



**STATUS GROUP**

# THE STATUS

A monthly business newsletter from Status Group

Volume I, Issue I

April 2008

## Special points of interest:

Status Group Newsletter launched

First Tuesday at the Stirling becomes the new Tuesday place to be.

Status Group's IT Vice President is 1 of only 8 in Las Vegas, find out 8 of what!

We have added a new service for your business.

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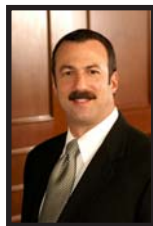
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## From the desk of Allan Goldner, Chairman & Founder

Status Group LLC, a strategic business advisory, was created to address the needs of small and mid-sized business owners. When an entrepreneur hires a consultant in one particular field, they get singular advice from a singular perspective. In most cases, there is no consideration for the impact the advice may have on other parts of the business. For example, a marketing firm may provide an excellent business development plan but does not consider the effect the plan will have on



Operations, Finance, Information Technology, Quality Assurance, Human Resource and Legal departments. What sets Status Group apart from the vast majority of other consulting firms is our comprehensive approach to your business. Because we provide all the services at one address, we are able to look at your business as a whole and develop strategies that work for everyone involved. Our executive team is your executive team, your success is our success.

## Status Group introduces "First Tuesday at The Stirling"



The Stirling Club at Turnberry has kicked off their new business networking series and Status Group has been honored with hosting one of the monthly meetings every month. "First Tuesday at the Stirling" has become the premier networking event as part of the Stirling Club's Business Alliance. Status Group will feature special guest speakers from entertainment, business and politics. Presenting the newest information on growing your business, building relationships and becoming

successful in the Las Vegas from well known entrepreneurs and celebrities. "What a privilege it is for Status Group to be chosen to host a Tuesday at the Stirling Club. The beautiful decor and the distinctive ambience provides us a great place to showcase our presenters and mission" Allan Goldner, Chairman and Founder of Status Group. We proudly present Las Vegas resident and CPA David Chavez in April and Jon Ralston in May. Join us and over 150 business professionals each month. RSVP's are required. Go to [www.statusgroupllc.com](http://www.statusgroupllc.com) to RSVP.

First Tuesday at The Stirling is part of the Status Club Event Series. For more events and dates go to [www.statusgroupllc.com](http://www.statusgroupllc.com)

## Status Group Council News

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### Leo Bleznitsky, Status Group VP of Information Technology

Leo has achieved Cisco SMB Specialization by Cisco Select Certified Partners. Select Certification reflects a partner's technology and business expertise specific to the SMB market. Leo is one of only a few in the Las Vegas metro area.



### Rebecca Fuller, Esq., General Counsel for Status Group

Rebecca was invited recently to serve as judge for the American Bar Association Law Student Division, and it's National Appellate Advocacy Competition Subcommittee Las Vegas Regional. She was one of only 20 lawyers in Las Vegas to serve as a judge for this competition.

## Status Group Update

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### Status Group Now Offers Background Checks

No matter the size of your business or organization, Status Group offers a configurable and streamlined solution that meets your needs. With unparalleled technology, data sources and customer support, there is no better single source screening solution available, period.

We offer access to billions of records from sex offender registries, criminal history files, government watch lists, courthouse searches, motor vehicle reports, name and address histories, and much more.

To begin background checks on your employees today, Just go to [www.statusgroupllc.com](http://www.statusgroupllc.com)

## Status Group Spotlight: Clients

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Professional Cleaning  
Call Estella @ 430-9770  
100% Green, 100% Clean



Cheesecake, Books & Gifts  
Ask for Pam @ 629-5523  
[www.cheesecakeandcrime.com](http://www.cheesecakeandcrime.com)



WBE Certified  
Call Christina or Gina or @ 951-9827  
Commercial & Residential

## Status Group Mission

The Mission of Status Group is to provide the highest quality, complete strategic business advisory services for small and/or mid size business using our extensive in-house professionals with experience over a vast array of business disciplines.

## The Status Blog: Allan Goldner, Status Group Chairman

### **When entering a room of top professionals, who holds the door?**

If you know something about Status Group, you may have wondered how such a large, diverse group of seasoned entrepreneurs, (as well as experts in their field), possibly work together on any project? I must say that this is generally the question I'm asked most frequently. In addressing the proper response, I find myself revisiting the moth balled chambers of my own experience. Back to when I was working with high end, powerful executives for an industry giant, the solution was always right there and probably applies to any business that is run by more than one key executive.

If you are a true entrepreneur, that is, a true leader, you've developed a team, no matter how small, of business professionals whose judgments based on their specific experience, can be invaluable and trustworthy. They may be available via a phone call, email or visit, or even over a breakfast, where you can run things by them. They may meet with you on a consistent basis, perhaps weekly or even daily. At Status, our team meets constantly regarding the new and existing clients. Just imagine, each of our vice presidents, who are actually CEOs of their own companies, all diverse in their own disciplines, now bringing their insights and strategies together relative to a clients' business, in order to create a cohesive plan. How can a brain trust like that ever get consensus and agreement to move forward with a seamless, integrated strategy?

The answer is rarely, if at all. It's odd when any two of us agree, much less as many as 15 of us, but that is our value, and should not even remotely be considered a hindrance. How does it work? Embrace the differences of opinion. Let all the perspectives in. Then, as the head person or business owner, you make the decision. The rest of your team will know that you value their opinion and they understand that once the decision is made, it becomes everyone's decision. They will present a united front and help to move the project forward. This premise works for every company regardless of size: Argue as individuals, make the decision and carry on as a team.

Who holds the door open, probably the last one to leave.

### Next Month in the the Status Blog:

#### **The Biggest obstacle is in the Mirror!**

You are so stubborn! Just hate to ask for directions. But now there's GPS, so no one has to know. All entrepreneurs, whether in their first business experience or thoroughly established, have a unique strength. Yes, they have a passion for what they do. OK, they are really good at making widgets or selling thingamajigs. But their biggest strength is that they have an entrepreneurial spirit....



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### Inside The Status Next Month:

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Thursdays at 5

Spotlight :  
Service Providers  
Las Vegas Copiers  
Arlene Bates  
Chef Billy Jo

Status Group Update  
Business Plans

Status Vision

Status Blog  
The Biggest Obstacle

Events & Notes

### Status Club Event Calander

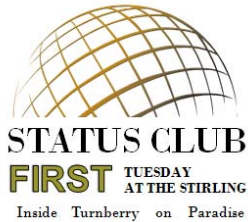


Status Group brings you "Status Club", a series of special events providing opportunities for business owners, partners and entrepreneurs to grow business and expand relationships.



Join Status Group Thursdays at 5 for business networking, wine and appetizers. Every Thursday from 5 to 7 PM except the first and last Thursdays of the Month.

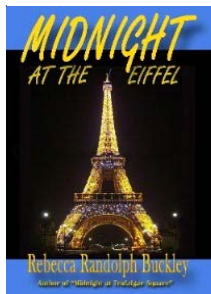
**April Dates: April 10 & 17**



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**May Date: May 6, 2008, Speaker: Jon Ralston**

### Status Feature Event: Author Signing



**For More Information:  
Call Pam at  
702.629.5523**

**Rebecca Randolph Buckley signs  
"Midnight at the Eiffel"**

**Fri Apr 25 2008 5:00 PM For More Info: [cheesecakeandcrime.com](http://cheesecakeandcrime.com)**

Shellie Singer flees to Paris from L.A. leaving an abusive marriage to follow her dream of becoming a famous Jazz singer. Adrian van Allman, a gentle man with a dream of becoming a famous artist, falls in love with her. They have a chance meeting with Rachel O'Neill, an American writer, in a Montmartre sidewalk cafe. Rachel is drawn to the young couple, but is longing for a man whose plane has crashed in the Amazon Jungle and hasn't been found. Back in L.A. is Shellie's friend Janet Corrigan - a savvy, blond and brassy Barbie doll with brains - who has made it possible for Shellie to live on a Parisian houseboat. The spacious boat is owned by Janet's favorite real estate client, Robert Benton, expatriate and war veteran. In a frenzied effort to find his wife, Shellie's abandoned husband accosts Janet. Janet shoots him in self defense, but that doesn't stop Jerold's quest. He escapes police custody and leaves the hospital more determined than ever to find his runaway wife.

