

What's New?

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

www.thenetworkinggroup.biz

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TNG wishes to express its condolences to **Sharan Tash** on the passing of her mother, Thelma "Teme" Tash, who passed away November 4th, 2007. May her memory forever be a blessing.

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Dan "The Video Man" recently filmed the Reverend Jesse Jackson speaking at a Temple in Northbrook. Will miracles ever cease? Other November projects have included filming for Divorce Magazine, a play in Buffalo Grove, a 50th Anniversary, 60th Birthday party, a few Weddings and a number of Bar Mitzvah's making November the busiest month ever! Thanks to everyone involved.

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From **Amy Spitzer**: "I have just established a partnership with Equinox of Highland Park to be their personal concierge. I have an office there, and I see people by appointment. I am offering a discount of 10% off my normal rate to all Equinox members. However, I am not employed by Equinox; my business is a separate entity operating independently of their company."

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Leslie Markman-Stern of **Leslie M. Stern Design** will sponsor the Chicago Dental Society's event, "Pampered for a Cause". The Elizabeth Arden Red Door Spa event raises funds to support the Smiles for Success Foundation. The non-for-profit foundation assists women in transition from welfare to work who cannot afford the cost of dental care. A large focus of Leslie's interior design practice involves design of medical facilities.

Leslie Markman-Stern, ASID

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Book Recommendations from Coach Jim Rohrbach: Just in time for the holiday season, Here, There and Everywhere. This is the best book I've seen on the creation of the Beatles' landmark recordings, written by a guy who would know -- their sound engineer from 1962 - 69, Geoff Emerick. If you ever wondered what went on in the studio between John, Paul, George and Ringo to make some of the greatest music of all time, THIS is the book you've got to read! And it wouldn't hurt if you reviewed Napoleon Hill's Think and Grow Rich this December before you set your 2008 goals -- I will be.

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The TNG member Graphic Design firm of **ingraham.creative** has won two Web Design Awards from the International Creativity Awards 2007. Web Sites designed by **Mark Ingraham** for North Suburban Pediatrics- ww.northsuburbanpediatrics.com, and Trans-United Trucking -www.truckismo.com were the big winners.

Marty Gold Reports:

I am going to try and put what **Carl Mohrbacher** of **IsoSoft** does in laymen's terms for those that are not in his world. I still am not sure I understand his world completely

I did get out of our meeting that they do custom software and one of the software's that they specialize in is CRM which stands for Customer Relationship management.. What this does is help with following up on sales leads, building customer & lead lists, convert leads into customers—track responses—managing workflow—marketing

IsoSoft Solutions, has helped numerous clients to quickly and efficiently manage their trading systems. **IsoSoft** works with multiple CRMs that fit different business models, and Carl will be happy to explain the differences and strengths of each for anyone who is interested.

Since there are so many things that **IsoSoft** does, I am going to set up another meeting with Carl to learn more about his business. I suggest all of you do the same

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Technology for Humanity keeps rolling on. Recently we connected with a Skokie leasing firm which donated ten IBM Pentium 4 desktops immediately and will provided additional equipment each month. We also connected with computer surplus company in Chicago which also will have donations every month. A Loop law firm donated six computers and several printers. An insurance company is providing free life insurance to families in poverty with a \$50,000 face value.

I sit on a public sector/private sector panel which is working to bring the MIT "*One Laptop per Child*" computers to Chicago. This machine is a full functioning computer, priced at \$188. Currently, thousands of them are being shipped to Africa and Asia. Combined with Motorola WiMax, it will one day change everything in cities like Chicago.

Please ask companies you do business with, what do they do with their old computers and related equipment? We will pick them up and also provide a tax deduction letter. If you know of people who get new computers this season, please ask them to donate their old ones.

"Give someone a fish and they eat for a night, but teach them to fish and they'll eat for a lifetime."

Happy Holidays to everyone! **Andy Vass**

From **Bob Jordan**:

"I thought you might be interested to learn about the launch of two exciting new ventures of mine:

- **interimCEO/interimCFO** free network at www.interimCEO.com and
- **RedFlash**, a strategic and tactical service for high growth potential companies (www.RedFlash.com)

InterimCEO/interimCFO is a free and transparent network for interim execs worldwide. It helps companies identify and communicate with interim execs directly (as a free service), as well as allowing participating interim execs to post their credentials, share insights and build project teams. No more middleman – just companies talking to top execs.

If you happen to know of a talented interim exec or team, would you please forward this email to them?

We renamed our project execution team "RedFlash", at www.RedFlash.com, and continue to take on challenging assignments, like financing growth, launching new products, penetrating emerging markets, spinoffs, and company sale – for fast growing companies.

If you know of a company founder or CEO who wants help - we are never too busy for a referral from you, and I would welcome the opportunity to see if we could be of service. Thank you – Bob"

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TNG Group Observation: It was a powerful group of TNG members that descended on the Chicago Bungalow Expo recently. It is exciting and encouraging to see **Chris Turley, Evan Kane, Jim Rice** and **Ron Isaacson** team up and package their strengths into a forceful unit. Stories coming out of the Expo tell of an Exhibit Team so dominant, that they were politely asked to stop stealing attention away from other exhibitors. Exhibitor regulations may be modified next year to account for Booth 8-7050. TNG strikes again.

Robert Vance Ltd,

at the corner of Milwaukee Avenue and Route 45 in Lincolnshire, is having its annual After Thanksgiving Sale.

Men's and women's selected clothing and sportswear from the fall and winter collections are now on sale. It would be my pleasure to personally assist you with your selections.

Jack Shnideman

For those of us that are still in the Thanksgiving mood, I wanted to let you know of a group we are sponsoring for this month's TNG Pay It Forward - **Share Circle**. Share Circle helps individuals and families in Angola, Africa by giving them the tools to improve their own lives and those of their families. The tools are often simple ones but they go a long way to changing the destiny of multiple generations:

- Donating individual and community Solar Ovens which eliminate the need for dangerous trips for wood collecting, reduces lung diseases from smoke inhalation, and helps improve the environment



- Donating bicycles for transportation
- Donating medical supplies for disaster relief
- Donate seeds and equipment for redeveloping agriculture
- Donate school supplies
- and now, to develop educational resources leading to a new university for Angola's high school students in which 99% lack the opportunity to go on to higher education without leaving the country.



The country has a fascinating history, both tragic and inspiring, and is now one of the leading countries in Africa. ShareCircle is partnered with Africare, East-West University, various religious groups, and has received seed money for the university from USAID. I hope you can support the group with a generous donation of your own - I would love to raise enough to buy several solar ovens this holiday for those less fortunate than ourselves.

Interview with Director Guerra Freitas on WBEZ:

http://www.chicagopublicradio.org/Program_wv.aspx?episode=12848

www.ShareCircle.org

www.AngolaUniversity.org

See you this Thursday where Guerra Freitas, Director of ShareCircle will join us. If not, happy holidays.

Respectfully, **TURLEY ARCHITECTS**

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.

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

hurriKane Solutions Launches Nut and Candy Web Site Web Site Redesign Helps Confections Company to "Raise the Candy Bar," Target New Markets



Chicago, IL - **hurriKane Solutions, LLC**, a Chicago-based website design firm, announces the redesign and unveiling of web site www.raisingthecandybar.com, to help a confections company target and grow a new segment of its business.

Illinois Nut and Candy is a Skokie, IL-based confections company, that specializes in providing niche styled candy, chocolates, and other confections. The company recently sought to increase sales by opening its customer base to a national market and to bulk candy buyers, and it turned to **hurriKane Solutions** for a web site redesign to accomplish those goals. **hurriKane Solutions** developed a new company name, the web site, logo, database, and created advanced search features for dietary needs, in addition to customer favorites with an easy check-out for repeat orders.

"We felt that competing against the bulk candy providers was not going to be an option," says **Seth M. Kane**, Managing Partner of **hurriKane Solutions**. "Rather, with a new name, design, and product selection, we are trying to emphasize that their products are above the rest because they provide special benefits with people with certain dietary restrictions." Those dietary restrictions include diabetes and following a diet affiliated with living a Kosher lifestyle, among others.

Kane adds that another challenge included the task of not only displaying Illinois Nut and Candy's various product "niches" in a way that would look good, but organizing the data so that all users with all different types of dietary restrictions and needs would be able to easily find the products specific to their dietary needs. "We also wanted a way for people without dietary restriction could find products by occasion, color, and flavor," Kane says.

"The site has been live for a few weeks," said David Levine Owner of Raising the Candy Bar. "Customers have already commented how the site is much easier to use."

The site is not only easy to navigate and full of information, it's disability friendly as well. Under the standards set by the World Wide Web Consortium (W3C) and Section 508 of the U.S. Rehabilitation Act, those individuals are entitled to web sites with content that is compliant with standards, and contains content that is accessible to all. Not complying with the standards to make a website accessible can lead to negative consequences. For example, Target Corporation is currently in a federal class-action lawsuit, under claims that its web site is not usable for the blind.

"**hurriKane** continues to set up every e-commerce project by focusing more and more on the importance of accessibility and how that directly relates to the Search Engine Optimization," Kane says. "We also use current clients experiences to help target customers, protect against fraudulent orders, and make business processes as streamlined as possible. Anyone can open up a store. The question is: do you have a platform to lead customers in the doors? A web site designed by **hurriKane Solutions** can help you bring customers to your web site and improve your bottom line."

ABOUT HURRIKANE SOLUTIONS:

Chicago-based **hurriKane Solutions** is a private company which provides e-commerce website and online solutions that affect and improve the bottom line for their clients. **hurriKane Solutions** focuses on creating websites that make an impact, and specializes in making clients' websites compliant for disabled users as well. Information about the solutions provided by **hurriKane Solutions** can be found at www.hurrikane.com, or by calling (312) 285-0408.

ABOUT ILLINOIS NUT AND CANDY

Raising the Candy Bar is the latest addition to Illinois Nut & Candy Home of Fantasia Confections. For over a quarter of a century Illinois Nut & Candy formerly Illinois Nut Outlet has been doing just that raising the bar. Since September 2004 they have been constantly raise the candy bar by not only being the largest Kosher candy store in the Midwest but by trying to be the largest niche candy store as well. Raising the Candy Bar offers Gluten Free, Lactose Free, Sugar Free, Organic, Vegan Friendly - all under Kosher supervision.