



Special Points of Interest:

Words from the Wise

Meet Status Group's Genaro DiDiego IV

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From the desk of Allan Goldner, Chairman & Founder

There is hope and opportunity in today's economy. Many famous businesses began in just this type of economic environment. If you've got a concept for a new business, let Status Group evaluate its viability and help develop your business plan and strategy. If you already have an existing business, Status Group will develop a complete strategy to position your brand as the leader among your competitors. If you need funding, you need a professional business plan. Whether you're looking for venture capital, bank financing, grants or international funding, you need a plan that meets the standards of the investment group. A downloaded plan from the net will not be taken seriously. Our professionals will do the in-depth research and business writing that we'll present to our associated funding groups. Call today for a free consultation at 702-252-7005 and visit our website at www.statusgroupllc.com.



Allan Goldner



STATUS GROUP



Words From The Wise...

"This is the time to pursue your dream – take a leap of faith – and be responsible for your own future!"

"My father's philosophy was 'never work for anyone else' – work only for yourself. He taught me to be accountable for my own actions," says Genaro. "Since the age of 14, I've created my own jobs- and continue to do so!"

Meet Genaro DiDiego IV, Status Group Director of Business Products, Las Vegas Office, he is a former Registered Representative and Member of the New York Stock Exchange and the National Association of Securities Dealers. He has worked with corporations such as MGM Mirage Resorts, Harrah's Entertainment and the Dell Computer Corp. Genaro's team of business researchers and writers have streamlined the development of our client's business product needs.

"The greater part of my responsibility is to produce business plans for our clients; an expertise in which I have over twenty years experience, and something I really enjoy doing. I liken it to developing a blueprint for a client's dream," says Genaro.

Frankly Speaking... David Fabricius



“To be a better leader, one must first be a better person.”

“Even a tough day as an entrepreneur is better than a great day as an employee....millions of dollars are changing hands in Las Vegas every day and every night and a portion is awaiting your action now.... Make the person in front of you in each moment the most important person in your life”. David Fabricius

David Fabricius, guest speaker during the August Status Group meetings at the Stirling Club, kept the audiences attention as he spoke about excellent customer service in today's world. David has served as a performance enhancement consultant to prestigious organizations such as **Microsoft, Lucent Technologies, PriceWaterhouseCoopers, Alexander Forbes, Billiton, Novartis, Promise Keepers, Vodacom, Absa Private Bank, Ford Motor Company, Xerox, Tupperware, YEO** (Young Entrepreneurs' Organization) **and the YPO's** (Young Presidents Organization) Worldwide. He has touched the hearts and minds of people from 135 countries and his contribution is growing daily.

To learn more about David Fabricius, log on to his website at www.davidfabricius.com



STATUS GROUP

Status Group Future Meetings



STATUS GROUP

****Due to the Labor Day Holiday, First Tuesday meeting will be rescheduled for September 18. More info to follow in the September newsletter. Mark your calendars for the following dates:***

August 21, 2008 6PM-8PM

The Stirling Club at Turnberry Place

2827 Paradise Road, Las Vegas NV 89109

Speaker: Allan Goldner and the distinguished Status Group Council presents an informative discussion on all areas of business.

RSVP: 702-252-7005

September 11, 2008

Las Vegas Chamber of Commerce

Town Square Shopping Center

Two Sessions: 10:30AM -11:30AM and 12:30PM- 1:30PM

Lunch provided 11:30AM – 12:30PM

Speaker: Status Group will host a lunch panel discussion titled:

“Bounce Your Business Ideas and Questions off the Brightest Business Minds Available.”

RSVP: 702-252-7005

The Status Columnist: Allan Goldner, Status Group Chairman Can't Afford to Advertise...Think Again!

Too many of our fellow entrepreneurs fall into this mindset, "I know I need to advertise, but I simply can't afford it." We jealously observe others spending small fortunes keeping their name and brand in the public eye, while we bemoan our own inadequate budgets and see our dire situations get progressively worse by the day. Sure, their successful businesses have the financial wherewithal to continually reinvest into countless ads in newspapers, magazines, radio and even TV. We liken it to the theory that the rich get richer. And it's true. When our purses are empty, we must watch every penny. Our staff must be paid or we'd lose them. Not paying our taxes could lose us. We have to re-supply a minimum amount of product or inventory necessary to fulfill the business we have, and we have to keep our phones and lights on. We're in a tight spot and not having much fun. But what happens when we pull out the rug from our advertising? Things tend to go from bad to worse. Think of a sick person who really can't afford the medicine. Afford it or not, you have to find a way or risk losing everything. It'll certainly take some creativity thinking on your part. Consider all of your invoices. What vendors might be willing to extend your terms? Look at your billing. Can you appeal to your customers or clients to make an earlier payment or even a partial one? Look everywhere for waste. Reassess your staff members. Who's really getting it done? Do what you have to, but find some dough to advertise with.

Another old business maxim that "Sales fix a multiple of sins" is true. Getting more sales is an upshot of good, strategic advertising. Of course, you need to be sure that the ads will produce results. It is less expensive to market your existing client base than finding new ones. Your customers already like doing business with you and can be persuaded by a postcard, letter, phone call or email. However, you must also be careful not to go to the same well too often. You could cannibalize your existing customers into those that only react to special offers, thereby hurting your dollars per client.

Alternatively, yet equally important, you must balance this approach with a steady stream of new customers or clients and that is done by ads that promote your business appeal. Your ad must be viewable where the future clientele will see it.

When you stop the advertising, its game over. Find your ad money, you can't afford not to.



MEDIA COVERAGE - JULY



Interview with KNUU's Morning Host, Andy Vierra and Status Group CEO, Allan Goldner. Topic of conversation was about the benefits of starting a business in today's economy.



Status Group CEO, Allan Goldner appeared on "Small Business Survival" - KTNV's business segment which included the Las Vegas Chamber of Commerce and the Status Group



Status Group CEO, Allan Goldner spoke to Cara Roberts of the Las Vegas Chamber of Commerce. The interview segments aired on 970 AM KNUU.

A Special Note....

Status Group LLC is a proud sponsor of NCET Entrepreneur Expo. Nevada's Center for Entrepreneurship and Technology is having their annual expo in February. Please visit their website www.NCETexpo.com for details.

Status Group Service Provider Spotlight:

Meet Carol Kahn, Public Relations Specialist for the Status Group. With over 25 years in Television, Radio and Print Advertising, Carol's goal is to help businesses get the needed attention they deserve!



Her wealth of knowledge in the areas of advertising, marketing, public relations, writing and production have helped her achieve success with the many businesses she has worked with.

If your business needs help in branding, advertising placement, articles written for publication, promotions or even development of retail marketing programs, call Carol Kahn at 702-252-7005 to set up an appointment today!

Carol Kahn

Inside The Status Next Month:

Status Group News

Coming next month: Nevada Microenterprises Initiative

Spotlight Clients

Status Group Update

Status Blog

Events & Notes