



Biz Buzz

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Welcome to our inaugural newsletter! Most of you know me, but may not know the name of my company — Expert Business Solutions, Inc. You will find me sitting behind the registration desk representing one of the many professional associations we work with. See if you can guess who we are? (Look inside for the answer)

You may question, just what does Expert Business Solutions do? Let us answer that question for you!

Expert Business Solutions works with Associations and is a small business support firm. Our association services allow professional organizations to increase visibility, revenue and membership by simplifying the process of organizing speakers, sponsors and continuing education applications.

Our small business support assists busy professionals with tasks such as business correspondence, marketing materials, monthly reports, mail merges and mailings, bookkeeping, client databases and billing without having to be physically present in your office.

Expert Business Solutions can also help you to host a seminar or event. Whether it is the entire seminar or just a small portion of the event, leave the details to us.

By calling Expert Business Solutions today you can start doing what you do best — running your business instead of letting your business run you!

Linda Wolonick
Expert Business Solutions, Inc.



Do You Know Who These People Are?

Look Inside:

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Get to the Point with Effective Emailing

As a business professional, you undoubtedly handle a lot of e-mails every day. To save both yourself and the recipient time, strive for these four habits:



Always use the subject line. If you receive an e-mail with no subject line or an ambiguous one, feel free to change the subject line if doing so will help you to keep your in-box better organized.

Try to have just one subject per e-mail. This is easier for you and the recipient to then file the e-mail into the appropriate action folder. It also is faster to answer.

Use the BCC function so recipient doesn't need to scroll past list of recipients.

Use a complete signature line that contains the following data. The more information you provide, the easier and faster the recipient can reply.

- Your full name
- Company name
- E-mail
- Extension, if you have one
- Working schedule
- Job title
- Physical mailing address
- Phone
- Website address
- Alternate way to contact you, if urgent



Reduce Interruptions

Next time an unwanted visitor walks through your door, or someone interrupts you when you really need to finish the task before you, immediately stand when the person enters and remain standing during the visit. You will be signaling that you're busy and can't take time for a lengthy discussion. ♦

Building Your Email Database

Here's an idea to add new email addresses to your database: In a direct-mail piece, ask members to answer certain questions, giving them the option to reply by email. ♦

Distinguish Yourself

Don't forget to send out holiday cards to your clients and associates. Great way to keep your name and company in the forefront and to update your contact list. *Be different* — send out Thanksgiving or New Year Cards! ♦

Oops!

You had an emergency come up and forgot to show up for a scheduled appointment. What should you do?

There are obvious times when an apology is in order, and when that occurs, take immediate action:

- **Decide on the appropriate communication method.** Does the apology merit face-to-face visit or is a phone call or letter appropriate? If the problem involved more than one individual, be sure to communicate with everyone involved.
- **Don't procrastinate.** Get it done. The more time that goes by, the more the individual will stew over what happened.
- **Be honest.** Avoid excuses. Tell it like it is and be sincere in extending your regret. ♦



What if . . .

Emergency Contact Update: Did you know? You can have TWO emergency contacts on your driver's license. It will automatically pop up on a police officer's screen when they run your license in case of an accident. You can set them up through this website:

<https://www6.hsmv.state.fl.us/dlcheck/findcustomer>

Who We Are!

(from front page—from left to right):

Pamala Sanchez, Linda Wolonick and Lydia Groves



Linda Wolonick is the owner of Expert Business Solutions. Linda's background is in the legal profession where she worked as a legal assistant for over 20 years in general law with a specialty guardianship. Looking for a change,

Linda opened Expert Business Solutions 10 years ago and has been working with associations, small businesses and organizing seminars and conferences ever since.



Lydia started with us in July of this year. Lydia works full time and more than likely will be the person who answers our phone. Lydia has a degree in business administration and has worked as an Executive Assistant for

Calvin Klein, Nine West and Tommy Hilfiger. Lydia has a keen eye for design and is extremely organized. So be on the lookout for newly revised invites and organizational tips.



Pamala Sanchez has worked with our company for almost two years. She has survived multiple conferences and is considered a veteran. Pam recently began working part time to make time for her first love, working with special

needs children. We are thrilled that Pam is continuing to work on our team.

Bob Nunemaker (not pictured) is our IT Guy. He keeps our computers humming and is in charge of all audio visual equipment and heavy lifting at the conferences we are involved in. Bob will be contributing IT tips to our newsletter. When Bob is not working with us at a conference or seminar, he works for Citrix as a software developer. He is the mastermind behind our specialized meeting planning databases.

Contact Information:

Expert Business Solutions, Inc.

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www.expertbizsolution.com

Attention CPAs & Financial Planners



Do you have a client who can't find their checkbook let alone balance it? Let us help you organize their paperwork.

Are there bags of unopened mail or tiny pieces of paper to sort through? Expert Business Solutions can open the mail, file it in logical order and even help your client pay their bills and enter the information into Quicken or QuickBooks. We can then provide you with the reports you need so that you can do what you do best! Call us today—954-370-0041. ♦

Interested in providing Continuing Education instruction to other professionals?

Call Expert Business Solutions, we can assist you in having your program approved for continuing education credit through multiple disciplines. Call (954) 370-0041 for further information. ♦



Receipts, Receipts Everywhere - Can't Find the Right One?

Do you have receipts everywhere and can't find a receipt when you need it? Purchase an A-Z pocket folder (similar to the old cancelled check holder). Once a week file all receipts under the store name, i.e., Target, Macys, etc. under the A-Z file. Next time you need to return an item, you can easily find the correct receipt. The trick is to do your wallet or purse clean out with the file nearby and you will never search for a receipt again. You should purge this file at least 2 times per year. ♦

Upcoming Meetings, Seminars & Conferences Organized by Expert Business Solutions

November

National Association of Women Business Owners
Monthly Meeting (The Westin Hotel)
Monday, November 3, 2008

Joint Tax & Estate Seminar
7th Annual Seminar
Nova University—Miniaci Theater
Wednesday, November 5, 2008

Financial Planning Association of Broward
Dinner Meeting
Tuesday, November 18, 2008

Society of Financial Service Professionals
(Broward & Miami Chapters)
DVD Teleconference (Multiple Locations)
Wednesday & Thursday, Nov. 19 & 20, 2008

December

National Association of Women Business Owners
Monthly Meeting (The Westin Hotel)
Monday, December 1, 2008

2009 Upcoming Conferences

29th Annual South Florida FPA Conference 2009
The Westin Hotel
April 30-May 2, 2009

Diversified Marketing Group
Las Vegas—Luxor Hotel
May 3-6, 2009

PridePlanners—5th Annual Conference
Hyatt Pier 66 Hotel
June 11-13, 2009

**If we can help organize a meeting, seminar or conference for you,
please contact us at 954.370.0041**



ExpertBusinessSolutions, Inc.

You Have Projects - We Have Solutions!

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