



Tips FROM THE Top[®]

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

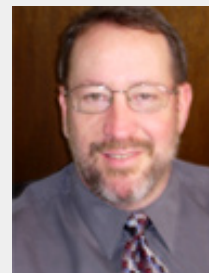
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Bob Zelnick
Facilitator
President,
Ashford
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Group

**Arthur
Amdurer**
Facilitator

EXCLUSIVE AREA EVENT

Join Us for eMyth Mastery: An Evening with Michael Gerber



October 4, 2007
6:00 - 9:30 PM
The Villa at Mountain Lakes

6:00PM - Networking, hors d'oeuvres and cocktail hour in exhibit area
7:00PM - Dinner
7:30 PM - Presentation by Michael Gerber
8:30PM - Drinks, dessert and book signing in exhibit area

You Are Cordially Invited to Spend An Evening with Michael E. Gerber, world-renowned author of **The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It**, the ground-breaking book that has sold millions of copies to business owners in over 145 countries and was on Business Week's best-seller list for over 28 consecutive months.

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EMPLOYEE RELATIONS

Effective Employee Review

When prepping for an employee review, ask the employee to come to the meeting prepared with their list of accomplishments, achieved goals, most improved areas and next set of goals. This will give you greater insight into your employee's perspective on their job performance and greater opportunity to reinforce their accomplishments. At the same time, you make them accountable for the implementation of their own, personally held goals that will benefit both them and the company.

Lorri Cochran, Certified Payroll & Tax Services LLC, Bohemia, NY

MOTIVATION

A Path to Success

Over the many years I have been running my businesses, I continually suffered from problem employees, customers, relatives and others with whom I dealt. I felt like I was being dragged down and was pessimistic much of the time about things getting better. A few months ago I realized the people who were dragging me down were those who thought and talked negatively. I started consciously eliminating these people from my daily life. I reduced contact as much as possible with those whom I could not eliminate. Despite serious problems with most aspects of my businesses, I decided to be optimistic. I reminded myself that I had survived bad times before and knew I would now. By taking the two steps of reducing/eliminating pessimists from my life and doing my business as optimistically as possible, my life has changed. Whether as a result of this or because the business climate has changed, my business is improving as well. I found that I can control a great deal of my environment by controlling my own thinking. For me, the life of an optimist is clearly the path to business and personal success.

Greg Runnoe, GLR Properties, Green Bay, WI

MANAGEMENT

CALENDAR OF EVENTS

SPECIAL EVENTS

Thursday, October 4, 2007

eMyth Mastery: An Evening with Michael Gerber

TAB Board Meetings

Thursday, September 27, 2007

Strategic Board

Wednesday, October 10, 2007

Bottom Line Board

Wednesday, October 17, 2007

President's Board

Thursday, October 18, 2007

Arthur's Board

CEO Board

QUICK TIPS

Turn Trash into Cash

Most businesses accumulate lots of cardboard packing materials from vendor shipments. Paying a refuse company to collect and recycle boxes and corrugated packaging can add up, because it adds bulk to the pick-up. Consider saving cardboard material and selling it to local paper dealers or brokers who will pay for this material if you have enough to justify a pick-up.

Jay Cook

Azalea Moving and Storage

Charleston, SC

Managing New Product Development

In addition to being the founder and CEO of my company, I am the chief technology officer. The driving critical success factor for my business is to continually develop and commercialize value-added products based on our core technology. I recently developed a one-page template that I use to summarize each key program, indicating the path forward and showing the current status of the development. This has definitely increased the productivity of our development efforts, primarily because of the effectiveness of this single page as a communications tool among involved employees.

Stephen Grot, Jr., Ion Power, Inc., New Castle, DE

MARKETING

Marketing Mileage

If your business uses vehicles, then it is clearly important to keep them presentable and properly “decorated” to reflect your brand. To get more marketing mileage from your vehicles, think of them as mobile billboards, and make sure that they are on the road as much as possible. This means getting them off your premises whenever feasible — even if they are not actually on company business. For example, parking in malls, sports events, transit hubs or even on a busy street are better places for an unused vehicle than in your lot. It’s no-cost marketing, and “I saw it on your truck” will be the answer more often when you ask “How did you hear about us?”

Tony Vecchio, M.V. International, Toronto, ON

KEEPING TOP TALENT

Inflated Job Titles

As small-business owners, we need to compete with larger organizations for top talent. We tend to give inflated job titles to our key employees for many reasons, including retention. This practice can backfire. Employees will use their inflated job title to do salary comparisons online or to search for new positions with that title. They then expect you to match that salary range. In a small business, a title is usually just a title — we all wear many hats. We recommend you do a few comparisons before issuing your next “director” title.

Board 310, Bellevue, WA

Taking Credit Card Payments

If you are providing services to clients and having trouble getting paid, include language with your engagement letter that says you will charge their credit card if the account goes beyond an established number of days without being paid. Make sure you also have them sign a credit card authorization form. Without it, credit card companies may give the money back to your client if it is disputed.

Ronald Rogé

R.W. Rogé & Company

Bohemia, NY

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