. I decided to get certified (because I wasn't getting any younger), and was instantly hooked. I had finally found a hobby that could compete with my workaholic ways. I chose this article because for me, the heavens have opened up, and I*

**Continued on page 4**

**DO BUSINESS WITH A MEMBER**

## **Business & Professional Group**

P.O. Box 4587  
Fort Lauderdale, FL 33338  
www.bpgftl.com

### **Board of Directors**

#### **President**

Dr. Donna Watson  
(954) 568-9355  
president@bpgftl.com

#### **Vice President Membership**

Steve McAleer  
(954) 205-5333  
membership@bpgftl.com

#### **Vice President Programs**

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

#### **Treasurer**

Susan Kissinger  
(954) 565-6482  
treasurer@bpgftl.com

#### **Secretary**

John Hand  
(954) 263-8084  
secretary@bpgftl.com

#### **Director of Communications**

Debby Meltzer  
(954) 970-8085  
communication@bpgftl.com

#### **Social Director Co-Chairs**

Matt Gill  
(954) 766-8007  
social@bpgftl.com

Jerry O'Brien  
(954) 257-0970  
social@bpgftl.com

#### **Friendship Director**

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

#### **Networking Director**

Chris Traini  
(305) 868-6787  
networking@bpgftl.com

#### **Community Relations Director**

Jim O'Keeffe  
(954) 493-9505  
community@bpgftl.com

**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.**

Well, summer is here already. I remember that I wrote a lot last year about not slowing down and buying into the summer's "it's just going to be slower because the seasonal people are gone" idea. Hopefully you persevered and got through it with your business intact. I have always said throughout the years that I could tell economic times before it was talked about by the activity and type

of currency coming across my desk from patients when they check out. When the cash co-pays become less and the checks become more prevalent it signals the start of financial troubles ahead. Then the checks stop and is replaced completely by credit cards as the personal debt increases, then I know we are headed for hard times.

Well, good news is here. It seems people are spending again. Recovery seems to be on the horizon though certainly not a full recovery, but money is circulating. My friends are busier in their businesses, the dog groomer next door is VERY busy (we may be struggling but apparently nobody wants a stinky dog!!) and when I go out to eat, you can't help but notice that the restaurants are busy again. YAY!!! It is about time. So I say again this year, do not slow down but gear up and let's go after the local business.

I think it is the time to also sit down and think about advertising web versus print. Social networking opportunities are increasing and we should learn more about how to use free advertising. I have tried to come out of the dark ages myself with resistance but I see the rewards. I do know you cannot stay stagnant and prosper, so get moving and whatever you do, DO NOT fall into the summer time blues!!!

*~ La Prez*

## **BPG BOARD OF DIRECTOR'S MEETING**

### **May 2011 Meeting**

The BPG Board Meeting was held on Wednesday May 4, 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, and Beverly Shaffer

Meeting was called to order at 7:15pm

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

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

Opening Balance:	\$ 2410.74
Deposits & Other Credits	\$ 4718.50
Checks Written:	\$ 2625.45
Other Withdrawals & Service Fees Charged:	\$ 72.70
Closing Balance:	\$ 4431.09

Chris Traini, Director of Networking, presented his report. He is all set with prizes and preparing ideas for net networking presentation at breakfast.

**Continued on page 4**

# MEMBERSHIP ACTIVITIES

## SCHEDULED SPEAKERS

**June 2**

Election

**June 9**

Bev Shaffer

**June 16**

Chris Traini

**June 23**

TBA

**June 30**

Deborah Meltzer

## MEMBER BIRTHDAYS

**June 5 Clifton Steel**

**June 14 Paulette Halpern**

**June 19 Bruce Borger**

**June 21 Marc Lyons**

**June 23 Jim Crandall**

**June 27 Douglas Paul**

**June 29 Jerry O'Brien**

**June 30 Joe Pace**



## SOCIAL CALENDAR

### Installation Dinner

**Sunday, June 5th  
at 6:00 p.m.**

Primavera  
830 East Oakland Park Boulevard  
30.00 per person

---

### Wine-A-Round

**Thursday, June 23rd  
at 6:30 p.m.**

Naked Grape  
2039 Wilton Drive  
A-La-Carte

## MEMBERSHIP REPORT - MAY 2011

### Our Guests

**Tony Cicalese, We-Got-The-Beats Record Store**

*Referred by Our Attendance At Pridefest*

**David Gross, East Coast Public Adjusters**

*Referred by Our Attendance At Pridefest*

**Sully Dawson, Eco-Friendly Auto Center**

*Referred by Cal Steinmetz*

**Donn Rubin, Academy Mortgage**

*Referred by Cal Steinmetz*

**Mark Lobar, Avenue Settlement Corporation**

*Referred by Cal Steinmetz*

**Katherine Schull, Zavee**

*Referred by Eric Reivik and Andy Harrison*

**Roberto Frets, Artistry Wall Design, Inc.**

*Referred by Jerry O'Brien*

**Ashly Kesbigian, Print Dynamics**

*Referred by Billy Grimes*

**Eric Wood, Visionary Health and Wellness**

*Referred by Bev Shaffer*

**Michael Haigh, Foxtail Landscape Solution**

*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**

Arlen Leight, VP of Programs, presented his report. There are 2 openings for speakers in June. The first week of June is a member's only meeting and there will be no speaker in order to hold elections.

Matt Gill, Director of Social Activities, presented his report. He is currently planning for the Installation Dinner scheduled to be held on June 5, 2011 at Primavera Restaurant. Upcoming social events include dine out at Casablanca on 5/11/11 and Anthony's Pizza on 5/26/11. He is looking for 1 other event for June and will solicit members for open houses.

Steve McAleer, VP for Membership, presented his report. He received a copy of the By-Laws and will keep copies for members who request one. Membership categories were discussed and Steve will be creating a list identifying categories where we seek new members. He will post in the newsletter and have table cards at breakfast.

The meeting adjourned at 8:30pm.

The next meeting will be held on June 1 at 7:00pm at John Hand's office at Keller Williams Realty.

## MARKETING YOUR SMALL BUSINESS

**Continued from page 1**

*I now realize how important BALANCE is. Work is important, but nurturing yourself is equally as important to allow your body to rejuvenate and to not burn out. As I write this at 10:30 at night, I am reminded that I need my rest. Enjoy the article!*

**Deborah Meltzer**  
**Florida Wholesale Printing**  
**Director of Communications**

It can be tricky trying to balance your work commitments with your family and social life. But when times get tough, remember that age old proverb of working to live, not living to work! If you are looking to get a bit of balance back into your life, here's some top tips to help you on your way:

- 1.** Be mindful of bad habits. If you are forever checking emails then try to refocus this habit and only check them 3 times a day. This generally leads to more productive time management. Similarly, if you've got yourself into the habit of residing in the office until 7pm or 8pm each night, break the habit with a 4:30pm finish and see how much better you feel after a well earned long, lazy evening.
- 2.** Get organized. Organization at work leads to increased productivity and better time management. All of which allow you to leave the office on time! So find a way to better organize your working day - To Do lists always help.
- 3.** Leave work at work. Try to walk out of the door and leave work there - don't bring it back into your home unless you really have to. Keep mobile phones and laptops off once you have left the office to help you enjoy your free time a little easier.
- 4.** Arrange dates with friends, and stick to them. Shopping trips, lunches or even a quick coffee with friends can be seen as a real treat and something to look forward to. It also forces you to keep up with that personal life you're trying to claw back.
- 5.** Enjoy some alone time. One evening a week spend time doing something that you enjoy, whether that be an aerobics class, a glass or wine and a book or simply soaking peacefully in a warm bath.

**Continued on page 6**

## DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,  
A Place Of Health

### Hospital Errors Occur 10 Times More Than Reported, Study Finds



Above is an April 7, 2011, headline from the Bloomberg news service. The article reported on a study published in Health Affairs in April, 2011, which showed that using a more exact measurement of recording medical errors drastically increased the recorded estimation of the probable medical errors that occur.

Study author David C. Classen, MD, an associate professor of medicine at the University of Utah in Salt Lake City, notes that most hospitals use a voluntary reporting system for errors and adverse events using criteria set by the Agency for Healthcare Research and Quality's Patient Safety Indicators. Classen and his researchers believe that this current system misses 90 percent of all errors.

The researchers wrote, "Hospitals that use such methods alone to measure their overall performance on patient safety may be seriously misjudging actual performance. Reliance on such methods could produce misleading conclusions about safety in the U.S. health-care system and could misdirect patient-safety improvement efforts."

In his comments on the study in an April 9, 2011 USA Today article Dr. Classen explained, "The more you look for errors, the more you find." He continued, "There is a large opportunity for improvement, despite all the work that's been done. And we need better measurement systems to assess how we are doing in patient safety."

In the USA Today article, Dr. John Birkmeyer, director of the Center for Healthcare Outcomes and Policy at the University of Michigan, stated that he was not surprised that the research showed that so many

**Continued next column**

**Continued from previous column**

medical errors are being missed. He said, "Nobody is surprised that systems that rely on voluntary reporting would tend to let a high percentage of cases fall through the cracks. It's not a surprise that a method based on careful chart abstraction by knowledgeable reviewers would do a much better job in tracking adverse events."

The Bloomberg article brought forth some sobering statistics in the light of this study. They noted that according to this study, adverse events occur in one-third of hospital admissions. A 1999 report by the U.S. Institute of Medicine found that medical errors caused as many as 98,000 deaths and more than 1 million injuries each year. This was using the old method of error reporting. The Bloomberg article also noted that a similar study published in November of 2010 in the New England Journal of Medicine, looking at hospital admissions in North Carolina, found that almost one-in-five patients were injured by their care.

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**.

## DOES PAIN STOP YOU FROM LIVING YOUR LIFE FULLY?



### *A Place of Health*



*Pain Management  
Car Accidents • Sports Injuries  
Worker's Comp Cases • Acupuncture  
Massage • Alternative Medicine  
Immune Issues • Weight Loss  
Smoking Cessation*

**DON'T LET DAILY PAIN BE A PART OF YOUR LIFE CALL 954-568-9355**

[www.aplaceofhealth.com](http://www.aplaceofhealth.com)

2034 East Oakland Park Boulevard • Fort Lauderdale, FL 33306

**DR. DONNA WATSON, CHIROPRACTOR**

**2009 & 2011 AMERICA'S TOP CHIROPRACTORS**  
CONSUMERS RESEARCH COUNCIL OF AMERICA

**2009, 2010 & 2011 BEST CHIROPRACTOR OF FORT LAUDERDALE**  
U.S. COMMERCE ASSOCIATION

**2008 BEST CHIROPRACTOR**  
THE NEW TIMES MAGAZINE

## *Continued from page 4*

6. Try to be sociable with colleagues. The better you get on with your colleagues the more you'll enjoy your work. So take time to get to know them. Stick around for that drink after work one night, invite a colleague for a coffee or grab a sandwich with one of your team mates once a week and learn to enjoy the social elements of work too.
7. Make your house a home. If you work long hours it can feel as if your house or flat is a hotel. Take time to care for your home, and if you work from home create a study area that stops your work taking over the whole house.
8. Go to bed. Sleep is vital for your productivity, motivation and well-being. So make sure you get to bed at a reasonable hour each night.
9. Learn to say 'no'. Most of us want to help others, whether that be another colleague or our boss, and we can see ourselves as failing if we are struggling with an over-stretched workload. But overworking is no good to anyone, and those of us who say 'yes' to everything generally find that the requests for more of our time just keep becoming more and more frequent. So remember that sometimes it is OK to say 'no' to extra work requests.
10. Treat yourself. Acknowledge your successes - large or small -with rewards that can be as varied as a cup of your favorite take away coffee, a night out with friends or a lie-in on Saturday.

## THE FIVE STAGES OF SOCIAL MEDIA MATURITY. WHERE'S YOUR BRAND?

*Published by AdvertisingAge (June 3, 2011)*

*Written by Josh Bernoff*

*Submitted by Daniel Wasinger*

After working with hundreds of companies -- and surveying 95 of them -- we've answered the question "What's the roadmap that organizations follow in adopting social media?" We've also got advice on how to get to the next stage. In a nutshell, here are the stages (from RIGHT to LEFT on the diagram on the next page).

**Dormant stage (laggards).** No social applications, typical in regulated industries or conservative culture. Our advice: get started soon, concentrate on "small victories." I've working with companies in this stage, such as retailer Eileen Fisher, where Lauren Croke, a leader in the eCommerce group, told me "We are so collaborative, things take a really long time to get consensus and approval." Recommendation: concentrate on adopting listening platforms like Radian6 -- seeing what people are saying will often get them motivated to start participating in the Groundswell.

**Testing (late majority).** Social applications happening, but little coordination. Often focused on popular "talking" environments like YouTube and Facebook, typically run by PR. Recommendation: build on success. Expand out from blogs or Twitter to communities, for example. Shift measurement from volume metrics (e.g. "friends" ) to business metrics (click-throughs, sales, sentiment). Hire or appoint "shepherds" to coordinate resources and learning across the organization.

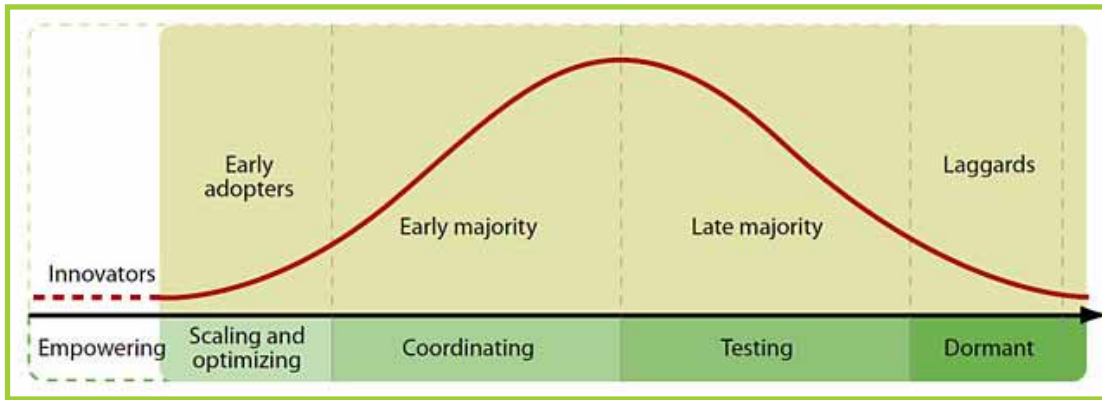
**Coordinating (early majority).** Management recognizing value of applications and putting coordination and governance in place. While the social innovator in a testing-stage company may feel lonely, his counterpart in the coordinating-stage company feels pressure, because she's in the spotlight. Recommendation: build a cross-departmental council of social managers for sharing best practices (31% of the companies we surveyed have such councils). Concentrate on policy, which is a natural element of the infrastructure to allow more applications to develop. Start building a long-term plan.

**Scaling and Optimizing (early adopters).** Company has a plan in place, and seeks ways to do multiple social applications efficiently. For example, at Home Depot, the launch of a customer service presence on Twitter and a marketing channel on YouTube naturally led to the creation of home improvement community, staffed by knowledgeable people who work part of the time answering questions in stores. IHG (Intercontinental Hotel Group) began to concentrate on training management staff at its hotels on how to respond to customer posts on places like Facebook and TripAdvisor. Many companies in this stage have moved beyond listening and talking and are systematically embracing new ideas from customers (like Starbucks' mystarbucksidea.com). Recommendation: Use companywide tools to encourage HEROes with new social ideas to innovate throughout the organization.

*Continued on page 7*

# THE FIVE STAGES OF SOCIAL MEDIA MATURITY. WHERE'S YOUR BRAND?

Continued from page 6



**Empowered (innovators).** Few companies have reached this stage, where social pervades the company. Dell and Zappos come to mind. At United Business Media, an internal community for collaboration attracted 80% of the employees within 12 months, a great step on the way to an empowered, innovating workforce.

**The takeaway:** understand where you are on this journey. Teach your managers. Shift your goals as you move through the stages. But always be moving: companies that adopt these technologies broadly outside and inside the corporate walls create brand advocates, streamline business processes, and improve product quality and success.

## ALWAYS BE LEAVING

Submitted by Paulette Halpern, Sandler Training



Customers have learned through annoying experiences that a traditional salesperson won't take no for an answer. They hang on to their customers like a bulldog on a postman's leg. Consider that the customer's view could be valid. Displaying a willingness to accept the customer's view will greatly reduce the tension and cause the customer to be more comfortable in expressing their real feelings. This relaxes both of you and helps build an atmosphere of mutual trust.

## NEW MEMBER

Continued from page 1

Myoskeletal Alignment Techniques™, postural analysis, body/mind connection and many other techniques acquired in over 1100 hours of classroom training.

Mr. Krug has been a member of the Florida State Massage Therapy Association since 2002 and the United States Medical Massage Association since 2004.

For more information, please contact **Marshall at 954-232-0147 or [mkrugassociates@aol.com](mailto:mkrugassociates@aol.com)**. Also visit his website at [www.marshallkrugassociates.com](http://www.marshallkrugassociates.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!**

# 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  
Oakland Park, FL 33334  
954-563-4844



Business & Professional Group

ATTORNEY **Robin L. Bodiford**  
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)

Proudly Serving the South Florida GLBT Community Since 1993

- BANKRUPTCY
- WILLS & TRUSTS
- DOMESTIC SETTLEMENTS & AGREEMENTS
- INCORPORATIONS
- PROBATE
- REAL ESTATE

Law Offices of Robin L. Bodiford, PA • Fort Lauderdale, FL • (954) 630-2707  
[www.RobinBodifordLaw.com](http://www.RobinBodifordLaw.com)

## REACH YOUR CUSTOMERS EFFECTIVELY

### WITH A WELL-DEVELOPED MARKETING PLAN

WEBSITE DESIGN • HOSTING • CORPORATE IDENTITY  
ADVERTISING CAMPAIGNS • BROCHURES • CATALOGS  
TRADE SHOW BOOTHS • RETAIL PACKAGING

  
CONCEPT INTERNATIONAL DESIGN

**CIDcreative.com**  
**954-772-0046**

# 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



## 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.**

## HAVE YOU EVER IMAGINED...

*Submitted by Howard Cohen*



Have you ever imagined...

That you could do anything you wanted to accomplish?

Do you ever wake up and think you can't do your job one more day, but you keep going back because you have to pay your mortgage, car payment, and feed and clothe yourself, your partner and your children? Do you ever say to yourself that you will never truly be happy because you have so many obligations to everyone?

I did think that way for many years and decided that I could no longer discuss bank accounts and financial planning on a day-to-day basis. I mean no disrespect to those individuals that truly believe in these financial products and enjoy selling them. I was a career banker for 27 years and could no longer create a need for people to purchase these products.

I am speaking for myself and to those people who are truly ready for a change in their lives.

I thought I would update my fellow members on what I have been up to for the past three years.

I have been attending Nova Southeastern University to attain a Master's degree in Mental Health Counseling. What does a licensed Mental Health counselor do? Well, you will soon find out.

I am opening a practice in Wilton Manors as a registered intern and will eventually become a fully licensed practitioner. I need to have two years of "in the field" experience under a qualified licensed supervisor. I also need to pass a licensure exam that includes developing treatment plans using practical case studies of patients with some mental health issues.

As a registered intern, I can work in a private practice setting, but I will not be able to accept any insurance reimbursement. I will be operating a "cash only" business during this time and my fees will be determined on a sliding scale based on a client's personal situation. I will also be volunteering my services for such agencies as Broward House, Sunserve and the Pride Center at Equality Park to become established in the community.

Many people have asked me what my specialty will be. Primarily, I want to be available for the gay and elderly community. With that being said, I will welcome couples, singles, families, and plan on offering group counseling at some of the centers I previously mentioned.

At this time, the main theme of my practice is to be a life coach, to support clients to "reach for the stars" and pursue their dreams and to help them to become fully realized. I believe that everyone starts with a desire to fulfill their passions, but along the way, those passions are put on the "back burner". For various reasons, we get diverted and we lose track of those early wishes. The aspiration for my practice is to help clients blaze a path to self-actualization and become the person they truly want to be and one that they already feel they are capable of becoming. They just need to discover what's stopping them and I will support them to reveal their authentic selves.

Each journey is unique and I embrace each person's individual history. I will help them to create the lives they have always envisioned and be there as a witness to their successes.

As you can see, my practice will be living proof of what I have always wanted to accomplish. Without some type of one-on-one consultation, I would never have reached my goals and found balance in my life. I hope to provide a stage for individual personal growth and achievement. I want to help my clients find their voices and sing out in a joyful way as if to say, "I have finally found what is missing in my life and I know how to be in touch with that every day."

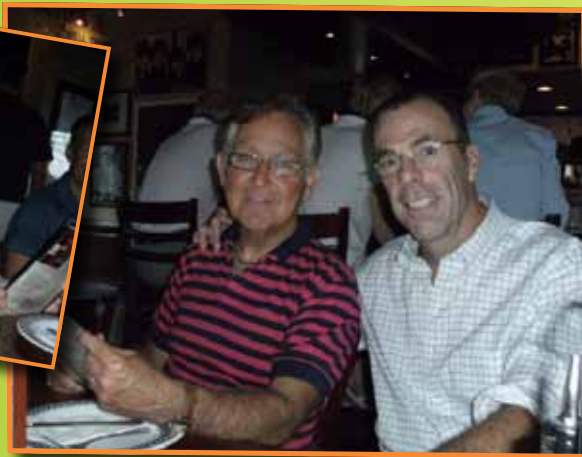
Please stay tuned for more details. I plan on doing a presentation at breakfast in September, with an Open House to follow.

**If you have any questions, please feel to reach me by phone at 954-695-3691 or via email at [how2wowu@gmail.com](mailto:how2wowu@gmail.com).**

**All the best,**

**Howard**

# DINE-A-ROUND AT ANTHONY'S COAL FIRE PIZZA






PROMOTIONAL PRODUCTS  
CUSTOM IMPRINTED APPAREL  
TRADE SHOW GIVEAWAYS

**Kissinger PROMOTIONS**

Susan Kissinger 954.565.6482

[www.KissingerPromotions.com](http://www.KissingerPromotions.com)



**ULTIMATE SMILE™**  
FORT LAUDERDALE

At Bal Harbour Dental Center  
J. Michael Heider, D.D.S.

9026 N.E. 19th St. • Fort Lauderdale, FL 33305  
(954) 566-5498 • Email: jheiderdds@aol.com



CHUCK MURABITO, REALTOR  
(954) 629-5525

**EASTSIDE PROPERTIES**

3324 NE 32nd Street  
Fort Lauderdale, FL 33308  
fax: (954) 785-1138  
(954) 565-7644 x121  
ChuckMurabito@cs.com

Dr. Howard R. Cunningham DDS.



**oakland park dental**

2020 East Oakland Park Blvd.  
Fort Lauderdale, FL 33306  
opdental@aol.com email

Phone: 954-566-9812  
Fax: 954-630-8277

**SendOutCards** 

Independent Distributor #61868

**Bev Shaffer**  
954-907-3942  
[www.KeepsakeCards.net](http://www.KeepsakeCards.net)  
keukabev@comcast.net



**NEW!**  
Pay As You Go Cards \$2.99  
(postage included)

[www.sendoutcards.com/storefront/61868](http://www.sendoutcards.com/storefront/61868)  
*"Changing Lives... One Card at a Time"*



**MICHAEL LEIGH SALON**  
MICHAEL LEIGH  
STYLIST

1155 NORTH FEDERAL HIGHWAY • FORT LAUDERDALE, FLORIDA 33304  
954-566-9557 

M. Ross Seligson, Ph.D., P.A.  
Licensed Psychologist  
Florida PY0002586

Galleria Professional Building  
915 Middle River Drive, Suite 520  
Fort Lauderdale, Florida 33304

954-563-2800  
Fax 954-563-9771  
Cell 954-551-7779  
e-mail mross@aol.com

Darcy J. Beeman, AAMS®, CFP®  
Financial Advisor

**Edward Jones**  
MAKING SENSE OF INVESTING

2500 N. Federal Hwy., Suite 102  
Fort Lauderdale, FL 33305  
Bus. 954-566-4252  
Fax 877-567-3837  
darcy.beeman@edwardjones.com  
[www.edwardjones.com](http://www.edwardjones.com)

FREE ESTIMATES  
LICENSED & INSURED



Professional  
Reliable  
Courteous

Moving and Storage  
Local and National  
305-868-6787  
888-567-6787

Chris Traini  
Full Service Moving Since 1991  
[www.RapidMovers.us](http://www.RapidMovers.us)

**Weichert, Realtors**

**Distinctive Homes**

3045 N Federal Hwy, Suite 24  
Fort Lauderdale, FL 33306  
Cell: (954) 205-6333  
Fax: (954) 862-3089  
[www.BuyInFortLauderdale.com](http://www.BuyInFortLauderdale.com)  
Steve@SteveMcAleer.com

Twitter: FTLauderdaRE  
Facebook: [www.facebook.com/stevemcaleer](http://www.facebook.com/stevemcaleer)



**Steve McAleer, SFR**  
Realtor - Associate




**Florida Wholesale Printing**  
WE MAKE AN IMPRESSION!

business cards • envelopes • letterhead • carbonless forms • brochures

4970 N. University Drive • Lauderhill, FL 33351  
954-970-8085 • [floridaprinters@gmail.com](mailto:floridaprinters@gmail.com)  
Become a Facebook Fan: Florida Wholesale Printing  
Follow us on Twitter: @floridaprinters



**Brooks**  
CREMATION AND FUNERAL SERVICE

Jack Hagin  
[jack@brookscremations.com](mailto:jack@brookscremations.com)

4058 N.E. 7th Avenue, Ft. Lauderdale, FL 33334  
Tel: 954.525.5405 • Fax: 954.565.1333  
[www.brookscremations.com](http://www.brookscremations.com)



**PowersSchram**  
Architects in Residential Development

The Foundry Lofts  
411 NW 1st Avenue, #402  
Fort Lauderdale, FL 33301  
[www.powerschram.com](http://www.powerschram.com)

Stephen W. Schram, AIA  
Partner  
954.533.5957 F  
866.807.6733 F  
[steve@powerschram.com](mailto:steve@powerschram.com)

**BankUnited**

Chris Truster  
Relationship Banker II  
Wilton Manors


2723 North Dixie Highway, Wilton Manors FL 33334

954.630.3126  
954.465.1076  
954.630.3592  
[ctruster@bankunited.com](mailto:ctruster@bankunited.com)  
[www.bankunited.com](http://www.bankunited.com)

**Aflac**

Deborah "Debes" A. Jerzy  
Agent  
An Independent Agent Representing Aflac

121 SE 12th Street  
Pompano Beach, FL 33060  
954.783.8730 business  
954.783.3605 business/fax  
954.258.4784 mobile  
[Deborah\\_Jerzy@us.aflac.com](mailto:Deborah_Jerzy@us.aflac.com)  
aflac.com



**The Orion Center for Psychotherapy, Inc.**

**George James Kallas, Psy.D.**  
Psychotherapy, Sex Therapy & Hypnosis  
Licensed Psychologist PY7800

Wilton Executive Suites  
2312 Wilton Drive  
Wilton Manors, FL 33305

Phone: (954) 987-0280  
Email: [drjkallas@yahoo.com](mailto:drjkallas@yahoo.com)  
Website: [drgeorgekallas.com](http://drgeorgekallas.com)



**Howard M. Cohen**  
Account Executive

CIDcreative.com • 954-695-3691  
[Howard@CIDcreative.com](mailto:Howard@CIDcreative.com)

220 NW 35th Court  
Oakland Park, FL 33309

**MARKETING PLAN SPECIALIST**