

## BUSINESS

## Hearing

Continued from E1

The Hais said they had a detailed business plan, which they have updated.

The Hais recently discussed the growth of their business.

## Growth

**QUESTION:** How much have your sales/revenues grown in the past year?

**ANSWER:** Jeannette Hait: It probably grew 10 percent. That's because of the (Indio office) opening.

**Q: What do you attribute the growth to?**

**A:** Howard Hait: It's a combination of new technology, new and innovative products and an increase in the advertising budget. And different locations make it (more) available for customers.

**Q: Did your business grow naturally or did you do anything to help your business grow?**

**A:** We did something to help it. We advertised. We opened new offices, (hired) new staff.

**Q: What practical lessons can another business learn from your experience?**

**A:** If you find a niche ... exploit it and continue to increase the size of the niche.

**Q: What have your biggest mistakes been?**

**A:** Jeannette Hait: When we built this building (on Monterey Avenue), we didn't build it big enough.

**Q: Do you have outside experts?**

**A:** Howard Hait: A lawyer, accountant and architect. I've got some advisers I keep close contact with in Texas, Kentucky and Oklahoma. We exchange ideas, say what's working and not working.

## Location

**Q: How did you pick your locations?**

**A:** Howard Hait: When we first came over here, we didn't think there was enough business to support the lifestyle we were accustomed to. But in 1997, we hit it at the right time. The valley started to grow. ... Our first year was phenomenal.

We picked this location (in Palm Desert) because this was the center of the desert.

(The other locations) were based on demographics. We researched the demographics through some of our suppliers.

## The market

**Q: How big is the market?**

**A:** If you look at the aging population of the desert and the aging of the baby boomers, our market is very nice.

**Q: Who are your competitors?**

**A:** I counted the other day. There are 20 (hearing aid) offices, including us. There were seven when we started.

**Q: How much attention do you pay to your competitors?**

**A:** Howard Hait: I don't want to react to a competitor. I'd rather have them react to me.

Jeannette Hait: We don't run our business based on what they do. ... We have a good relationship with our competitors.

**Q: What have you done to set your business apart?**

**A:** Jeannette Hait: Manufacturing. We also have enough staff to cover other offices.

Instilled in all of our staff, it doesn't matter what location ... you're going to get the same level of care and time spent with you no matter the reason you're in there for.

## Finances

**Q: Who handles the accounting?**

**A:** Jeannette Hait: Internally, I do, and of course, we have an accountant.

**Q: How do you track expenses?**

**A:** QuickBooks

**Q: Do you have a budget?**

**A:** Howard Hait: A flexible budget.

## Customer service

**Q: How do you focus on customer service?**

**A:** Howard Hait: When someone becomes a customer, a patient, we have a set schedule to bring people in ... for continuous service.

Jeannette Hait: We send them a reminder note. ... Our customer service, I think, is very good, we contact them by mail, by telephone and of course, we have an open-door policy.

**Q: How do you measure customer service?**

**A:** Jeannette Hait: Retention (of customers).

Howard Hait: We send out customer surveys periodically. We ask them to fill it out.

Jeannette Hait: And they'll tell you.

## Employees

**Q: How much turnover do you have?**

**A:** Jeannette Hait: We usually have almost none, very little. But in the past four months, we've opened the new Sun City office (which has some staff from the main Palm Desert office). We've been finding new staff to cover here.

**Q: How do you motivate your employees?**

**A:** We have a great staff. They run the business as if it's their own. We don't micro-manage. They have a lot of flexibility.

**Q: How do you find good employees?**

**A:** Howard Hait: We ask all our employees here. We tell them what we're looking for.

When we take them (new workers) on, after they've been here a while, we pay (the employees who referred them) a bonus.

## Expansion

**Q: How do you decide to expand?**

**A:** If people can find a good location near them, within 15 to 20 minutes, they will go there.

And we have nice locations ... the latest technology.

**Q: How did you finance the expansion?**

**A:** Howard Hait said the main Palm Desert building was financed through a Small Business Administration loan, and the new building at that Monterey Avenue site will be financed through a loan. The Hais used personal funds for their other locations.

## Marketing

**Q: How do you market your business?**

**A:** Howard Hait: We do it different ways. First off, we do direct mail. We make about four campaigns a year. We do newspaper.

Jeannette Hait: And we also do mailings to our own clientele, to keep them up to date on new technology.

Howard Hait: We're currently on TV for six weeks. We have a large presence in the Yellow Pages.

**Q: How much do you spend on marketing?**

**A:** Howard Hait: Around \$400,000 a year.

## The startup

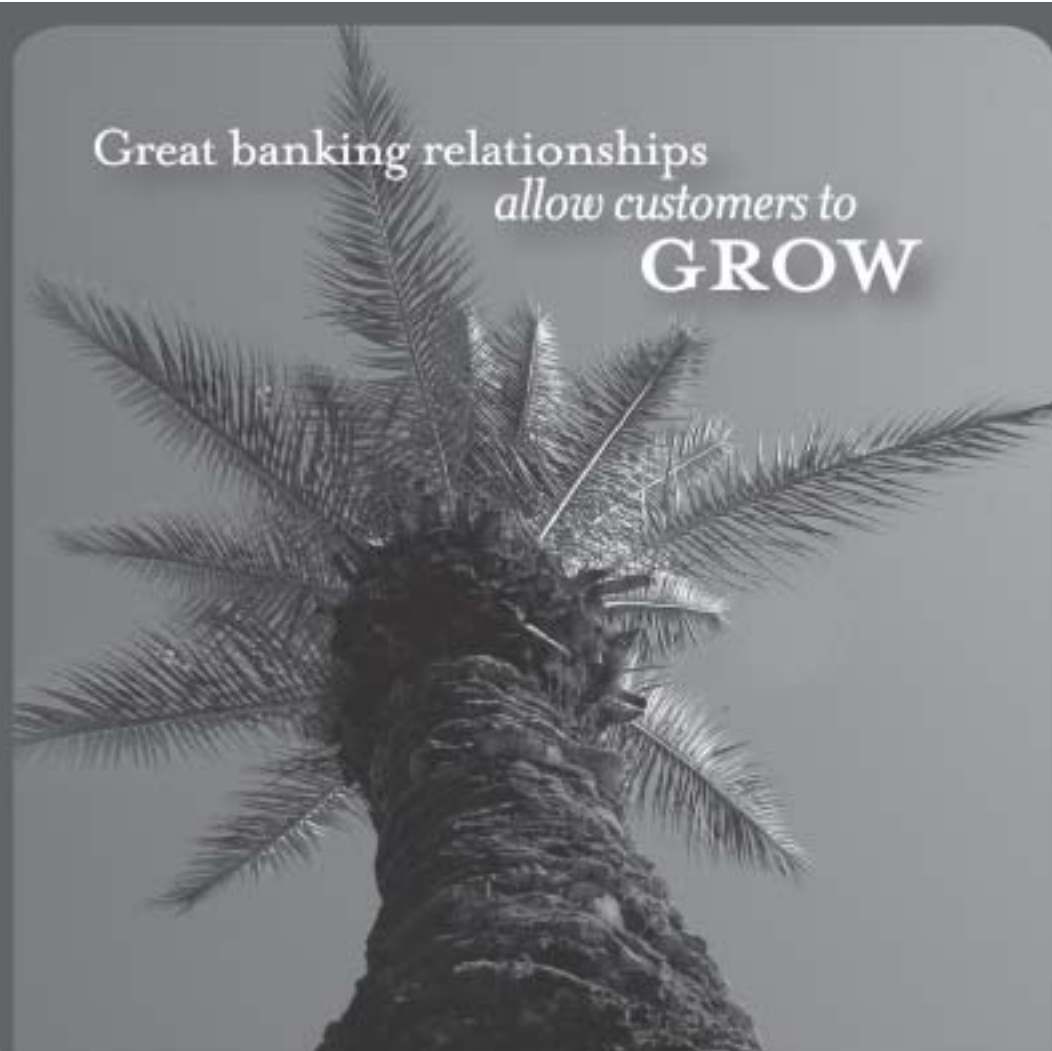
**Q: Did you have a business plan?**

**A:** Howard Hait: Yes.

**Q: Have you updated it?**


**A:** It's the same business plan since we started in 1997. We've updated it periodically.

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## International Fishing News

## New fishing lure from Asia sets record in Mexico, beats top U. S. lure 3 to 1.

Blinks blood-red to simulate injury.  
Banned in Wyoming.

YALESVILLE, CT —A new fishing lure that started in Costa Rica, went to the Far East then returned to set a record for bass in Mexico is now flexing its muscles in the U. S. It has out-fished shrimp bait in Washington State and beat top-selling U. S. lures three to one in Florida, the lure's technology is so effective one state, Wyoming, has banned it. Canada may follow.



by Charlie Allen

The breakthrough is a high-tech chip integrated into the lure's body that blinks blood red in time with its swimming action, mimicking an injured prey. Some fishing authorities, like those in Wyoming and Canada, think light of any kind gives fishermen an unfair advantage; if so, then a light that impersonates a bleeding fish would give fishermen a whopping advantage.

And apparently it does. Three fishermen using the lure in Mexico caught 650 largemouth bass in just 25 hours. That's 8.6 for each person per hour, and a record for the lake they were fishing. The bass struck with such ferocity they hardly lost a strike.

In Florida two professionals fished for four hours from the same boat. One used the new lure; the other used some top-selling U. S. lures. The new, "bleeding" lure caught three times as many fish.

Three fishermen in Washington State used a popular lure baited with shrimp and caught nothing after fishing three hours in cold weather. One of them tried the new lure and 30 minutes later caught a thirty-pound steelhead.

A Tournament fisherman on a lake in Florida tried everything in his tackle box and had no bites. He switched to the new lure, caught a bass on his first cast and had his limit in 45 minutes.

Before writing this, I asked a veteran fisherman in my office for his opinion. Monday morn-



Patented lure from Asia uses a high-tech chip to create the appearance of live, bleeding prey. It caught more fish than live bait in one contest.

ing he charged into my office, yelling "I caught six monster fish in an hour with this thing! Where can I get some?"

Finally, I phoned an ichthyologist (fish expert) to find out what's behind all this. "Predators - lions, sharks," he said, "will always go for the



Scorpion for top water

Built in light flashes blood red. Comes in four models.



Tiger (4 to 6 feet)



Cobra (12 to 16 feet)



Viper (sinker)

most vulnerable prey. Fish are predators, so if a fish sees a smaller fish bleeding, it knows it's weakened and will strike. There's a survival program built into predators that says "Grab a meal when you can. You may not find one tomorrow."

"If the lure you're talking about can simulate a live, bleeding fish, a few fishermen could probably empty a lake with it." I told him three almost did.

## Different presentations

The lure's construction makes each retrieval slightly

different, so if a predator holds back on the first cast, it sees an entirely new presentation on the second. There are even small, steel balls inside the lure to attract fish with sound.

Because the tiny chip (you can see it inside the lure) cools between each blink, the lure lasts over 1,000 hours in the water. No battery replacement is required. There are four designs and the colors are virtual works of art. The construction is tough enough to take the fiercest hits.

A set of the four is available direct from the U. S. distributor: one for top water, one for middle, one for deep, and one that dives to the depth you want and stays there during retrieval. The lures work in salt or fresh water.

See for yourself. Cast one near some structure. If there's a largemouth dozing nearby, based on what I've seen and heard, it's yours.

To order, go to [www.ngc-sports.com](http://www.ngc-sports.com) or call 1-800-873-4415 anytime or day and ask for Bite Light™. Or send your name, address and a check or M.O. (or cc and exp. date) to NGC Sports (Dept. BLN141), 60 Church Street, Yalesville, CT 06492. One set of four Bite Lights™ costs \$39.95. Each additional set costs only \$34.50. \$/h is only \$6.00 no matter how many sets you order. There's a money-back guarantee, if you return them within 30-days.

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## MEDICAL UPDATE:

## All-natural relief for male urination problems

New all-natural supplement for men helps restore youthful prostate function so you'll urinate less often and sleep through the night

## Regain your youthful prostate ability

Due to the natural growth of your prostate as you age, most adult men eventually suffer some type of urination problem, including having to get up one or more times per night to urinate, needing to urinate frequently and/or urgently throughout the day, painful urination, or having trouble starting to urinate. If you're one of these men and you wish you could regain your youthful, healthy prostate ability, now you can thanks to Prostate 11, the revolutionary new all-natural supplement for men that helps enhance prostate function and puts an end to your male urination problems.

## Urinate less often and sleep through the night

Prostate 11 is unique because it works with the complex male biochemistry to help boost your prostate function and give you back the youthful, healthy prostate performance you had in your earlier years. That means with Prostate 11 you won't have to look for a restroom wherever you go, you can sleep through the entire night without having to get up to urinate, and you'll no longer suffer with urgency, low-flow, or dribble.

And unlike prescription drugs, Prostate 11 has no side effects, it works fast, and requires no doctor's visit. That makes Prostate 11 perfect for adult men of all ages who want to regain their youthful prostate performance in the privacy of their own home.

## Confidential risk-free trial

Call toll-free now and you can get your own risk-free trial of Prostate 11 so you can feel for yourself the powerful benefits of this revolutionary new all-natural supplement.

Call toll-free now to get your confidential, risk-free trial of Prostate 11 (sent to you in plain, discreet packaging) at 1-800-318-1615. Prostate 11 is safe, completely confidential, and it's 100% guaranteed to give you the results you're looking for.

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