

STATUS GROUP

THE STATUS

A monthly business newsletter from Status Group

Volume 1, Issue 2

May 2008

Special Points of Interest:

Business Plans & International Investors

Stratosphere Hotel has been added to our networking venues.

Status Group presents our EVP Gary Carriger and our CFO David Greene.

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From the desk of Allan Goldner, Chairman & Founder

At Status Group, we know that a well prepared business plan is critical to every business, and most especially to a new venture. When you approach a financial institution or venture capitalist, they will make their determination almost completely based on the comprehensiveness and professionalism of your plan. Ordinary software or inexpensive Internet plans will generally be cookie cutter and create more questions than answers. They may dismiss your venture as too vague or amateurish. Even if you work with an expert such as a CPA, generally, their plan will be constructed from their own personal perspective and experience. At Status Group, our team of experts will research, verify and structure your business plan to meet the expectations of the financial institution or venture capitalist. We will also develop, correct, rewrite and build on your existing plan. Our plan format has been approved by our investor contacts. In other words, this is how they would like to be given the information. We have recently entered into an agreement with an International banker, who having compiled a sizeable group of investors, are very motivated to invest in viable projects. We are working to

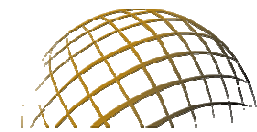


Allan Goldner

identify sound projects for their review. The investors know that Status Group will continue to consult the project after they have been funded, thereby increasing their overall comfort. Our special consultant for International Relations, Dr. Victor Udin, is currently working on a trip to Moscow early this fall, so that our clients can meet with these potential investors. All they need is a Status Group business plan, which may cost as little as \$6,000 (which includes over 50 hours of expert research and development). In most cases, our business plan can be completed within 6 weeks.

Every company should work from their business plan and keep it updated, regardless of any investment needs so call today to schedule a consult.

Status Group introduces "A View from the Top"



STATUS CLUB

A VIEW FROM THE TOP



We are very excited to announce a new venue to be added to our networking calendar. The 104th floor of the Stratosphere will showcase a panoramic background for our gathering on May 22, 2008. Cynthia Homis, Partner and Executive Vice President of Status Group, "What could be more dramatic for our clients, service providers and networking friends than to see the entire Las Vegas Vista and truly understand the potential and impact of their businesses."

RSVP today as we are limited to the first 150 reservations.

A View from the Top at The Stratosphere Hotel is part of the Status Club Event Series. For more events and dates go to www.statusgroupllc.com

Status Council Spotlight:



Gary Carriger, Status Group EVP of Quality Assurance

Gary believes in helping large and small organizations build a path to success. With over thirty year of experience in business operations and information technology, Gary has enabled businesses to turn around from failure to success. He holds certifications in ISO9000 and ITIL, is considered an expert in the implementation of service management policies and procedures. Gary is our lead in developing the operating procedure manuals for our clients.



David Green, Status Group Chief Financial Officer

Dave is a twenty five year veteran of the financial services industry. For over two decades he has been teaching individuals and businesses how to preserve and grow their assets and lower their tax liabilities. David is the President of the Nevada Chapter of the Society for Financial Awareness (SOFA), a 501(c) (3) non profit organization. Dave's dual role... CFO for Status Group and resident financial expert to benefit our clients.

Status Group Updates

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

Status Group Client Spotlight:



Emergency Travel Assurance
Call Fred Willis @ (702) 360-6665
www.ertravelnow.com



Pie Town Pizza
Call Ariel @ (847) 903-1292
www.PieTownPizza.com



Weekdays
12 Noon PST
KLAV 1230 AM



www.Corner4Success.com

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

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. It's in their blood, their character. They're independent thinkers who can dream and scheme. They need to be the driving force, the boss. They are so focused; they know no clock or weekend. They wake up in the middle of the night or at dawn with the idea or plan that will set the world, country, state, town, community, industry, on notice. They want, no, they need to be in business. Building and growing and dominating the marketplace. They crave the success associated with their creation. You are the business and the business is you! You're the creator and the mastermind, and, (brace yourself), the executioner of this new thriving baby, your business.

That's right. I said executioner. Your biggest strength is also your greatest weakness. Look in the mirror! Remember the first line about hating to ask for directions? Yep. The biggest weakness of the super achiever is that you don't want to face yourself. Why, because you hate to ask for help. You cringe at the mention of looking for guidance. You squirm when it comes to admitting that you don't have the answer to satisfy the next piece of the puzzle. The very thought of needing to ask for help, must surely mean that you are miscast as the boss. Are you an imposter, someone who was just lucky or fell into this scenario? OK, just relax.

A lot of us are better than others when it comes to looking for help. Usually, after we've hit a few financial brick walls, or got drenched in some awfully large puddles of red ink, we glacially learn by our mistakes and even begin to think about reaching out for some outside advice.

Reflect on these two examples. You should be aware as a new business person, that every mistake you're about to make, has already been made. Overpaying for incorporation filing, choosing the wrong type of entity for your business, bad startup documents and agreements, poor site location, bad lease, overpaying to buy a business, you get the idea. You might even have dealt with some of those headaches. Sometimes, a bad site lease for instance, can haunt you five and ten years into the future. (I know because I've been there and done that.) There is help available to avoid the potential pitfalls.

Then, there's the entrepreneur who's up and running. Money's coming in, bills are getting paid, and maybe there's even a little extra. What could be better? Everything's great, or is it? Could it be possible that your business might be run more efficiently and with greater productivity? Are there services or menu items that could be added or removed, to increase profits and streamline your operations? Are the advertising costs effective, and the results quantifiable? Should you increase the budget or decrease it? Are you holding your staff accountable? Is it time to grow? How do you set forth the next phase of your business?

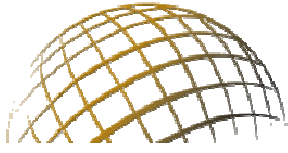
Believe it or not, there are strong similarities and experiences that have been shared by countless others over the years, which are available to you and your business, and can remove the mystery from the above questions. The outsider looking in might see things totally different. Just ask for help. You only have to stop being so stubborn. Only you and the person in the mirror will know.

Next Month in the Status Blog:

Networking Not Working?

All you busy little networkers and networking Guru's out there should prepare yourselves. I'm going against the grain on this subject and offering my opinion. It's bound to ruffle some feathers and if you need to respond, just get your own column and write your opinion.

First of all, be warned. If anyone catches me in an elevator and tries to give me their one minute ...



Inside The Status Next Month:

Status Group News

Grant Writing

Spotlight Clients: G-Force

Academy of Professional Cocktail Servers & Bartenders

Spotlight Service Providers: David Cherkis Photography

Four8 Catering & Event Planning

Status Group Update

Status Blog: Networking Not Working ?

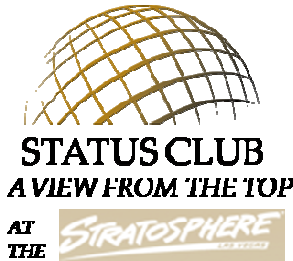
Events & Notes

Status Club Event Calendar



On Tuesday June 3rd, Status Group hosts a fabulous event at the Stirling Club, a premier social club in Las Vegas. We are proud to feature our guest speaker, Aimme Kodashian. Author of "Tears of Hope", Aimme brings the compelling and dramatic story of her own experiences and a message of hope for her listeners.

June 3, 2008, Speaker: Aimme Kodashian



We are very excited to announce a new venue on our networking calendar. On May 22, 2008 we will be hosting a business networking event on the 104th floor of the Stratosphere Hotel. A cash bar and hors d'oeuvres will be provided. Bring your business cards as we will be giving away over \$2,000 in valuable certificates.

You must RSVP to attend Status Club Events

Call (702) 252-7005 or go to www.statusgroupllc.com and click on Status Events

Status Group Service Provider Spotlight:

ARLENE L BATES & ASSOCIATES

Arlene L. Bates & Associates handles advertising specialties, gifts and awards. She has been in business for twenty. Her main interest is helping you and your company provide the best advertising promotions to develop your company's Brand. We help organize trade shows and promotional giveaways, we personalize gifts and embroidered clothing.

Call us at (702) 838-3376 or visit us online at www.arlenebates.com.



WBE Certified. CertaPro Painters are professional painting contractors with an outstanding customer satisfaction and referral rating. They designed and painted the Status Group office. CertaPro handles every type of house and building: interior, exterior, residential, commercial, office, and condominium.

Call Christina or Gina or @ 951-9827 <http://las-vegas.certapro.com>