



Your Business Is... Our Passion!

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

February 2020

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Is the sled going faster or is it just me?

Well, I decided to leave the fireworks in the heading. Thought they look cool. You know, I just realized a couple of things. First I just celebrated my 70th birthday. Can you believe it?! I never thought I'd get this old! Beats the alternative, I guess. So, I'll just keep on keepin' on and I hope you do the same.

Had a great birthday present. Went to the Fischer Theater and enjoyed a concert by Duke Tomatoe and his Power Trio. If you don't know who that is, he was a founding member of REO Speedwagon and is somewhat of a local musical legend. He plays the Blues and Rock & Roll. Man, he was enjoyable and The Fischer Theater is a beautiful venue with excellent acoustics.

We, as a community, should thank the Julius Hegler Foundation for stepping up and completing a project long in the works. We now have a high class facility that can provide culture and entertainment. For too long we have been devoid of a venue that can provide quality entertainment in a setting that is safe, attractive and versatile.

Spoke briefly with the Executive Director during the intermission and he has great plans for the Fischer. There will be movies, local music, national music acts and a dinner theater is planned for the future. We can now compete with The Virginia Theater in Champaign, the Watseka Theater and other venues in our area and won't have to drive an hour each way to do so. Now, I still intend to support these other venues as they are very enjoyable and have quality entertainment.

Second is something I have been becoming aware of over the past 15 to 20 years. It's an age thing, I am sure. The time is going past at an incredible speed! I mean, it is already the middle of January and it seems as if Christmas and the New Year were just here and now have gone past in a blur. If you are anywhere near my age 50+ I am guessing you are beginning to notice this phenomenon too.

It seems as if when I reached the ripe old age of 50 my sled reached the top of the hill and started down. I was prepared for that. What has surprised me a little is how steep the other side of the hill is and how it seems to be getting steeper as I grow older. The steeper the hill, the faster the sled goes down it. I have been so blessed to have had great health throughout my life. Without that I think life could be a real downer. I thank the Lord for looking after me. It certainly isn't because I cultivated good habits and healthy living. Some said I wouldn't reach 21, I have outlived some of those prognosticators and I am sorry for their loss, but glad I'm still here.

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Is It Any Wonder

Is it any wonder that those of us in business don't have the time to accomplish all we need to accomplish? Not really. There are just too many things we need to get done in our businesses that only we can do. Not to mention all the fires that come up.

So, we do a couple of things to compensate. We hire some one to do it in house or we prioritize and leave some things undone. Hiring is a good thing, as long as we hire the right person to get the job done. But there are drawbacks. All the things that an employee requires. Like benefits, supervision, office space, training, the list goes on and on. It is your job to determine if hiring another employee is the best solution. Or, you can outsource it. That can work as long as the person or business you outsource to treats your tasks as if they were their tasks.

The alternative is to get done what you can and not to worry about what you leave out. Problem here is, what if what you leave out turns out to be really important? No matter what is important that you get stuff done that moves you forward. Hire if this will provide long term benefits. Learn who to outsource to for those things you can't get done or don't have the time or knowledge to accomplish. You don't have to do everything and you may still find that hiring and outsourcing don't let you get everything done. But, you can't possibly do it all yourself if you want to grow.

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Now, I am about to give you some sage advice. You can do with it whatever you wish, it is Free and only you can determine if it has any value for you.

Whoever made the rules got it backwards and we have to deal with that. It seems after we reach the age of adulthood we go right to work and start our lives. Nothing wrong with that, but we work hard for 40+ years and then we retire. Now, at this point we are supposed to have some time and money to enjoy ourselves and see places and things we didn't have time or money to when we raising our families and making our living.

Only problem is, now we are too tired and old to climb mountains, hike the Appalachian Trail and go to all the music festivals. It seems there should be a way to do all that between 21 and 40, then work for 20 years and retire and do the easy things to make memories.

So, my sage advice to you youngsters is live your life, make your living raise your children and while all of that is going on do some of the things that will make wonderful memories so when you get old you can look back and enjoy having done the strenuous stuff while you still make memories that don't require muscle, endurance and stamina.

I have very few regrets but wish I had been able to travel to some of the place I will never see and do some of the things I no longer have the energy for.

That's my story and I'm stickin' to it. Wishing you Success in ALL you do.



Beef Stroganoff

- 1 tablespoon vegetable oil
- 1 pound boneless beef sirloin steak or beef top round steak, 3/4-inch (1 steak), cut into thin strips
- 1 medium onion, chopped (about 1/2 cup)
- 1 can (10 1/2 ounces) Condensed Cream of Mushroom Soup
- 3/4 cup reduced fat (2%) milk
- 1/2 teaspoon paprika
- 1/4 teaspoon ground black pepper
- 1/3 cup sour cream or plain yogurt
- 4 cups whole wheat or regular egg noodles, cooked and drained
- 1 tablespoon chopped fresh parsley

Heat the oil in a 12-inch nonstick skillet over medium-high heat. Add the beef and cook until well browned, stirring often. Remove the beef from the skillet. Pour off any fat.

Reduce the heat to medium. Add the onion to the skillet and cook until it's tender.

Stir the soup, milk, paprika and black pepper in the skillet and heat to a boil. Stir in the sour cream. Return the beef to the skillet and cook until the beef is cooked through. Serve the beef mixture over the noodles. Sprinkle with the parsley.

the passion pit Tips for Your Business

I would like to make a change here and it is a change I need help with. Your Help.



I have been doing this little newsletter for a year now. Almost every word in it is written by me. I send it out every month to over 200 businesses in our area. In that year I have gotten some feedback from some of you that you enjoy it, especially the cartoons and silly stories I tend to tell. That is quite gratifying. However, I have not heard much back from you in a business situation. I know most of you are successful and have much knowledge about operating a small business.

Because of this I would like to ask you to begin to contribute a little to this newsletter and help other local business owners see things from a different perspective. So, I am asking you to consider contributing an article to this meme. This will give you the opportunity to impart some of your business knowledge and become famous at the same time.

If you wish to participate all you need do is write an article of about 500 to 1,000 words telling our readers about your business and something that has made a great difference in your business life. How you got started, what you do to make your business grow and prosper that might help others already in business or thinking about going into business for themselves. Just write it in a Word format and e-mail it to me at business@atdmarketing.com. I'll make sure your business and you get credit for it and who knows, maybe I'll write a book with your story in it and we'll all get rich!

Well, maybe not rich but together we might just help the next generation of entrepreneurs get a head start, avoid making some of the mistakes we made and help keep our LOCAL business community vibrant and doing its job of providing the goods and services our citizens want and need. And maybe more importantly, keep the money they spend for these goods and services right here in our local economy instead of going off to some far away corp. that only cares about the bottom line.

If you haven't figured it out yet, the success of you and other locally owned businesses is our Passion here at ATD Marketing. It is important that we work together to foster a business climate that is good for all of us. Your knowledge and insight can provide valuable help for those of us already in business as well as for those contemplating the plunge. You will also get a little free advertising to a small, but important audience.

So, send me your article and I'll send it out to over 200 businesses in our area that might benefit from hearing how and what you have done to succeed and look at their situation from a different perspective. Sometimes a different viewpoint is all that is needed to spark revelations that can spur new growth and success. You could be the one that provides that spark. I hope you'll join me.

Contest Corner

A monthly contest where you could win...

A \$25 Gift Certificate to the Restaurant of Your Choice

To Enter Visit: www.atdmarketing.com/ybi_contest

We Have A Winner!

5/19 ~ R. Pancoast ~ Classic Homes Realty

Want to see YOUR name here? You have to enter to win!

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Marketing can be one of those outsourced things. It needs to be done and if you can't hire a marketing person to do it seek and choose a company that will have your interests at heart. Marketing can be expensive, but if done right the results will cover the expense.

One of my clients said to me just the other day. "All it takes is one sale and the cost of your program is covered." If what ATD offers this client, who does 8 to 10 million in sales per year, helps them then just maybe I can help you. Let's talk and see how, together, we might increase your bottom line and your Return on Investment using our unique approach to one of the least popular and most necessary activities that any business can employ. The marketplace has changed and ATD might be able to help you adjust to and profit from that change.

Your business is our passion. If we can help you succeed we have succeeded. I don't have the end all be all. But I do have a different perspective than many of the advertising and marketing companies that you have traditionally dealt with. Give me a call and let's talk.



A young guy was feeling ill, so he asked a friend to recommend an internist. "I know a great one," his friend said, "but he's very expensive. He charges \$400 for the first visit and \$100 for each visit after that." The young guy went to see the doctor. Trying to save money, he greeted the doctor when he entered the exam room with an animated, "I'm back!" The doctor proceeded with the examination. "Very good," he said when he was finished. "Just continue the treatment I prescribed last time."



A successful diet is the triumph of mind over platter.



In Sunday school little Kathy was drawing a Nativity picture.... There were Mary and Joseph, shepherds and wise men. "What's that in the corner, Kathy?" asked the teacher. "That's their TV, of course," replied Kathy.

JUST FOR FUN

Random Notes...

"I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite."

-- G. K. Chesterton

"People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy."

-- Tony Robbins

"The only limit to our realization of tomorrow will be our doubts of today."

-- Franklin D. Roosevelt

"Fortunes are built during the down market and collected in the upmarket."

— Jason Calacanis, founder of LAUNCH Ticker

We are all experts in something. But, few of us are an expert in everything and the person who tries to be may be an expert in nothing!

--Joe Massey