



# Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

## TABLE TALK FOR JULY 2006

### NO MEETING 4 JULY

Fly the nation's colors proudly! Give thanks we live in America!

### MEETING, 11 JULY

This meeting is the first meeting of the month, although not the usual first Tuesday of the month due to the Fourth of July holiday. The discussion this meeting will be on "blogging," a continuation of that subject given by Laura Bergells, speaker at the second meeting of June. In preparation for the discussion it is suggested that members try blogging. Discussion Leader, Tom Dobson, urges members to try it.

### MEETING, 18 JULY

This meeting is the usual second meeting of the month on the third Tuesday of the month. The speaker will be Henry Catalino, President of Business Coaching Solutions, introduced by member Lee Andreae. The topic will be "How to Optimize Sales Efforts Using Guerilla Marketing and Consultative Selling Tactics." Very timely and of great interest to our group.

### AUGUST MEETINGS

Please note these dates: The first meeting, 1 August, will be a continuing discussion of "blogging" including the question, Should Consultants Roundtable (CR) maintain a "blog" site?

The second meeting, 15 August, is tentative. If held, it may be a talk by member Gene Bohn, our webmaster, on saving computer data. Next month's Table Talk will confirm the August programs.

### LAST MONTH

While there were two meetings last month, the second meeting caught most of the members present as of the greater interest. This was a talk by Laura Bergells, professional blogger of Grand Rapids. Her topic was "Business Blogging Basics." She went into great detail about how to blog. Without a doubt her talk was one of the outstanding programs of this season of CR's programs. The term "blog" comes from the word "weblog" and means an online diary. To help those interested get started she gave us blog tool sites, viz,

[www.Blogger.com](http://www.Blogger.com) and [www.worldpress.com](http://www.worldpress.com)

Also, she gave us her site: [www.Bergells.com](http://www.Bergells.com)

All three of these are free sites.

Hopefully, there will be enlightened discussion about this on the 11th of July. Should be a fun meeting!