

OFF THE BOOKS

IN YOUR SPACE



PHOTOGRAPHS BY CHRIS STEPHENS | THE PLAIN DEALER

Life-size cardboard cutouts of managing partners David Cunix and Jeffrey Bogart share the waiting room at Bogart, Cunix and Associates in Beachwood with office manager Tina Miller.

Art, souvenirs personalize partners' workplace

DOUGLAS TRATTNER
Special to The Plain Dealer

David Cunix and Jeffrey Bogart, longtime friends and business partners, wanted their new office to reflect the idiosyncratic personalities of its principals. "If I wanted to work in an impersonal cubicle," Cunix likes to say, "I could have stayed at Prudential."

Cunix, Bogart & Associates, a full-service financial-planning company, moved to Beachwood's One Corporate Exchange in October — and immediately began decorating. Art and souvenirs, acquired from business trips, arts festivals and local galleries, decorate much of the 1,900-square-foot space.

In Cunix's office, a two-foot totem pole, picked up on a recent trip to Ketchikan, Alaska, sits next to a eucalyptus didgeridoo and sleek wooden boomerang, both from Australia. Bogart, a



Whimsical art such as "Bus Ride to the Louvre" hangs in David Cunix's office, and distractions like this kaleidoscope are within reach.

talented amateur photographer, lined his walls with arresting images from Taos, N.M., San Francisco, Las Vegas and Lake Tahoe. Impressionistic prints from local artists hang in the

common spaces. But something didn't look right. "Before we installed new full-spectrum fluorescent bulbs," Bogart said, "we couldn't see the intricacies and nuances of our

NAME: Bogart, Cunix & Associates
ADDRESS: 25825 Science Park Drive, Suite 210, Beachwood
VITALS: Full-service financial planning company

artwork. Now the colors jump off the walls."

Despite the noteworthy and noticeable pieces, clients invariably gravitate to a quirky curiosity: a two-dimensional shirt fashioned out of \$2 bills that was a giveaway from a mutual fund company. "We could have a Picasso in here, but people would still flock to that shirt," Bogart said.

Trattner is a free-lance writer in Cleveland Heights. Do people stop by to check out your cool building? Is your cubicle the talk of the office? Tell us about it at inyourspace@plained.com.

PRICE CHECK

PRODUCT: No-Doz
SIZE: 60 caplets, 200 mg

Comparing prices makes sense when doing weekly shopping and especially when shopping for durable goods, like appliances.

To give an example of how prices can — or don't — vary, BusinessMonday went shopping. The prices here were listed on the shelf when our reporters visited last week.



Discount Drug Mart	CVS	Walgreens
27300 Detroit Road, Westlake \$6.59	1711 State Road, Cuyahoga Falls \$7.99	5264 Lee Road, Maple Heights \$7.99
Discount Drug Mart	CVS	Rite Aid
1763 E. Main St., Kent \$6.59	6501 Harvard Ave., Cleveland \$7.99	27175 Center Ridge Road, Westlake \$7.99

BUSINESS ETIQUETTE

Business cards: To pass out or not

Reporter Marcia Pledger dishes out advice on office manners.

Q: When is the best time to pass out a business card in a meeting? Should you wait for the client to give you one first?

A: I don't think it matters who gives a business card first, but I would suggest that you exchange cards at the beginning of the meeting. It's just more practical, especially if you're meeting people for the first time. You can use the card as a reference — a reminder of their names and titles — so you can address them appropriately in the meeting.

president of BornSuccessful Consultants in Canton, said the best time to present a card is when someone asks for it.

"Never presume that someone wants your card," Pressley said. "If you want someone's card, you should ask for it. And then also ask, 'Would you like one of mine?'" As for timing, Pressley, a speaker and author, agrees it is best to ask for a card before the meeting starts. More important, remember to bring a business card in the first place. Make sure it's in good shape and easy to pull out.



Do you have a burning business etiquette question? Contact Marcia Pledger at mpledger@plained.com or 216-999-4813.

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COMPENSATION

New grads urged to research worth in job market

EILEEN AMBROSE
Baltimore Sun

For many new college graduates, it's time to learn a skill that will serve them throughout their careers — negotiating a salary.

Yes, even those seeking entry-level jobs might be able to squeeze a little more out of a prospective employer by playing their cards right.

An improved job market favors new grads. A few years ago, grads were lucky to get any offer. Now some grads are getting more than one. And competing offers put job seekers in an even better

position to negotiate, says Brian Krueger, president of CollegeGrad.com.

If you don't have a job offer yet, don't panic. But don't kick back, either. "It's time to double-down," Krueger says. "Your full-time job is job searching."

The first step to negotiating is to be prepared, Krueger says. That means knowing what you're worth even before an employer talks money.

Salaries for new grads range from \$25,000 to \$55,000, says Bill Coleman, senior vice president of compensation for Salary.com. Liberal-arts majors are

on the low end; engineers and technology grads on the high side. To find income figures for your field and locale, check out www.salary.com.

Don't overlook the value of benefits. One company's perks might be rich enough that you're better off there than at another job that pays more.

So that job seekers don't forget to ask crucial compensation questions, CollegeGrad.com has compiled a "Job Offer Checklist" on its Web site that grads can keep by the phone if an employer calls.



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Yields Available to Cleveland Area Investors

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			Min to Open	Money Mkt Acct	Min to open	6 mo CD	12 mo CD	18 mo CD	24 mo CD	36 mo CD	60 mo CD
Buckeye Community Bank	440-233-8800	105 Sheffield Center Lorain	500	1.00	1,000	3.00	5.15	5.25	5.35	5.35	3.75
Century Bank	216-351-7000	1640 Snow Road, Parma, OH 44134	1,000	0.50	500	3.97	5.00	5.00	5.00	5.00	5.00
Lake National Bank	440-205-8100	8585 Market St. Mentor, OH	2,500	4.00	500	4.50	5.00	5.00	5.00	Call	Call
Ohio Savings Bank, FSB	216-696-2222	1801 E. 9th Street, Cleveland, OH 44114	1,000	0.75	1,000	5.00	5.35	5.35	5.35	5.35	5.35
The Middlefield Banking Company	888-801-1666	www.middlefieldbank.com		Call	500	4.84	5.41	4.32	3.44	3.65	5.18
Third FS&LA of Cleveland	888-844-7333	7007 Broadway Ave, Cleveland, OH 44105	10	4.50	500	4.00	5.26	5.26	5.45	5.45	5.71

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Century Bank	216-351-7000	Money Market-\$50,000	4.50	Fixed Rate HELOC	6.99	Call		Call	
Lake National Bank	440-205-8100	Golden Savings \$2500 min	3.94	Call		Call		Call	
Ohio Savings Bank, FSB	216-696-2222	\$25,000 - \$49,999 Money Market	4.00	\$50,000 + Money Market	4.75	Titanium Checking	3.00	Call	
The Middlefield Banking Company	888-801-1666	Call		Call		Call		Call	
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