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**Book shows how to battle the 'business tsunami'**

**By Kim Mikus  
Business Ledger Editor**

There are plenty of business books out there that address what companies did to succeed, but few get into how to do it. Management consultant Bruce Hodes from Oak Park recently published a book showing how to thrive in changing times. "The book is about Main Street companies that are making it in America," Hodes said. "Front Line Heroes: How to Battle the Business Tsunami by Developing Performance Oriented Cultures," is filled with Hodes' experience in assisting companies for the past 30 years. After working for his family's boating business, he founded his company, CMI (Crusading, Marauding Interveners) in Oak Park where he helps companies grow by developing executive leadership teams.

His business planning methodology is designed for small-to-mid-sized companies and is especially valuable for family company challenges, he said. "I wrote the book because I've acquired knowledge and developed tools that can make a big difference in improving the performance of organizations, business owners and executive leadership teams," he said. The easy read is filled with anecdotes and stories about how companies made it to the top. Chapters include, "Posters,

Plaques and Horse Manure," "Stop the Past & Start the Future" and "Lucky Sperm & Egg Club," a chapter that addresses taking the family out of family business.

Hodes, 59, says "I'm not a talking head type of guy. I'm more of a coach on the field, working side by side with clients." With a background in psychotherapy, Hodes grew up in Latin America and has an MBA from Northwestern.

When he's not writing or working, Hodes enjoys exercising and doing indoor cycle classes. He also visits Latin America for hiking and biking trips. The picture on the back of the book is of Hodes on a mountain in Patagonia.



**Photo Courtesy of Bruce Hodes**  
This is the image on the back of Bruce Hodes' book. The Owl was in Patagonia.



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A theme that Hodes weaves through the book is that a performance-oriented culture is key.

"In the face of the business tsunami we're in — meaning the financial calamity of 2008 and subsequent recession — it's hard to acquire credit and customers. Businesses and organizations are faced with doing more wit going out of business," he said.



Photo courtesy of OMango  
Karen Powell and Sandeep Bhargava recently opened O Indian restaurant in Aurora.

### Tough loss

John Bourlokas built Yogi's Pizza in Lake Zurich in 2004 and ran it for seven years. He worked hard, long hours with little time off before selling his part of the restaurant. He wa a distance when new owners took over the business he created. Bourlokas said he was sad when the business that he worked so hard to grow closed. "When something from scratch, it's tough to see it end," the Algonquin resident said. The pizzeria, a popular gathering place for baseball or soccer teams to gather after a game, niche in the Lake County community. "There is nothing like it in Lake Zurich," Bourlokas said. He added that people are asking him to come back. "If there was a financial way, I would do former restaurant owner said. "I would love to come back to Lake Zurich."

### Cheese company honored

Fonterra, a New Zealand-based dairy and dairy ingredients company with North American op Rosemont, earned a top award for one of its cheese lines. Kikorangi, a triple-cream blue cheese that's part of Fonterra's Kapiti line, was selected as a t of 2011 by Food & wine Magazine. An editor from the magazine said the cheese is "richly creamy and slightly nutty, with just er barnyardy blue-cheese funk." Fonterra North America has had a presence in the U.S. for more than 30 years, supplying dai ingredients to consumer goods companies and food manufacturers.

### Indian cuisine

OMango Flavors of India recently opened at 1056 N. Route 59 in Aurora. Karen Powell of Barrington and Sandeep Bhargava of Naperville are the owners of the new bu offers quick service Indian dining. "OMango is inspired by our time in India," Powell said. Raj Gandhi serves as the chef at the ea features OMango Wraps made by preparing fresh 100 percent whole wheat paratha breads a them with fillings based on traditional Indian flavors. The co-owners bring extensive business experience to the new eatery. Bhargava is CEO of Pr management consulting and outsourcing firm and Powell is a founding partner of Wordzen, a process outsourcing company.

### International convention

MJ Seiler, owner of Century 21 Kreuzer & Seiler in Libertyville, is a featured speaker at the Ce International Convention in New Orleans this month. He is talking about agent retention and how to grow market share in a down economy. And h what he's talking about. His firm is ranked the number two Century 21 office in Illinois and number 38 in the entire Un

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