



**Special Points of Interest:**

Feasibility Study & Situational Analysis

Grant Writing

Status Group presents our President Brian Lerner and our EVP Cynthia Homis

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

Previously, we have discussed two of our products which helps the new entrepreneur to get started and can energize those already up and running, namely the Status Business Plan and our strategic assessment called the S.T.A.T.U.S. Report. This month I'm pleased to announce two powerful new products, the Status Feasibility Study and the Situational Analysis.

The Status Feasibility Study - If an aspiring entrepreneur wishes to launch a great new concept or product or service, Status Group can evaluate the viability and merit of the concept and counsel accordingly. Imagine learning if you're nuts before you put the house up to finance your dream and then learn it's a nightmare. Best money you'll ever spend.

The Situational Analysis - This new product is a terrific resource for the micro to mid-sized business owner or CEO. Our Situational Analysis is a two hour, round table discussion with our Status Council, whereas the business owner presents a situation, opportunity, strategy or any topic that they would like to have an outsider's perspective. Our team of professionals will listen and exchange ideas and suggestions to assist the entrepreneur or manager in making the best decision for his company.



Allan Goldner

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## Got grants?

Here's something most entrepreneurs don't realize. If you're a minority owned business as relating to race or gender, you might be eligible for a grant. If you're operating or developing a business in a depressed or underdeveloped area, you might be eligible as well. Those of you that manage or wish to start a non-profit or charitable service can also be awarded grants. And best of all, almost any small business might qualify.

A grant is specifically allocated to develop your business and is carefully scrutinized for spending compliance. If you handle your grant funds properly, guess what? You could get it again! So, now that I've got your interest, what to do next? Well, we have grant writers at Status Group. Every application for a grant must be accompanied by your business plan. There are costs to apply as well. Our grant writers will let you know if they believe you might qualify. Generally, they know if you can or can't get grant funding. If they say yes, while they cannot guarantee success, it may be the best bet you'll ever make in Las Vegas. Please make an appointment to explore this opportunity. Billions of dollars are benefiting small businesses around the country each year. Why not you?

## Status Spotlight:

### **Brian Lerner, Partner, President of Status Group**



From the position of dishwasher to the pinnacle of Vice President of Food and Beverage, Brian has served world dignitaries, Presidents, corporate executives, Las Vegas' most renowned VIP's and numerous superstar entertainers. A food and beverage professional for over 25 years, Brian has also served as the treasurer of the Epicurean Foundation, a non-profit organization dedicated to raising funds for hospitality scholarships and community events and holds a Masters of Business Administration. As the top executive of Status Group LLC, Brian's corporate and entrepreneurial expertise shall nurture our efforts to ensure the success of our clients.

### **Cynthia Homis, Partner, EVP of Client Development**



A multi-licensed and seasoned financial professional. Cynthia's strategic abilities in financial planning and portfolio management have allowed her to recognize and seize new opportunities around the country. Cynthia has held key leadership roles and large responsibilities in multifaceted organizations. Cynthia has been a pioneer and leader for the Professional women's movement for many years and maintains certification by Professional Women's Networking in Women's Issues. This enables her to teach women alternative ways to address issues in the work place. Cynthia's executive role with Status Group LLC., identifies her as the premier persona driving the development of our client base.

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## Status Group Updates

Status Group on KLAV radio.

Allan Goldner and Cynthia Homis recently appeared on KLAV AM 1230 - The Talk of Las Vegas. Host Jon Lindquest conducted an in-depth interview with two of the Status Group Partners so listeners could learn what Status Group is all about. To listen to their guest spot please visit [www.statusgroupllc.com/staturevents](http://www.statusgroupllc.com/staturevents).

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## Status Group Client Spotlight:



Mold Remediation and Build-back Specialist  
Contact Jeff Mallas @ (702) 798-6701



Contact  
John Mastromarino  
@ (702) 878-1664  
Or visit  
[www.apcsb.com](http://www.apcsb.com)

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## 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

### 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 elevator speech, it'll be at their own peril. Are you kidding me? If a stranger confronts you and inside of a minute, offers his or her business mission, in a rehearsed, prepared speech, will you immediately decide that you absolutely must do business with them, or will you look for the nearest exit? What are you trying to be, a TV commercial? Take your speed networking and speed dating and speed away from me.

In this one minute world we've created, must we reduce the most basic human needs for fellowship, intercourse, (conversational), and gregariousness, to some automated regurgitation of memorized catch phrases and fill in the blanks speeches? Sorry guys but that's not networking. That's an effort by opportunistic people trying to get rich by figuring out how all the new entrepreneurs out there, without any social or basic communication skills, might spend their hard earned money and buy into a guide to meeting business people. Fellow entrepreneurs, if you've completed grade school and made a friend or two, I happy to inform you that you already have the skills needed to network. OK, some of you will be more adept than others. Some folks simply aren't very sociable, and some, more than others. A smile and polite conversation will get more attention and better results. More on this in a minute...

Here's lesson two: stop shoving your business cards and pamphlets and rack cards and key chains and Frisbees in my face. How many times have you attended a networking event, and observed people weaving and dodging through the room like some sort of Olympic obstacle course, trying to meet as many people as they can, giving them stuff, vomiting their elevator speech, and moving on to the next victim? I find myself waiting for two of those folks to crash into each other. Stop and think and try to allow yourself to deprogram from the class you just paid for on how to network. Not only are you wasting your money on all the crap you're handing out, but you might have a heart attack.

Personally, I don't wish to meet and chat with anyone who's in a hurry. I don't need a keychain and I certainly do not have a need to collect everyone's information in any format. Your anxiety might be confused with desperation and nobody wants to do business with desperate people. I realize you're trying to maximize your exposure and meet as many new business people as possible. But there is a better, more enjoyable way to network.

If you've ever had a chance to read Dale Carnegie\*, he explains that a good way to network is to be a good listener and smile a lot. I know that a lot of us believe we need a guide or some kind of direction to brave the unknown. If you've never been in a room with strangers, in some kind of business get-together, it can be a little intimidating. But trust me, networking is a social form. Instead of trying to meet everyone for a minute or less, meet a couple of folks for a half hour or more. Let them see what a nice person you are. Ask them questions about what they do and allow them to do the same for you. Have a drink or a coffee together. Let them ask you for your business card. Afterwards, send them an email thanking them for their time and refer to some part of your conversation together. Generally, people will do business with people they like. You might even make a friend. If you're serious about doing business, then you could use a few more friends and more solid business relationships. The ones made well and nourished will serve you and your business a lot better. Next time someone tries to tell you their elevator speech, tell them to wait for the next elevator.

\* "Win Friends and Influence People"

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### Next Month in the Status Blog: **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 .....



**Inside The Status Next Month:**

Status Group News

Nevada Microenterprises Initiative

**Spotlight Clients:**

Jani-King

Sonny's Tavern

**Spotlight Service Providers:**

Blue Ring Design

Fast and Furious Performance

**Status Group Update**

**Status Blog:**

Can't Afford To Advertise... Think Again

**Events & Notes**

## Status Club Event Calendar



On Tuesday July 1st, 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, Max Gregorich, who will discuss "The Psychology of Sales"



**July 10, 2008 Status Club Presents: Educational Session on Business Strategies with Q&A (Limited to first 30 attendees)**

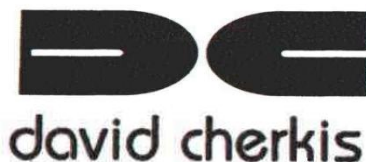


We are very excited to announce the newest venue on our networking calendar. On June 19<sup>th</sup> and July 17<sup>th</sup> we will be hosting a business networking event on the 104<sup>th</sup> floor of the Stratosphere Hotel. A cash bar and hors d'oeuvres will be provided. Bring your business cards as we will be giving away valuable certificates.

**You must RSVP to attend Status Club Events**

**Call (702) 252-7005 or go to [www.statusgroupllc.com](http://www.statusgroupllc.com) and click on Status Events**

## Status Group Service Provider Spotlight:



Specializing in executive & corporate meetings and conventions for MORE than 45 years. Worked with the likes of President Bill Clinton (while he was in office) & Michael Jordan (after he was out of the game). Travelled all over the world on photo assignments (anyone have one for me to go to?)

Contact David @ (702) 360-3615



Aardvark is a full service video and multimedia company based in Las Vegas, NV and Pleasantville, NY with customers throughout the Country and World. Our staff of highly trained professionals has been providing a full range of video production services for over 17 years, with a focus on Business while also providing personal projects for individuals.

Contact Richard J. DePaso @ (702) 897-4477