

# What's New?

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

www.thenetworkinggroup.biz

May, 2007

The Networking Group extends condolences to **Larry Rosenthal** on the passing of his mother Narcissa Rosenthal. May her memory forever be a blessing.

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Thank you to **Stu Cohen** of **Lou Malnati's** for excellent service in planning a dinner party at the Wells Street location for my daughter's Girl Scout troop prior to seeing *Wicked*. We were seated immediately upon arriving in a private comfortable room. Everything was set up and ready, salads and drinks were on the table, pizza and desserts were served promptly. The service was beyond outstanding with the server being right there taking great care of everyone. The parents thanked me all evening. It made the evening a wonderful and memorable one. **Tammy Papazian.**

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**Denise Siegel's** son, Russell is the first Columbia College first year graduate student to win a prestigious poetry award. He'll be reading his poem during next week's graduation ceremonies. Denise's other son, Brian, a second year engineering student, just built a vacuum cleaner as a final group project in school. Denise's two dogs, Oxford and Brisby, didn't do anything of note . . .

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When I met **Dean Klassman** last year, he was so enthusiastic about his **Buddy Baseball** program, I knew I had to get details. Last year was MY first year as a buddy for the kids, and I looked forward to each week with great anticipation. I didn't know if Alissa would be my buddy or Chris. It really didn't matter because I cheered them both on each week. One week Alissa was late to the game, so I was partnered with Chris. Needless to say, Alissa was not late again. I encourage all of you to give it a try. Dean and Leslie do a wonderful job at keeping everyone involved and the excitement is contagious. As a veteran now, I can't wait for May 13<sup>th</sup> to come around. Thank you Dean and Leslie for opening my world up to Buddy Baseball.

**Sharan Tash** – Professional Speaker

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**Success Skills Coach Jim Rohrbach's book recommendation:**

**YES YOU CAN! Behind the Hype and Hustle of the Motivation Biz** Author Jonathan Black gives the inside scoop on the "change leaders" in personal development industry, including motivational speakers, Toastmasters, the Landmark Forum, good ol' Nightingale-Conant and even coaching -- so you can find out here whether I'm a charlatan or not.



The Networking Group had the pleasure of hosting a Netweaving Seminar by **Bob Littell** last month at our April meeting. Thanks to **Dean Klassman** who arranged for the excellent presentation. \$1,914 was raised from TNG members for the Pay it Forward Foundation. It's wonderful that we are such a giving group and there are many people who will benefit from our generosity.

**Susan Diamond**, Midwest Donor Relations  
**Bread for the World**

## Welcome New Members to the Group:

- **Mark Fabish, Broad Reach Applications**
- **Amy Spitzer, Amy on Call**
- **Albert Melshenker, Ruby Robinson & Co.**
- **Jim Marx, Great Opportunities, Inc.**

## No longer with the Group:

- David Kauffman
- Steve Hamburg

**Jack Snider** of Robert Vance writes, "I re-read a referral card I keep in my business card case given out some time ago by the Networking Group."

## BE COMMITTED...

- to giving first - by helping others, you will receive
- to accepting only clients that are a good fit
- to providing the highest level of service your industry offers

*An Update from*  
**Jerry Block and Spring Interiors**

Over the next few weeks I am closing my Milwaukee Avenue showroom. I am changing my design service back to the way it was when Spring Interiors opened in 1964. I will primarily be offering my decorating services by coming to your homes and offices and bringing as many samples as I can carry to show them to you there.

For those of you that require a more extensive selection of fabric choices, I will be able show you more selections at the Arlington Design Center that is nearby. This is a showroom area similar to the Chicago Merchandise Mart spaces where you can choose from large samples of fabrics for draperies, top treatments, fabric shadings, bedspread products, and upholstering fabrics.

I will continue to bring samples of Hunter Douglas and similar blind and shade products to your project site. I also have nice selection of affordably priced carpeting to help you complete your decorating projects.

Continuing to offer you the best of my extensive decorating knowledge with my patient caring dependable design service and installation that you have always known is of utmost importance to me. I look forward to helping you make your decorating dreams come true. Our phone number will remain the same, 847-808-1075. Our new fax number will be 847-498-4075 after June 1st.



If anybody is interested, I have available, office furniture that includes a 72" X 36" desk, a 72" X 21" matching credenza and side bridge with a shelving area that supports it. This will set up as a group in an area 8'X 8'. In addition to the usual drawer space, the desk has 2 file drawers 21" deep and the credenza has 2 file drawers 16" deep plus a center storage area with doors. The pieces could be also available individually. Please contact me if you know of anyone that might be interested in this furniture.

Thank You  
**Jerry Block, Spring Interiors**

Did you check out my new blog posting that "Requests for Salary History Can be Discriminatory"? It's at [www.counselorslog.com](http://www.counselorslog.com) -- and are we linked on [LinkedIn.com](http://LinkedIn.com)

**Daniel P. Felix, The Executive's Attorney**

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Governor Rod Blagojevich has been the recipient of a gift basket from **HollyBarry House Ltd of Chicago** thanks to our own Alisa Bay of AB Public Relations who recommended Holly's gift company to one of her clients. A big hurrah for netweaving.

Because she's absent from our May meeting, Holly wants to be sure to also thank **Jim Rohrbach** and **Deb Carata** for their recent orders.

And the reason that Holly isn't with us this month is that she & husband Barry and all their children and grandchildren are cruising to Hawaii for a few weeks in celebration of **HollyBarry's** upcoming 40th wedding anniversary in June. They married the day they graduated from UIC after having dated for 6-1/2 years. Ain't love great?

**Holly Kahan, HollyBarry House, Ltd. of Chicago**

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**BUSINESS ACCELERATOR SPACES**

We have a great, sunny, and very successful professional business co-operative that has become one of Evanston's best business accelerators. So successful in fact that another of our tenant's is moving to bigger quarters. Founded by **Chris Turley of Turley Architects**, the space is a spacious, collegial, bright, and energizing place to work.

If you are looking to take your business to the next level this may be worth the price of a telephone call to find out if it is a good fit. What we are looking for is simple: interesting and fun people who have a passion for life and their business.

The technical stuff:

- Exposure to our networking opportunities - Space is pro-rated and fairly cheap. - Included in the rent are conference room, bathroom in suite, library area, kitchen, storage, T1 access, alarm, and many other benefits of sharing space and costs. - Use of our Telephone system is an option - Accessible office and bathroom - One block to Metra, El, Buses, and parking. - Lots of other benefits

If you are ready to launch your business to the next level call Chris at 847 492 1617. References from past tenants are available.

Contact Number: 847 492 1617

Contact E-mail: [chris.turley@turleyarchitects.com](mailto:chris.turley@turleyarchitects.com)

**Jeff Newcorn** reports: I have been invited to speak at a meeting of **The Go Zone Alliance** to be held in Biloxi on May 21st. My topic will focused on *Katrina WOTC; What Have We Missed?* As most Networking Group members know, I focus on getting special tax credits for companies in areas severely impacted by poverty or natural disaster. It is estimated that over \$200 Million of WOTC (Work Opportunity Tax Credits) have already been identified for companies in the GO Zone- those hardest hit areas in the path of Katrina. But much more work is yet to be done for the thousands of companies who are still unaware of the incentives available to accelerate the recovery efforts.

The GO Zone Alliance is a group of four premier southeastern law firms listed below, working together to assist companies in the regions of Louisiana, Mississippi and Alabama impacted by Hurricane Katrina. They have introduced a new web site: [www.gozonealliance.com](http://www.gozonealliance.com). This web site provides an overview of the Gulf Opportunity Act and the opportunities it created for businesses seeking to rebuild, relocate or expand in GO Zone. The participating Law firms are:

Waller Lansden Dortch & Davis, LLP  
Lemle & Kelleher, LLP  
Brunini, Grantham, Grower & Hewes, PLLC  
Armbrecht Jackson, LLP

On another positive note, we have expanded our staff by 50% in 2007 to accommodate the significant increase in tax credit business in the Fast Food sector of our business. (Actually, we hired one person on April 30th, but since we only had two to start with, it has a dramatic percentage increase on our staff- plus it looks very impressive in The Networking Group Newsletter).

In case you missed the previous visit of *My Little Pony, Live!* to the Chicago area, you have one more chance to see this very wholesome show as it comes to the Metro Center in Rockford on May 15th and 16th.

One of the star ponies (Sweetberry) is our daughter Elissa! It is the perfect show if you have daughters or nieces from 2 to 7 years of age. If not, you may want to rent a friend's or neighbor's daughter as an excuse to see this great show. Or, just go anyway by yourselves- but I want to caution you may feel a little strange not having a small child in tow.

Lastly, don't make any plans for the evenings of May 22nd and 23rd, as *American Idol* crowns another winner.

**Jeff Newcorn**

Several members of my **Vistage CEO** and trusted advisors groups joined me to attend the 10th Annual Milken Economic Forum in Beverly Hills, California. For four days, we met with CEOs of Fortune 1000 companies, 36 Nobel laureate, top teachers and educators and visionaries in economics, medicine and community development. My members had their eyes opened to never before imagined possibilities. They have shared their experiences with their group members and will lead a group discussion at this month's meeting.

Who do you know who wants to grow their company? Let my members and I help them.

**Dennis M. Kleper**

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### **BROAD REACH APPLICATIONS**

**Broad Reach Applications** provides B2B and B2C online lead generation that directly impacts sales and help your company grow. We focus on opening new sales channels in targeted markets and improving existing customer relationships. We help you improve qualified leads through strategic consultation and project work.

Is the traffic you get converting into profit? You're in business to make profit, so your web site should be an investment with return, not a net expense. Effective web site promotion is an absolute necessity for generating targeted traffic to your web site.

Does your firm have a good/great website, but it doesn't contribute to your bottom line? You can be more effective in your online marketing programs. Rather than simply getting some of your keywords higher up on Google searches – which is expensive and doesn't always work efficiently – we help you target your best prospects and communicate with them. Our process:

- Initial discovery meeting
- Mini SWOT analysis  
(strengths/weaknesses/opportunities/threats)
- Prospect profiling
- Micro-site development
- Ongoing tracking and reporting
- Increased conversion rates

This works because they market mostly to the segments you WANT to sell to, and your customers get information that they really WANT to see! Contact us for more information or to set up a free consultation.

**Andy Vass**  
**Mark Fabish**  
**Broad Reach Applications**  
847 909-7500 Andy's cell  
312 543-2688 Mark's cell

**Greg Kalisky - Ultra Handy, Inc.** and **Merle Kalisky - Excel, Inc.** are looking for your assistance and support. Actually our daughters, Jean & Beth are looking for your support. They will both be participating in the Relay for Life on June 1st @ Buffalo Grove High School. Greg's mom died of cancer in her early 50's and Jean & Beth have both had friends who have died of this horrible disease.

Please support them by writing a check to Relay for Life and mailing it to:

Kalisky - Relay for Life  
524 Ridgewood Lane  
Buffalo Grove, IL 60089

Everyday is Mother's Day  
But on May 13th she expects a gift  
**Robert Vance Ltd**  
Sophisticated Mens and Ladies Apparel

**Kathy Nellis of Northbrook Bank**  
invites members to their Quickbooks Seminar:

## QuickBooks® Seminar

Northbrook Bank & Trust would like to invite you to a free informative seminar presented by Frost, Ruttenberg & Rothblatt, P.C. regarding QuickBooks® 2007 financial software. Ken Haft, CPA and Certified QuickBooks ProAdvisor® will lead the seminar. Ken has consulted and trained hundreds of clients in the usage and implementation of this dynamic software.

**Business owners, bookkeepers, and controllers will learn:**

- Why this is a significant Quickbooks upgrade
- Explanation of the new features and benefits
- Top 10 tricks, tips and best practices
- Troubleshooting techniques
- And much more...



**Tuesday, May 22, 2007**

Northbrook Bank & Trust  
1100 Waukegan Road

8am - 10am (registration at 7:30am)

Overflow parking available across the street in  
Tonelli's Restaurant parking lot off Shermer Road.

*Continental Breakfast will be provided.*

Seating is limited. Reservations are required. Quickbook Users preferred.  
Please contact Valerie at (847) 418-2829 by May 16<sup>th</sup> to make reservations.

**NORTHBROOK BANK**  
\* TRUST COMPANY \*

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**What kind of difference  
do you want to make  
with your life?**

The Networking Group introduced a brand new concept at the April meeting. A basket was passed around the tables and members were asked to consider donating to a wonderful charity, The Pay It Forward Foundation. The response was overwhelming and it has been decided that the generosity of our members will continue to be encouraged at each meeting with the efforts going to a different organization each month.

For the month of May, the featured cause is Bread for the World - an advocacy group that is the watchdog for the hungry and poor who don't have a collective voice. TNG member **Sue Diamond** covers the Midwest for Bread and strives to get the message across that government is part of the solution for the root causes of poverty. Changing political will can stop destroying the lives of 35 million people in this country plus hundreds of million more across the world who are hungry, poor and illiterate.

One of the great dynamics of money is that it grounds us. When we put our money behind our commitments it grounds that too making it real in the world. We can hope for better schools, advocate for a clean environment and pray for world peace, but when we also put our money behind those intentions, we become serious about them. Please give generously. For more information contact **Sue** at 847.945.2850 or [sdiamond@bread.org](mailto:sdiamond@bread.org)



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Visit Marty's Charity Website:

<http://www.firstgiving.com/MARTYSRIDEFORKIDS>

Please send your news for the TNG monthly "What's New?" newsletter to:

Sue Diamond: [sdiamond@bread.org](mailto:sdiamond@bread.org)