

What's New?

"You make a living out of what you get, but a life out of what you give"

www.thenetworkinggroup.biz

January, 2008

Book recommendations from Coach **Jim Rohrbach**: The Go-Giver Bob Burg, author of Endless Referrals, has crafted a fine parable about the power of sharing your network with other people regardless of any initial personal gain for you. What's interesting is Napoleon Hill mentions the exact same concept in Think and Grow Rich -- so the message of Burg's book might as well be "GIVE and Grow Rich." Surviving the Middle Miles Former president of a highly successful retail operation and long distance runner, TNG member **Darryl Rosen** shares solid strategies for winning "The Customer Loyalty Marathon" with warmth, humor and plenty of personal examples of how he did it.

LIKE OZZIE SAID: "FUN IS WINNING, AND WINNING IS FUN." **Mark Ingraham** of ingraham.creative, a graphic design firm in Evanston, IL, is pleased to share with you that they have won again via the MarCom Awards, a National Advertising and Design Competition. ingraham.creative won for 3 separate entries ranging from Web Design to Print Design. Some of the ingraham.creative award winning work can be viewed at www.ingycreative.info Here's to more wins in 2008.

NorthShoreInsider.com Thanks You TNG!

NorthShoreInsider.com just celebrated its first successful year! We are tremendously grateful and proud of this accomplishment.

Equally thrilling is being recognized as North Shore's #1 go-to resource and largest video directory reaching more than 17 communities and 30,000+ unique visitors every month!

As a way of thanking TNG and our community, **NorthShoreInsider.com** is offering 25% off all video and logo enhanced listings during the month of January

A special thanks to: **Jeff Biegel, Mark Ingraham, Bruce Graham, Marilyn Fettner, Jack Shniderman** stepping out and supporting the site early on. Here's To Another Great Year!

"Here is a link to a condensed version of one of my Plus Natural Enzyme videos. <http://www.getfave.com/chicago/325524-plus-natural-solutions>" **Rick Moskovitz**, President, **A-Plus Pest Control, Inc.**

New Bronze Age Tile is expanding its line of products to include bronze hardware such as furniture pulls and knobs, and high quality commemorative plaques. All of our products are now available in a variety of metals and finishes. As part of our expansion, the New Bronze Age Tile tagline has been updated to, "New Bronze in New Ways!" Call **Denise Siegel** at 847.212.7209 for more information.

Leslie Markman-Stern, ASID of **Leslie M. Stern Design, LTD** just completed a commercial interior design installation at the law offices of Cohn, Lambert, Ryan, Schneider and Gray in Chicago. One of Leslie's specialties is designing law office interiors.

Rich Keyworth, Keyworth fire and Safety Consultants, Inc. is also the Volunteer Chairman of OPERATION ROAR a Disaster Relief effort of Lions in NE IL. They recently sent 1200 Pounds of Relief supplies and \$750.00 in Gift cards to a Lions Group in CA for distribution to the Fire victims. In the past they have sent over 40,000 pounds of supplies to Mississippi for the Katrina Victims, as well as to Florida and IL areas for Tornado victims. Happy New Year to all
Richard J. Keyworth, CFPS, CHMM

Excel Incorporated is moving into the next year with a new web site and e-mail address.

www.Excelincorporated.com is the new web site, and Merle@excelincorporated.com would be the new e-mail address. Both are up and running. Check it out and let me know what you think.

The rest of **Excel, Inc.** will remain the same. Same high quality of professionalism, same great telephone results, but now with a new presence in the web marketplace.

We are looking forward to a prosperous 2008
Happy New Year!

EXCEL INCORPORATED
Merle Kalisky, President

Marty Gold Reports:

Keith Baker is an attorney that helps his clients achieve their goals, take advantage of opportunities and avoid problems through estate planning (wills, trusts, health care power of attorney, etc.); business planning (starting, buying, selling, and operating a business); and real estate transactions (buying, selling or leasing). Keith views client projects as 3-dimensional matrix balancing legal issues, practical and personal considerations as well as the costs involved. Keith determines the "big picture" of what the Client wants and then adds creativity, technical legal skills, careful attention to detail, and a personal hands-on manner.

Testimonials

I engaged Keith to assist my parents with a commercial real estate transaction. My parents were in the process of selling a building in Wheeling. What started out as routine became very complicated and the purchaser increasing difficult. The purchaser is very sophisticated and was attempting to take control to the detriment of my parents. Keith was having none of that and the matter closed consistent with the contract requirements. With out going into a lot of detail I can say that what could have been a very ugly situation worked out very well and I am convinced that without Keith's careful management of the situation it could have gone badly.

Mike Welbel

Keith has done a remarkable job for both **SportsLine** and the executives of **SportsLine**. His no nonsense approach to doing what is prudent is very refreshing coming from a lawyer. I truly can't imagine how we have done without him for 19 years. I am so happy he is part of our financial team our legal counsel and our friendship circle. He is the best!

Marty Faierstain
Sportsline Distributors, Inc.

I have known **Keith Baker** over four years and I have sent numerous clients to him, including one with an estate worth over \$10 Million. He is very knowledgeable and has a wonderful down to earth way of relating to clients. He is very professional in his meetings and I always come away from a meeting with **Keith Baker** knowing that my clients are in good hands. I heartily recommend him.

Kevin H. Green, CFP, CIMA



Bruce Entman is the attorney for The Networking Group who focuses on zoning and land use. A good referral for Bruce is in the real estate industry, developers and accountants. Bruce has helped get zoning laws changed and finds his job very rewarding. Bruce is chairman of the zoning board for Buffalo Grove and has been practicing law for 29 years.

Testimonials

About three years ago, **Bruce Entman** was very helpful in visiting our office and offering advice when **Solar Service** and one of our clients ran into a zoning issue about solar panels on an Evanston home. He suggested an approach in dealing with city officials that eventually led, after several hearings with the zoning appeals board, in a dismissal of the case against our client. Bruce was very professional and yet did not bill us for his time. His willingness to lend advice and support, demonstrated to me, once again, the value of being a member of our outstanding Networking Group.

Brandon Leavitt,
Solar Service Inc.

He is on top of his game. He was there for all my needs during my permit process with Northbrook.

Scott Salzman
Scott Construction

Bruce is a great guy who has been a valuable resource for me. He has been very generous with his time and advice whenever I have run into zoning issues. That field requires a personality that is not only good with clients but must also be able negotiate the local, diverse and unpredictable political fields. I have no problem referring

Bruce Entman to anyone.
Kris Keller, CCIM, Principal,
National Realty Network

WHO SHOULD YOU TRUST??

That is a question **Bruce Graham, COO, ETS INVESTIGATIVE SERVICES** (ETS) helps answer for employers, as well as people getting involved in relationships. Perhaps you've had a meeting or two with a potential employee or mate. This person makes a good impression. You're considering taking things to the next step. But what do you really know about them? A recent survey conducted by the Society for Human Resource Management determined that more than 60% of job applicants lie on their resumes. Imagine the percentage of undiscovered "fudging" that occurs in the profiles of on-line dating sites. Your best protection when you're hiring an employee or seeking a mate – perform a comprehensive background check. ETS can get you the information you need to keep you, your company, and your loved ones safe and productive. And in today's "virtual world" isn't peace of mind worth a moment of your time?

For over 35 years, Bruce and **ETS Investigative Services** have performed high quality investigations for litigation attorneys. While his retail clients prefer to keep their matters private, his legal clients are happy to endorse the quality of his work and the service he provides.

The best referrals for Bruce are Attorneys and Human Resource managers. Check out ETS' new and improved website, www.etsinvestigate.com. Remember to inquire about the 20% (maximum \$100) discount ETS is offering until Jan 31, 2008

Testimonials

Bruce has handled case assignments for me. He is very prompt and diligent in carrying out his investigation. He first makes sure he understands what information you're trying to ascertain. Then ask questions that will give him a better insight into the situation so he can get the job completed in a reasonable amount of time. That's important because you're paying him by the hour. Some of my cases cannot economically justify a lot of investigation costs.

However, Bruce does it quickly and efficiently. I certainly recommend his services and plan to use him again in the future.

Barry S. Silver

Attorney-at-law

I have used and employed the professional services of **Bruce Graham** on many occasions, and have referred him to my clients and other attorneys. Bruce is very responsive, efficient and thorough in his work. He does a great job and has been extremely instrumental in assisting me in many cases and achieving the desired outcome. Without hesitation, I will use Bruce again in the future, and recommend him to anyone in need of his services. On a more personal level, Bruce is a great guy and fun to be with. In my opinion, Bruce is a valued member of the Networking Group, and one with which I am glad to be acquainted.

Henry B. Samuels, Esq.

In my long experience with **Bruce Graham**, he has consistently provided outstanding service in both performing investigations and handling clients. Being a highly educated and socially adept professional provides an added dimension to his impeccable investigations. And his pleasant & winning manner makes working with him fun. I highly recommend Bruce's fine work.

Daniel P. Felix

The Executive's Attorney

Bruce has helped verify that the General Contractors who will be entrusted with hundreds of thousands of dollars of our clients hard earned money and their greatest investment -- their home -- is who they claim to be. Bruce has helped us by checking not just criminal backgrounds but also the reputation and financial condition of the company - liens, bankruptcies, etc. - all the red flags that would necessitate a further conversation with a builder. Bruce is always very prompt, professional, and cordial. And it is always a pleasure to work with someone who has both an optimistic personality and a great attitude in life.

Chris Turley

TURLEY ARCHITECTS

TNG Newsletter – We Want to Hear From you!
You can send in anything you'd like!!

Business News - Personal News - Accomplishments - What you did on your Winter Vacation - Help Wanted Information about your Business and What is a Good Lead for you - New Tricks you Taught your Pet
Pictures are always great.

Helpful Tips for Sending in News:

1. Submit it "print ready", which means it can be copied and pasted from your email directly into the newsletter without editing.
2. Write in the 3rd person and put your name and company in bold.
3. If you reference another member, you might double-check the spelling of their name on the website.
4. Submit by Monday prior to the meeting, since it gets wrapped up on Tuesday and sent to the printer. Sometimes we can squeeze in news on Tuesday if it hasn't gone to print.
5. While it is not necessary, it is helpful if the text is not extra large, since everything has to be resized to a font size of 10.

KNOW WHEN TO HOLD 'EM AND KNOW WHEN TO FOLD 'EM!

**3 "TELLS" INDICATE WHEN TO STAY AT A JOB....
AND WHEN TO MOVE ON**

▪ **How is strategizing in Poker like strategizing in your career?**

The lesson taught by two savvy mice, Sniff and Scurry, in Dr. Spencer Johnson's Who Moved My Cheese? explains it: *If you're no longer finding your "cheese" where it's always been or if there's consistently less of it, then it's time to either find new cheese or a new source for your cheese!*

- Like knowing when to hold onto our cards and when to fold them, **following these 3 "Tells" can help you decide when to stay at a job and when to move on.**

Tell #1: You have a new manager, who you've tried satisfying for several months, but you can't do anything "right" by their standards. *Might be a "tell" to MOVE ON!*

Tell #2: Your job responsibilities have been diminished and your current job title is vague. *Might be a "tell" to MOVE ON!*

Tell #3: Your company's revenue is diminishing, or your company has merged with another company or has been purchased. Employees are getting laid off in your department. *Might be a "tell" to MOVE ON.*

What can you risk by failing to "fold your cards" at the right time?

- A poor performance evaluation.
- Alienation of a potential future reference (i.e., your manager).
- If diminished or vague, your most recent job title and responsibilities could appear as a demotion on your resume.
- Last but not least, you could get fired and, potentially, have to address this on an interview.

On the other hand, what can you gain by failing to "fold your cards" and waiting for the boss to take action?

- You could be asked to resign (rather than get fired).
- If you wait to get laid off, you might receive a decent severance package. (Note: some employers provide no severance when employees are fired. There is generally a difference between getting fired and getting laid off.)

Please note: This article is intended for general information and not for specific career advice. Usually, it's preferable to not "fold 'em" or resign, until you've secured a new job. However, each person's situation is different. Potential actions one might take, with all possible ramifications, must be carefully considered.

By Marilyn Fettner, M.A., Master Career Development Professional. Contact Marilyn at (847) 831-0079 or marilyn@fettnercareerconsulting.com. Visit www.FettnerCareerConsulting.com for more info'.

WEICHERT, REALTORS® - ENDEAVOR OPENS IN DEERFIELD

Evan Kane, broker/owner of **Endeavor Realty LLC**, has announced that the Deerfield company is now an independently owned and operated franchise with Weichert Real Estate Affiliates. **WEICHERT, REALTORS® - Endeavor** is located at 1121 Lake Cook Road, Suite D, where the agency has been serving the entire Chicagoland area since 2004.

Kane made the move to franchising "because of Weichert's systems, technologies and people," he said, emphasizing that the franchise organization encompassed everything he felt his company "would become given the time." He was joined in the conversion announcement by Weichert Affiliates President Martin J. Rueter. "It's important as we continue to bring the Weichert name to markets across country that we add top quality offices and people like Evan and his team," Rueter said.

Weichert Real Estate Affiliates launched its first franchised office in January 2002 and currently serves some 330 markets in 35 states. There are 11 Weichert® franchises serving the greater Chicago area. The full-service organization includes mortgage and insurance services, a commercial and investments division, an award-winning Internet lead-generation platform, and a multinational relocation company. Support services are highlighted by an ongoing agent and management training program that incorporates "live" and online instruction, in-house marketing and advertising, dedicated public relations and REALTOR® recruitment.

Kane prides his company on taking a "scientific and systematic approach to the market." A member of the American Real Estate and Urban Economics Association, which is made up of economists and academics, Kane says that the company uses the same kinds of tools than an economist would use to help clients understand what's happening in the marketplace. He entered the real estate field on the now infamous September 11, 2001, following graduation from Columbia College in Chicago and 10 years as a sound engineer in network and cable television. Among his credits in that arena are the Home & Garden shows and "Oprah."

His interest stemmed from renovating a couple of homes and a desire to help people, leading to his experience first with another franchise, next with a cutting-edge Internet real estate company, the first online brokerage in the country. Kane went out on his own in 2004 and "carved out a little niche of clients mostly from Web site advertising."

As a new franchise, the company will roll out an ambitious recruiting campaign using Weichert's "winning formula Career Night, designed to inform serious career agents old and new about the real opportunities in the field." WEICHERT, REALTORS® - Endeavor can be reached at (847) 282-3933 or www.endeavorrealty.com.

Weichert has nearly 18,500 sales associates in over 500 company-owned and franchised sales offices in key markets throughout the U.S. A family of full-service real estate and financial services companies, Weichert helps customers buy and sell both residential and commercial real estate, and streamlines the delivery of mortgages and home and title insurance. For more information, Weichert's customer service center can be reached at 1-800-USA-SOLD or at Weichert's Web site, www.weichert.com. Each Weichert franchised office is independently owned and operated.

Evan Kane, Managing Broker

This month's Pay it Forward was submitted by **Dan Felix**:

The **Midwest Center on Law and the Deaf (MCLD)** thanks you for choosing us as the beneficiary of your support today. Your support will help us ensure that deaf and hard of hearing people have equal access to legal services and the courts.

It may be hard to believe that in 2008, deaf and hard of hearing people have great difficulty in finding lawyers willing to take them as clients. Despite federal and state laws requiring that deaf and hard of hearing people be given the same access to all services, the unfortunate reality was that many lawyers did not take their cases. Imagine having great difficulty finding a lawyer to represent you in adopting a child, buying a home, creating your own business, or drafting a will.

To meet the needs of deaf and hard of hearing people throughout eight Midwestern states, MCLD maintains a database of attorneys willing to represent our clients. MCLD actively recruits new attorneys for our referral database, and trains them on how to best serve these clients.

MCLD also handles calls from deaf and hard of hearing individuals, family members of such individuals, sign language interpreters and other professionals serving this population, as well as judges, court officials, and law enforcement officers. We provide referrals and information to all of these different people, to ensure that there is a bridge between the deaf/hard of hearing community and the legal/judicial system. MCLD serves as a resource center to ensure that employers, facilities, hospitals, and other places are accessible to deaf and hard of hearing people.

MCLD, a non-profit organization, was founded by Howard A. Rosenblum, the only profoundly deaf attorney active and licensed in Illinois. If you have any questions about MCLD, please contact us at: MCLD 800-894-3653 [voice], www.mclcd.org [website], mclcd@mclcd.org [email]

Upcoming Events

Park Ridge Stationers

is now hiring salespeople and delivery drivers.

No experience necessary.

Part-time and full-time positions available.

Please contact

Steve Schermerhorn with any questions. 847-298-6600.

\$495 FABULOUS NORTHBROOK OFFICE!

Spacious and bright private office:

- With window and Reception area
- In professional building with central atrium, indoor garden and skylights
- Plenty of free parking
- Convenient Skokie Blvd. and Dundee location
- Immediate availability

Call **Marilyn Fettner** at 847-322-8292.



3919 Oakton St, Skokie, IL

WINTER WARM UP SALE!

The sale ends Sunday, January 13, 2008

- Everything in stock at Scuba Systems is 10 - 50% off our regular prices!
- 10% off all regulators, BCD's, dive computers, wetsuits, exposure suits, shorties, rashguards, and cameras
- 20% off all masks, fins, snorkels, boots, snorkeling sets, beach shoes, gear bags, dry boxes, lights, knives, slates, books and accessories
- 25% off Mares Abyss 05 regulators
- 30% off all hoods, gloves, first aid kits, DVDs, and t-shirts
- 25-50% off all in-stock close-out gear!
- Including BCD's, SeaQuest, Harveys and Aquasphere wetsuits, Genesis Response fins, books, and more!

BONUS INSTANT SAVINGS OFFER!

Print out this and receive \$10 off any gear purchase of \$35 or more!

This Bonus instant savings offer expires January 13, 2008.

Limit one Bonus Instant Savings offer per person.
The Winter Warm-Up Sale runs from now through
January 13, 2008. Hurry in for best selections!

Hours: Weekdays 11-8
Saturdays 10-5
Sundays Noon - 4

Sale prices are on in-stock equipment.

Space is still available on our Cayman Brac trip February 23- March 1.

*Please send your news for the TNG monthly "What's New?" newsletter to:
Sue Diamond - sdiamond@bread.org*