

# Now might be the right time for calculated risks

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In a recent "Custom Woodworking Business" magazine, editor Bill Esler wrote about how something as seemingly old-fashioned as a woodshop business must become leaner, more responsive, and adopt new tools to meet changing customer requirements.

He states that "as markets converge, that convergence (the coming together of distinct and separate factors or phenomenon) refers to consumers wanting the same platforms to conduct their work life as they use to live their home life. That means furnishings and fixtures, and the hardware and supplies used to build them, will converge in commercial and residential settings."

He went on to state that it might just be time to reposition your business to take advantage, and gave some examples.

That message holds true for any business. I am not saying something most people don't already know, but there has been a very profound change in the way business gets done.

I always enjoy reading the blog "You're the Boss" by Jay Goltz on the New York Times website. In his recent post "Am I Focusing on the Wrong Part of My Business?" He wrote that "it's been more than three years since the economy took a nosedive, and for most small businesses, this has been even more challenging than previous recessions because we have also had to deal with the real-estate collapse, a credit crisis, and changes in the marketplace brought on by the Internet and other forces. Not an easy time. And I don't see much evidence of a bounce back coming soon. I have come to the conclusion that it is time to reassess."

He goes on to say that "My revelation started with a conversation among the owners in my business group. We meet once a month, and at each meeting we do a 'deep dive' of the business that hosts the meeting and a quick update on the other businesses."

"After listening to the progress and plans for my five different but related businesses, several owners made an observation. They told me I need to go where the money is, instead of doing business as usual. That's because there is no such thing anymore as business as usual."

Goltz decided to spend more time on new opportunities and what's working and "less time trying to push things that are stuck."

For most businesses, every day it seems that it's just plain easier to maintain the status quo and hope for the better. For a real eye-opening, frank take on the topic, Google "5 In-Your-Face Business Lessons from PR Legend Michael Levine."

In finishing his post, Goltz states that this might be the time to get out of the batten-down-the-hatches mentality and try to get ahead of the pack by taking some calculated risks. Perhaps by even embracing Levine's advice you'll come out ahead.

It all takes a very hard, dedicated effort. William Shakespeare once said that "Our doubts are traitors. And make us lose the good we oft might win. By fearing to attempt." ... the need to reassess and even reposition our businesses.

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The NFL Monday Night Football Books are available. This fundraiser for the Crystal Lake Chamber of Commerce costs \$20 for each book and covers all 18 Monday NFL games plus the Super Bowl. Payouts are \$50 a week.

Order books online at [www.clchamber.com](http://www.clchamber.com) or call Sharon Repplinger at 815-459-1300.

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Tonight, CEC Catering/31 North Banquet and Conference Center 217 N. Front St. in McHenry, is hosting a multi-chamber mixer. On Aug. 16, Safari Child Care at 100 Cary-Algonquin Road in Cary also will host a multi-chamber mixer. Then on Aug. 23, our annual Monday Night Football Book “Kick Off” mixer will be hosted by Fire Bar & Grill, 435 Angela Lane in Crystal Lake. Mixers are from 5 to 7 p.m., so come out for great networking opportunities.

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Welcome to our newest members: Mike Lenzini, AccuPro LLC; Steve Podgorski, Aspire Financial Group; Tiffany Henderson, Bankruptcy Associates PC; **April Williams**, Crystal Clear Toastmasters; Doug Hizek, Hizek Plumbing; Julissa Veugeler, Nu Skin Enterprises; Lisa Lopez, Pop’s Corn Crib and Lynne Kathan, Tastefully Simple. Please support them and all our members.

• Gary Reece is president of the Crystal Lake Chamber of Commerce. He can be reached at [garyreece@clchamber.com](mailto:garyreece@clchamber.com).