



# Tips FROM THE Top®

Business insights  
from those at the top  
for those at the top

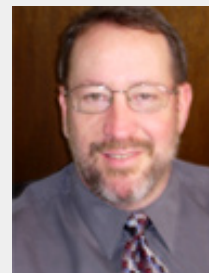
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**Bob Zelnick**  
Facilitator  
President,  
Ashford  
Consulting  
Group

**Arthur  
Amdurer**  
Facilitator

Phone: 973.625.3375  
Fax: 973.625.3252

[info@tabnj.com](mailto:info@tabnj.com)

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

## SPECIAL EVENT

### Meet Allen Fishman

Allen Fishman, founder and CEO of The Alternative Board® is coming to New Jersey. Thursday, September 21, 2006 is your only opportunity in the Northeast to meet Allen and hear him speak about his new book, *7 Secrets of Great Entrepreneurial Masters*. We are expecting more than a hundred business leaders at a buffet reception starting at 6:00 pm at The Park Avenue Club in Florham Park.

Prior to creating TAB, Fishman was president, COO and co-owner of Tipton Centers Inc, a consumer-electronics chain that issued a successful IPO. Fishman retired in 1987, at age 45, to the Aspen, Colorado area following the sale of Tipton. During the first three years of his retirement, he wrote a nationally syndicated advice column, *Business Insights*, distributed by Tribune Media Services. While doing interviews for the column, he identified the factors that were common to those entrepreneurs who, like himself, are extremely successful in business and who appear to have happy lives—Fishman refers to these entrepreneurs as GEMs—Great Entrepreneurial Masters

Fishman packaged these factors, along with the experience he gained from years in business and non business, into an easy-to-use approach for business owners to make the GEM Power Formula for Success a part

## CALENDAR OF EVENTS

of their day-to-day lives. Now, Fishman has written the *7 Secrets of Great Entrepreneurial Masters: The GEM Power Formula for Lifelong Success* (McGraw-Hill, summer 2006). Fishman's GEM Power formula can be used by anyone, from any walk of life, to fine tune their personal vision of happiness and to make that vision a reality

Fishman has also shared his GEM Power formula through his inspiring talks. He has assisted audience members around the world to attain the personal and work fulfillment to which they aspire. Through the use of clear, easy to use methods and true life success stories, Fishman shows audience members how to lead their lives towards greater success and to find the freedom to balance the personal and work aspects of their lives.

To register for this event, please [click here](#).

## 7 Secrets of Great Entrepreneurial Masters

by Allen Fishman

Thursday, September 21, 2006

6:00 PM - 9:00 PM

[More Information](#)

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## Center for Closely Held Business - Breakfast Roundtable

Tuesday, September 26, 2006

[More Information](#)

### EMPLOYEE RELATIONS

## Reminding Employees of the Benefit

With healthcare costs increasing, most employees don't think about or even know the monetary benefit they receive from the company regarding their healthcare coverage. One way to remind employees is to include on their payroll stub, the dollar figure of the healthcare cost you are paying per payroll period plus their salary for a total compensation package number. This helps to retain employees, squelch some asking for raises, as well as remind them of the dollar value of benefits to them.

*Steve Williams, Capital Mortgage Finance Corp., Columbia, MD*

### TAB Board Meetings

Wednesday, September 13, 2006

[Bottom Line TAB Board Meeting](#)

Thursday, September 14, 2006

[Arthur's TAB Board Meeting](#)

Monday, September 18, 2006

[President's TAB Board Meeting](#)

Friday, September 22, 2006

[CEO TAB Board Meeting](#)

Thursday, September 28, 2006

[Strategic TAB Board Meeting](#)

### OPERATIONS

## Institutionalizing Post-Mortems

At a recent board meeting, we discussed how to remind clients about all the things we do for them that go above and beyond what they ask us to do. On the suggestion of the board, we have now started to put in place a formal review process that automatically happens after each project. It is kicked off every time we raise an invoice and involves looking at everything we did that had an impact on the project and incorporating it into a formal report that is delivered to the client.

*Mark Rickard, Rickard List Marketing, Melville, NY*

### EMPLOYEE RELATIONS

### QUICK TIPS

## Executive Committee Can Be a Win-Win

Many of us start companies and nurture good talent only to see them leave the company or go out on their own. To engender loyalty among high-flight risk employees, establish an executive committee that meets bi-weekly or monthly, and allow the stars you want to keep to become members after a certain period of time with your company. This practice works best when you attach prestige to this committee and allow them to have real input into the direction of the company. Your talented employees will feel ownership of the company if they are consulted on executive-level decisions and you will have a sounding board for your ideas and decisions.

*Jenny Bass, Essve Tech, Inc., Atlanta, GA*

### HUMAN RESOURCES

## Marketing for Human Resource

In a tight labor market, it becomes increasingly difficult to find great staff. To address this need, we have treated recruitment much like a marketing effort. One aspect we recently revisited was reminding our employees of our employee referral program. Although it has been in existence for some time, it wasn't being leveraged. Giving the staff a reminder and sharing our staffing needs company-wide now has all of our staff marketing our company as a choice employer to colleagues, family and friends. This has been very successful for us and allows us to cast a much wider net than we could have in the past, using traditional advertising and recruiters.

*Richard Gaynor, Middleton & Company, Newton, NJ*

### EMPLOYEE RELATIONS

## Getting on Their Nerves

Want to create a pleasant work environment? Keep in mind employees' biggest pet peeves.

- 44 percent condescending tones
- 37 percent public reprimands at work
- 34 percent micromanaging
- 32 percent loud talkers
- 30 percent cell phone ringing
- 22 percent use of speakerphones in public areas
- 11 percent engaging in personal conversations
- Nine percent using PDAs during meetings

\*Source: Randstad

## Using Read Receipts as a Sales Tool

In our business, we create detailed proposals that we send by e-mail to potential clients. We want to be able to follow up as soon as they start looking at the proposal, so we send out proposals with a read receipt at a time when our salespeople are in the office and are able to monitor delivery. As soon as we see a read receipt come back, we call the potential client and find they are usually receptive to our call.

*Gus Lugten*

*Q Source Inc.*

*Bohemia, NY*

## Use eBay for Purchasing Software

You may not have considered eBay as a source of software. However, you can find legal copies of software available for sale on eBay with special savings versions which are less-than-current, but perfectly functional (e.g., Adobe Acrobat).

*Al Gauthier*

*Poop Patrol*

*Toronto, ON*

## Life Keeps Getting Better

The key question to ask ourselves if our business becomes a target for acquisition or merger is, "How is my life going to be better?"

*Joe Newton*

*Cacheaux Cavazos & Newton*

*San Antonio, TX*

Lynnea Hagen, TAB-Certified Facilitator, San Jose, CA

## COMMUNITY RELATIONS

### Get Involved to Network

One of the most effective ways to network is to get involved in groups where your potential clients meet. By “get involved,” I don’t mean simply attending the meetings on the chance of meeting one of your prospects. You should also get on the committees to get a chance to work alongside potential prospects. Be the one to volunteer for the jobs no one else wants. These are the jobs where you have to actually do something. For instance, the membership committee or the program committee. Not only will you be seen as someone who makes things happen, but it gives you a good excuse to call your prospects about potential new members.

Ask them to speak at an upcoming meeting, their opinion about a past speaker or an idea for future speakers, etc.

*Bill Byrd, Regulatory Compliance Partners, Houston, TX*

**The Alternative Board® brings business owners, CEOs and presidents of non-competing businesses together in boards, where members can present challenges and opportunities to the board for seasoned, practical advice from other owners who understand one another's perspective and contribute meaningful solutions. The boards consist of up to 12 members, meeting monthly under the guidance of a TAB-Certified Facilitator. Over 300 TAB Boards are operating each month across the United States, Canada and South America. Since its inception, thousands of businesses have benefited from membership in The Alternative Board®. For more information on The Alternative Board®, visit [www.TABBoards.com](http://www.TABBoards.com)**

## Now Available:



Click on the book cover at left to order your copy of the #1 business book best seller\* the 7 Secrets of Great Entrepreneurial Masters by Allen E.

Fishman, Founder and CEO of The Alternative Board®.

*\*800 CEO Read, Aug. 1st, 2006.*



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The Alternative Board® • 1 Bank Street, Suite 205 • PO Box 182 • Rockaway • NJ • 07866-0182 • 973.625.3375

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