

Bazyn Communications Newsletter

Fall 2012

Copyright © October 2012 By Bazyn Communications, All rights reserved.

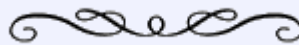
For positive inspiration, contact Bazyn Communications
“True vision with insight”

If you wish to be added to my email newsletter list, please sign up in the [subscription box to your left](#).
If you wish to be deleted from my newsletter list, please do so at [the same place](#) where you sign up.

Contents

1. [Letter from the editor](#)
2. Articles
 - a. [“Identifying and Mentoring Committee Members” Compiled By: Ardis Bazyn](#)
 - b. [How Customer Service Can Help You Grow Your Business” By: Dr. Ronald Milliman](#)
3. [Updates](#)
4. [Products and Services](#)
5. [Contributing to this newsletter](#)
6. [Recommended links](#)
7. [Contact information](#)
8. [Favorite quotes](#)

[Return to Table of Contents](#)



Letter from the editor

Dear readers,

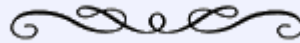
We are currently in the holidays season. The year has been another wonderful and blessed one. I've truly enjoyed working with all my fabulous clients. I've appreciated all the referrals from friends I've met while networking in several organizations. During this holiday season, I'd like

you to consider those who have helped each of you grow personally or in business and thank them. I want to encourage each of you to set your goals even higher for the year to come.

In this issue, there are two articles which can help your organization or business grow. As always, I will give a free consultation to anyone who calls me. Thanks to all who have trusted me with your business.

Ardis Bazyn

[Return to Table of Contents](#)



Identifying and Mentoring Committee Members

Compiled By: Ardis Bazyn

Most organizations have problems identifying and mentoring committee members to serve on committees. Members need to be encouraged to ask about committees in which they have particular interests or feel they might have expertise. Leaders need to ask for interested members whenever an opportunity arises. Committee chairs are often chosen by the president or leader of the group, while members are often chosen by the chair of the committee. It isn't always clear what members might work well on a committee, so asking for input from others is often beneficial, since they may know the capabilities of members and get them involved.

To assist in finding committee members, a written list of duties for standing committees should be available so members know what each committee does. Items to include in this document should be:

- The primary functions of each committee
- The number of committee members on the committee and if term limitations apply
- Expectations on level of participation and follow-through of committee members
- Expectation of sharing the load with the committee
- What committee reports are needed for board of directors
- Knowing duties of all committees so each knows the overlapping aspects
- Chairs can discuss ways to work in overlapped areas.

Tips for chairs should be provided so they know what to do. Each chair should be passionate about the work of the particular committee. A board rep on your committees would add experience. Other components for the chair to consider are:

- When adding new members to a given committee, greet and welcome new and continuing committee members

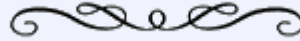
- Ask each member to assist for some aspect of the committee, appointing each to assist with a subcommittee if possible.
 - Members need to know the duties of your committee and how various assignments are related so the work gets finished on time.
 - What goals should be accomplished?
 - How to be a good listener
 - When to have a give and take attitude
 - How to allow committee members to share in major decision making
 - How to be aware what all committee members are accomplishing
 - Delegating and follow-up are key elements.
 - Regular communication calendared through scheduled meetings and email follow-up
 - Time limits listed for meetings
 - Note-taker designated for each committee meeting, requires active listening to get specifics
 - Explaining what aspects of the call/meeting are important to capture (Commitments noted)
 - Reminders sent of upcoming meetings including dates and times
 - Reminders sent to committee members for tasks for which they have committed
 - Notes are sent to the committee members in a timely manner.
 - Incentive for tasks completion implemented (reports on progress at next meeting)
 - Recognizing success and follow-through of members of the committee
- li>

Local committees may have an easier time to have regular in-person meetings. Conference lines and email lists are two other ways to keep committee members in contact with one another. Webinars are becoming popular for some committees to use especially when sharing information. It is crucial to keep in mind the possible committee members' ability to use the systems you choose. Committee members with disabilities may need different types of accommodations. Ask each member about meeting their particular needs so they can participate and fulfill the committee tasks most effectively.

Communication is essential. Committee members must be problem solvers, forward thinkers, and able to assist in developing your group. Some organizations have leadership trainings where members can learn a variety of leadership skills. Some of these could be accomplished through conference calls instead of in-person training.

For assistance with your organization, please contact me.

Read other helpful tips to promote your organization, church, or business in my book series: "BUILDING BLOCKS TO SUCCESS"



How Customer Service Can Help You Grow Your Business

Dr. Ronald Milliman (Ron), A3 Business Solutions,
Bowling Green, Kentucky

Good customer service and strong customer relationships start at the top; you must set high standards and epitomize those standards yourself. Smile and project a positive mental attitude. Always be friendly and courteous, both over the phone and in person. Show sincere interest in your customers and be a good listener.

Never argue with complaining customers. Express concern when they have had a negative experience. Express understanding; apologize and refund their money or replace the product; or otherwise take immediate steps to resolve the complaint. Demand these same behaviors from your employees within their range of responsibilities and authority. Develop a reward program to recognize employees that excel in outstanding customer service.

In cafeterias, employees should be fully knowledgeable of the menu items and able to answer most all customer questions concerning the menu. They should always be prepared to make recommendations and reinforce customer's choice.

If you serve food, food presentation/appearance is as important, if not more important, than the actual taste of the food. Employees should always recommend desserts by graphically describing them, in vivid, mouth-watering drama. The employee assisting should always thank the customer for their business and so should the cashier.

To facilitate your building an opt-in email customer list, the cashier should ask for customer's name, month and day of their birthday (not year), and email address by giving them a benefit, e.g. we occasionally send out special discount offers that will save you money.

As much as you can, maintain the general appearance/cleanliness of your facility and equipment, including bathrooms. Your personal appearance should be neat and clean and so should your employees. Who wants to be served by someone who looks dirty or sloppy?

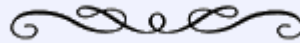
If you can provide a pleasant sound of music, do it. Keep the smells pleasant. Lighting should be adequate. Floor coverings and wall coverings should be clean and attractive, if possible. The interior layout and traffic flow should make it easy for customers to enter and exit your facility. Signage, inside and out, should be clear and helpful.

Seek customer feedback to maintain high quality standards in your customer service, product offerings, and facilities. Hand out customer surveys with an incentive for them to be completed

and returned. Include an invitation to complete an online survey form in an email message to your customer email list.

Request a “secret shopper” to visit your facility posing as a regular customer with the objective of giving you candid feedback on the several key points that impact customer perceptions and service.

[Return to Table of Contents](#)



Updates

As a contributor to the book “Success Simplified”, I tell people what I’ve found to help me be more successful in life and what I think “success” really means. Please contact me about purchasing a copy of this book. It is available on major websites, but if you purchase one from me, it will have my photo on the cover with other successful speakers. It is available on my shopping cart on my website as well... very exciting!

My third book is available in a digital format and interested readers can find it on major book sites or on my publisher’s website: www.xlibris.com: “BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?”

Business coaching plans are available starting at \$300. Contact me for more details.

To order books or seminars, check out www.bazyncommunications.com or call 818-238-9321.

Checks, money orders, and credit cards through PayPal are accepted.

All my books are available for purchase on my website: www.bazyncommunications.com in various formats. You can receive a discounted print copy of my third book by ordering it on my publisher’s website: www.xlibris.com. BUILDING BLOCKS TO SUCCESS: Does the Image of Your Business Attract Customers and Motivate Employees?

Go to the author page and look for Ardis Bazyn or go to the book page and look for “Building Blocks to Success”.

[Return to Table of Contents](#)



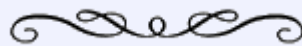
Products and Services

Bazyn Communications continues to offer inspirational and motivational speaking, business coaching, and writing. A free consultation by phone or in person is available upon request. For a list of speaking or coaching topics, visit www.bazyncommunications.com.

We're also available for a variety of writing projects, business plans, marketing plans, articles, and copy for most types of media for small businesses and nonprofits. Small Braille transcription projects including greeting cards or business cards are offered at reasonable prices. Contact us for pricing.

If you wish to receive a text version of this newsletter or receive any past issues, please email: abazyn@bazyncommunications.com or call (818) 238-9321.

[Return to Table of Contents](#)



Contributions Accepted

If you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to . Each article received will be read and will be printed if it meets the newsletter criteria.

[Return to Table of Contents](#)



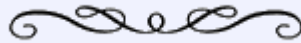
Links

Check out the links of organizations in which I participate:

American Council of the Blind	www.acb.org
Burbank activities	www.burbank.com
Burbank Business Network International	www.bniburbank.com
Burbank Chamber of Commerce	www.burbankchamber.com
California Council of the Blind	www.ccbnet.org
California Voter Empowerment Circle	www.CALVEC.org

Coaching and Speaking Internationally www.247coaching.com
Democracy Live Accessible Voting www.democracylive.com
Independent Visually Impaired www.ivie-acb.org
Entrepreneurs
Randolph Sheppard Vendors of www.randolph-sheppard.org
America
Speaker Match www.speakermatch.com
Success Simplified www.successsimplified.com
Xlibris Publishing www.xlibris.com

[Return to Table of Contents](#)



Contact Information

Bazyn Communications
Ardis Bazyn
818-238-9321
abazyn@bazyncommunications.com
www.bazyncommunications.com

[Return to Table of Contents](#)



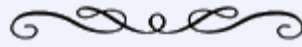
Favorite Quotes

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance”
–Steve Jobs

“You can have everything you want by helping enough other people”

"The right idea with no follow-through is dead on arrival"

[Return to Table of Contents](#)



Copyright © 2012 by Bazyn Communications, All rights reserved. Please tell others about this free online newsletter and subscribe to receive notification of future newsletters.