

THE BPG NEWS

Fort Lauderdale, FL • November 2011



Business & Professional Group

www.bpgftl.com



THIS MONTH

Speakers

Billy Grimes • Cal Steinmetz • Sam Chalfant

Events

Holiday Party • Hyatt, Pier 66

Photos

Muriel Sommers • Florida Breast Cancer Foundation

NOVEMBER IDEA

Submitted by Peter Meyerhoefer
Meyerhoefer IDEAS



In my weekly networking meetings, talk has turned to end of the year and the holidays. This is a great time to thank your clients. But have you prepared to be able to do that. It is a daunting task, to gather emails and addresses, if you haven't been doing it all year long.

So the **November IDEA** is to start capturing your clients' and customers' information. It can be as simple as a sign-in book in your store or creating a client information form. With my gallery, I had a sign-in book by the door and invited people to sign up to receive information on upcoming events.

The key is to use both on a consistent basis. So next time you want to start a marketing program, you are one step toward getting it going.

BPG NETWORKING NEWS

Submitted by Sam Chalfant
BPG Networking Director

Monthly Networking Prizes

Big thanks to Paulette Halpern of Sandler Training, who graciously donated four classes for the September networking prize. Special kudos, also, to Pam MacEwan of Hugh's Catering for donating a cooking class for the October networking prize, always a sought-after gift. Again, thanks to all! Remember, too, to fill out those referral slips, so your name can be drawn to win one of the upcoming prizes!

Networking Tip of the Month

With Thanksgiving coming up soon, it is a good time to think about thanking those people who have sent you business this year, including, perhaps, some members of BPG. Even a small gift, like a card and a \$5 Starbucks card (right, Bev?) are often greatly appreciated. Of course, if someone sent you a whole lot of business, you might want to splurge on a nice massage or a gift certificate to a nice restaurant, like Primavera. Be creative, and you can find gifts right here in the group!

Business Card Binder

Members please be sure you have business cards in our binder. For those of you who don't attend breakfasts regularly, your pages are often blank—NOT GOOD! Such a simple way to get unexpected business. If you can't attend a breakfast, feel free to mail me some cards, and I will put them in the binder. Sam Chalfant, 1557 NE 37th St, Oakland Park, FL 33334.



DO BUSINESS WITH A MEMBER

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



PRESIDENT'S MESSAGE

Hello everyone.

I love November because of Thanksgiving. I always like the holiday because it is about giving and thanking, two very important things in both your personal and business life.

Who have or haven't you thanked thus far? Who has helped support you in your business, whether on a daily basis or a yearly one? Has someone truly helped you succeed through referrals and marketing? On the personal side, what about thanking your family who without their support you couldn't do what you do?

So consider even a small gesture to your best clients, your employees and co-workers who help make your work easier or more successful or both. Everyone likes to feel that they are important to someone. So give those people in your life the gift of your appreciation and thanks.

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

October 2011 Meeting

The BPG Board meeting was held on Wednesday October 5, 2011.

In attendance: Donna Watson, Matt Gill, Susan Kissinger, Steve McAleer, Arlen Light, Sam Chalfant, Chris Truster and Bev Shaffer.

Meeting was called to order 7:13pm.

Bev Shaffer made a motion to approve the minutes from the last meeting and Steve McAleer seconded it. It was unanimously approved.

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

Opening Balance 9/1/2011:	\$7,602.25
Deposits & Other credits:	\$1,880.00
Withdrawals/Debits:	-3,323.00
Closing Balance 9/30/2011:	\$6,600.67

Susan reported that the costs of breakfast have increased \$1 starting October. She also reported that Dan Wasinger has reduced his fees for the newsletter. We appreciate him working with BPG.

Matt Gill, VP of Membership, presented his report. Two membership applications were presented for board approval. Steve McAleer made a motion to accept the new members and Sam Chalfant seconded. All were in favor and the new members were approved.

Matt Gill discussed with the board about contacting past members to re-invite them back to BPG.

Sam Chalfant, Director of Networking, presented his report. He discussed that this holiday season members should try to use BPG members' services for gifts.

Bev Shaffer, Director of Friendship presented her report. It was discussed that BPG should pay for the cards that are sent out in BPG's name. Bev Shaffer replied would keep track and let the board know if it becomes a burden.

Arlen Leight, VP of Programs presented his report. He is looking for speakers for December.

Chris Truster, Director of Community Service presented his report. The community service for the quarter was Breast Cancer Awareness. The board discussed possible speakers for the next quarter.

Steve McAleer, Director of Social Activities, presented his report. There will be a social on October 20th at Dapur on Federal Highway. He is looking for suggestions.

Continued on page 4

MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

November 3

Billy Grimes

November 10

Cal Steinmetz

November 17

Networking
Sam Chalfant

November 24

Happy Thanksgiving!
Enjoy your holiday!

MEMBER BIRTHDAYS

November 1 Susan Kissinger

November 1 Dan Blakemore

November 6 George Kallas

November 8 Daniel Wasinger

November 9 Scott Brill

November 18 Howard Cohen

November 18 Ralph Girnun

November 21 Steven Shires



SOCIAL CALENDAR

BPG Holiday Party



Brunch at the Hyatt, Pier 66
Sunday, December 4th
2301 SE 17th Street Causeway
Fort Lauderdale

11:30 am until 2:30 pm
Complimentary Parking
\$38.00 Per Person
(Taxes and Gratuity included)
Member plus one guest
70 people maximum

MEMBERSHIP REPORT - OCTOBER 2011

New Members

Derek Skibba, Manela & Associates CPAs

Referred by Paulette Halpern

Colleen Walker, Number Control Services, LLC

Referred by Susan Kissinger

Michael Haigh, Foxtail Landscape Solutions

Referred by Chris Truster

Our Guests

Mase Varley, Gecko Plumbing

Referred by Steve McAleer

Gisela Maceira, Stephen Cole-Sabins

JM Event Productions Worldwide

Referred by Bev Shaffer

Lonnie Avant, Avant's Automotive Repair

Referred by Bev Shaffer

Stefan Trestyn, Ahh-Cool (Air Conditioning)

Referred by Dr. Donna Watson

Donn Rubin, Academy Mortgage

Referred by Cal Steinmetz

Andy Rogow, Sierra Insurance

Referred by Peter Meyerhoefer

Mark Semple, Riverside Hotel

Referred by Marshal Krug

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

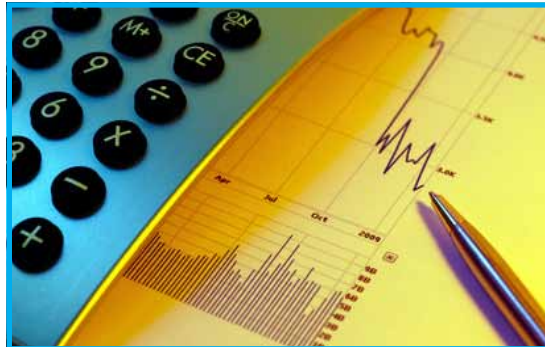
Peter Meyerhoefer, Director of Communications presented his report. The October newsletter was out on time. The board discussed future options for the newsletter. Peter Meyerhoefer mentioned that it needed to be more of a marketing piece for BPG. Arlen Leight suggested that a committee be formed to offer suggestions to the board. Arlen Leight made a motion and Steve McAleer seconded that a committee be formed with Peter Meyerhoefer, Sam Chalfant and Steve McAleer be the members. They will meet and report back to the Board in November. The motion passed.

Peter Meyerhoefer motioned that the newsletter be reduced in the meantime to 8 pages. Bev Shaffer seconded the motion. The motion passed.

SALES TIP

Submitted by Paulette Halpern, Sandler Training

Why Should I Buy From You?



If your product is better quality, your delivery more reliable, your service more responsive, and your company more renowned, why isn't every prospect for your product or service buying from you? Why? Because your competitors tout the same qualities. To the eyes of potential customers, you and your competitors look the same. If your product is better quality, your delivery more reliable, your service more responsive, and your

company more renowned, why isn't every prospect for your product or service buying from you? Why? Because your competitors tout the same qualities. To the eyes of potential customers, you and your competitors look the same.

When was the last time you saw a marketing brochure that described a company's reputation, the quality of their product or service, and their responsiveness to customers as average? Can you imagine that company's marketing slogan? "We Don't Even Try!"

Maybe the answer to the question, "Why should I buy from you?" is not that which makes you better than your competitors, but instead, the elements that make you different.

Differentiation can be accomplished in two ways. The first and most obvious differentiator is the aspects of your product or service not provided by your competitors. Elements prospects would miss out on if they didn't buy from you.

The second and potentially more important and influential differentiator is the manner in which you describe and discuss the aspects of your product or service, even if they are essentially the same as those provided by your competitors. Sometimes, simply not sounding like your competitors is enough to set you apart from them and give you the slight edge needed to win the business.

If you can't differentiate yourself effectively from your competition, prospects will decide based on price. You don't want to be the 'low price leader'. If you are leaving behind proposals and quotes without getting positive answers, perhaps you need to learn HOW to differentiate yourself better from your competitors.

For additional information, contact Paulette Halpern, Sandler Training, 561-715-6892, paulette@sandler.com. You can also visit her on LinkedIn at www.linkedin.com/in/paulettehalpern.

DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

**Prescription Drugs Cause More Overdoses in U.S.
Than Heroin and Cocaine**



The headline above is from a July 7, 2011 story in Bloomberg news. The article highlights just how large the problem of prescription drug abuse has become. The story notes that between 2003 and 2009, 76 percent of all overdose deaths in Florida implicated prescription medications. The Centers for Disease Control statistics suggest that Florida was averaging about eight prescription drug overdose deaths a day, which was four times higher than overdoses from illegal drugs.

Likewise on July 11, 2011, the Detroit Free Press also ran a story titled, "Prescription drug deaths soar in Michigan." This Michigan story reported that just as in Florida, more deaths occur from prescription drug overdoses than from heroin and cocaine combined. The Bloomberg article also noted that according to the US Centers for Disease Control, as of 2007, unintentional poisoning was the second leading cause of injury death in the US after automobile accidents, accounting for 29,846 deaths nationwide.

To further put this problem into perspective, the Bloomberg article reported that "By 2009, the number of deaths involving prescription drugs was four times the number involving illicit drugs." They also noted, "The number of annual deaths from lethal concentrations of prescription medicines increased 84 percent from 2003 to 2009, while deadly overdoses of illegal drugs fell 21 percent."

In the Detroit Free Press story, the facts mirror what is happening on a national front. Commenting on the increase seen in Michigan alone, Larry Scott, manager of the prevention section of Michigan's Bureau of Substance Abuse and Addiction stated, "We're seeing an alarming trend that continues to increase."

Dr. David Kloth, a spokesman for the American Society of Interventional Pain Physicians commented, "Thirty thousand people a year are dying from prescription drug abuse in America; 10 years ago, it was half that."

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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FLORIDA BREAST CANCER FOUNDATION



**Speaker at BPG's breakfast last month, Muriel Sommers,
Development Manager of Florida Breast Cancer Foundation**

START YOUR DAY WITH SOME GREAT NETWORKING!



BPG meets every Thursday morning for breakfast where you can enjoy social interaction and experience the opportunity to develop strong business connections.

JOIN BPG TODAY

Find new customers • Get new referrals
Develop new friendships

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

NEW MEMBER



Foxtail Landscape Solutions is a full service landscape design company. They will work with you to design an outdoor living space that you are proud of. They can rejuvenate your existing landscape and enhance it with additional planting.

Mike Haigh received his Landscape Design Certification from

the New York Botanical Garden in the Bronx New York in 2004. An avid gardener for most of his life, he is living his dream by helping others maximize their outdoor living spaces with his unique perspective. The design philosophy is to marry native and tropical plants creating a homogeneous gardenscape.

Mike brings a love of plants and outdoor living to clients. He believes in listening to his customer's desires and strives to deliver landscapes that exceed the client's expectations.

For more information please contact **Mike Haigh at Foxtail Landscape Solutions, 954-732-6572, mikehaigh954@gmail.com, www.foxtaillandscapesolutions.com.**

ATTORNEY Robin L. Bodiford

JD, MSW

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



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

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

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ANNOUNCEMENTS

A FREE OFFER TO BPG MEMBERS!

IT'S IMPORTANT TO REACH OUT TO YOUR CUSTOMERS DURING THE HOLIDAY SEASON

Why Try SendOutCards?

BECAUSE THE Holidays are upon us!!!

We are an online greeting card and gift company with over 50 million cards sent, making us the largest first-class mailing company in the U.S. and one of the fastest growing network marketing companies in the world. The prompting to reach out and touch someone's life is something every person experiences. SendOutCards is enabling people to act on these promptings by providing an online service which helps you send personalized, printed greeting cards and gifts as a way to make a difference in the lives of others.

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We can help your business!!

Whether you are a dentist, salesperson or office worker, there has never been an easier way to send a genuine thank you, reminder or follow-up card. Greeting cards can be powerful business tools to help make sure your business clients and customers know just how important they are!

We Make It Easy

By creating a campaign you can send the same card to as many people as you want - perfect for announcements, invitations and holidays.

We Remind You

Never forget a birthday again! With our reminder system you can store important dates like anniversaries and birthdays and we'll remind you every time.

We Bring The Gifts to You

Don't waste time running to the store to find a gift. With our extensive online Gift Catalog, you can choose from hundreds of gifts like chocolate brownies, gift cards and motivational books - all without ever leaving the comfort of your home or office.

Interested? Intrigued? We will be having at least 2 Christmas Card workshops in November. Thom Carr, our sharing Realtor, has generously offered his new meeting spot in his brand new office space with Atlantic Properties International.

Stay tuned for further details. In the meantime, to give this time-saving bargain a free try, go to www.KeepsakeCards.net and send a free card-try it, you'll like it!! Please free free to call Bev Shaffer anytime-evening and weekends included-for assistance or further information -954-907-3942.



Business & Professional Group



HAVE A SPECIAL PROMO?

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

Thank you for being a member!

PLACE YOUR AD NOW

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

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