



# Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

## **JUNE 2003 MEETINGS: 10TH AND 27**

### **10 JUNE**

This is a very important meeting for our Roundtable and for our community. Esteban Calderon, Owner, E & C Marketing Agency, South Bend will discuss How To Market To Michiana's Growing Hispanic Community. Mr. Calderon's firm is a bilingual agency specializing in communications which bridge the gap between the Anglo and Hispanic communities. His firm is about nine years old, having been founded in Bakersfield, CA initially.

### **24 JUNE**

This will be a discussion meeting, possibly continuing with the subject of the growing Hispanic community in our county.

### **LAST MONTH**

There was only one meeting last month. BUT, what a great meeting it was! Kathleen Soltysiak, Consultant par excellence and one of Consultant Roundtable's founding members, gave a great talk about how to grow and nurture a consultancy! Anyone not attending missed a "nuts and bolts" description of the steps involved in starting, marketing, and maintaining a consulting practice. She has been in her practice for many years, which speaks volumes about her "practicing what she teaches!"

### **NEXT MONTH**

Another member of our Roundtable will be the speaker. He will relate how he got into the consulting business and technical editing.

### **INTERESTING OBSERVATIONS**

B. C. Forbes said, "Any business arrangement that is not profitable to the other fellow will in the end prove unprofitable to you. The bargain that yields mutual satisfaction is the only one that is apt to be repeated."

From Selling Is Simple, Karl Bach points out, "One thing to bear in mind: no one can teach you when to close. You learn to close only by closing too early and too often. You will never learn when to close if you continue to close too seldom and too late."

"...one thing more painful than learning from experience.....is not learning from experience."

- Archibald Mac Leish