

Your CHAMBER Matters

October 2012

UPCOMING EVENTS

For details, visit the Events page on mgcci.org or call 847-965-0330

October 8th
Columbus Day!

Saturday October 13th
8:00 A.M - 12:00 Noon
Harvest Fest @ Farmers Market
8:00 A.M -12:00 noon
6210 Dempster St.

Thursday October 18th
Women's' Business Connections Luncheon @China Chef
12:00 Noon—1:00 pm
5920 Lincoln Ave.
Cost: \$12.00

Thursday October 18th
Multi-Chamber Mega Connect @DoubleTree Hilton North Shore
7:30—9:30 am
9599 Skokie Blvd, Skokie
Reservations required

Saturday, October 20th
Tech Fest @ The Morton Grove Public Library.
11:00 AM - 2:00 PM
6140 Lincoln Ave., Morton Grove

Thursday November 8th
Business After Hours @ Inland Bank.
5:00—7:00 pm
6111 W. Dempster St.

Wednesday November 14th
Women's' Business Connections Luncheon @ Location to be determined.
12:00 Noon—1:00 pm
Presentation by Microsoft

The MGCCI Mission:
To unite, promote, improve and advocate for the business community in and around *Morton Grove*.



It's All About Time!

Making time for Chamber Participation!

Did you realize you can derive significant benefits from your Morton Grove Chamber of Commerce membership in little or no time?



In Less Than Two Hours, You Can.....

- Attend a monthly membership meeting, network & get updated on current community issues.
- Write a "Business Know-How" column for "Your Chamber Matters" newsletter or submit information to highlight your business.
- Join a committee that meets monthly, and helps shape the face of your Chamber.



In Less Than One Hour, You Can.....

- Stop by a Business After Hours networking event and make some new business contacts.
- Promote your business by filling in all the membership information in our Chambermaster database.
- Visit the Chamber offices and drop off marketing brochures for our literature rack.



And Even If You Have No Time To Get Involved, The Chamber Still Offers You.....

- Business referrals from the Chamber's website, Community Guide and from the Chamber staff in response to inquiries received at the office.
- Information and advocacy on legislative and governmental issues of importance to business.
- Members-Only services and benefits such as mailing lists and free literature display space in the Chamber's office, and member to member discounts.
- Assistance with special events such as grand opening and red ribbon cuttings, including press releases to the local media.

So, there is no time like the present to take advantage of your benefits! If you need assistance in accessing your membership or have any questions, now is a great time to reach out to your Chamber. You can reach us at (847) 965-0330 or email: director@mgcci.org

**The Morton Grove Chamber of Commerce
Growing Together to Make Business Stronger!**

Taking Your Business to the Next Level!

Who do you turn to when you need a sounding board, or can't quite bring yourself to jump in and start networking like a pro or are not sure how effectively you are communicating your business message? Now, there is a Professional business development networking group for you! BCR Professional Development Group is a group of business owners and professionals who are dedicated to sharing ideas and to helping each other grow not only their businesses but as business professionals.

BCR stands for Business Consumer Resources and started years ago as a 'leads group' for professionals and consumers in the local community. In recognizing the need for a professional development roundtable, so to speak, BCR has committed to working towards professional development for their members through discussion of business challenges and the exchange of ideas. Through conversations and exchange, our members have become 'trusted advisors' where consumers can go and seek out quality services and products. The group meets weekly at 8:00 AM on Wednesday mornings at Inland Bank, 6111 Dempster St., Morton Grove. All businesses are welcome.

A major benefit of joining a group forum, besides referrals, is the friendship and support you will receive. There is discussion, education, support, spirited dialog and income producing opportunities. Through participation in such groups, you can learn how to effectively communicate, including to professionals from different generations, and grow your sphere of influence and network more efficiently.

If you are interested in more information about the BCR, you can check us out on November 7, 2012. We will be hosting a small event at Kappy's 7200 Dempster St from 8:00 - 9:30AM. There is no cost for the event. Coffee and rolls will be served. Other breakfast items will be available at an additional cost. Reservations are suggested. Please call (847) 965-0330 or e-mail director@mgcci.org to reserve your spot!

Volunteer!

Your Morton Grove Chamber is a membership driven organization. We are always looking for a few good volunteers. We will be starting to form committees for 2013 and would love your help.

Committee's help form the backbone of the Morton Grove Chamber. Through various committees we are able to plan and execute programs and events, membership and marketing just to name a few.

Please contact Debbie Juris @ (847) 268-8180 for more information about how together we can make the Morton Grove Chamber the best chamber around!



2012 MGCCI Board of Directors

President:

Richard M. Block -
Creative Promotional Products

Vice President:

Jerry Muscarello - Life Storage

Secretary:

Kristina Otte - Morton Grove
Farmers' Market

Treasurer:

Ron Lundin - Lin-Mar Motors

Immediate Past President:

Christina Marino -
Century 21 Marino Real Estate

Past Presidents Club:

Nick Marino -
Century 21 Marino Real Estate

Directors:

Cindy Kopczyk - Inland Bank

Deborah Manno -
MB Financial Bank

Bea Lipski - Minuteman Press

Terri Hoffman Liston -
Attorney & Counselor at Law

Bill Greer - Village of Morton
Grove Liaison

Jeannine Como -
Robert E. Antman D.D.S.

Mark Matz

Executive Director -

Debbie Juris

Four Tips to Organize your House this Fall! From Life Storage

Forget spring cleaning!, Organize your home this fall and get ready for the cold winter months! We're always sad to see summer come to an end, There's a distinct chill in the air, leaves are changing colors and falling...and certain areas of your home could use a little tidying up. The holiday season is quickly approaching, and you need to start making room for family, friends and all the things that go along with them -gifts, food, and games!

Here are some fall organization tips for tidying up your living space right now:

Tip #1: Go through your clothes and the kid's clothes to remove any items you or they no longer wear. Place the no - longer used clothing in clearly marked boxes and store them away in the attic or another storage space. Better yet, pack them up and donate them - that could end up being the greatest gift you'll give this year!

- *Life Storage will hold a coat drive at all 20 locations this year. Check our Life Storage Facebook pages for details.*

Tip #2: During the summer months, the garage got cluttered with bikes, sports gear, and other random stuff. Time to clean the garage and park your car in it this winter.

Tip #3: Begin getting winter- wear items ready, for example, boots (a great tip about boots: keep your boot tops from toppling over, getting wrinkled and becoming untidy by inserting a clean 1 liter soda bottle into each boot.), scarves, gloves, hats, and heavy coats. You might even find some fun equipment that you forgot about like sleds, skis, and snowshoes.

Tip # 4: If you're thinking ahead to the holiday season, you might want to start organizing gift wrapping items and ornaments right now. Here's another terrific tip: many ornaments can be stored and protected in egg cartons, making them easily accessible and helping to prevent breakage or loss not only this year but in years to come.

While organizing, you may find you need more storage space for extra stuff or seasonal items. Life Storage has 20 convenient locations throughout the Chicagoland area.

Each year

The Morton Grove Woman's Club

holds a special event

to raise funds for philanthropic projects in and around Morton Grove.

This year we are proud to announce that our event is

That's Amore!

We will have many raffles, including liquor, baskets, restaurant and hotel packages and a grand prize of \$500, as well as something new and fun – scarf sales with hidden \$\$!

An Italian meal will be provided followed by Jack Damico and Tony Ocean, as they perform a tribute to Frank Sinatra and Dean Martin

Ladies, please join us for a lovely afternoon of Amore. Doors open at 11 am.

Lunch is served at 12:30. Program to follow. Tickets \$40 each for lunch.

For more information call Bea Lipski at 847.470.0212 or

Cindy Kopyczk at 847.212.5019.

A Letter From the Director

Time is really flying here at the Chamber office. It is hard to believe that I have been here a month already. I must tell you I have met such wonderful, supportive people these last few weeks that I am happy to be a part of this community. I have finally had some time to get out and start meeting chamber members and non-members alike. If I haven't visited you yet, please be patient and I will get there. Or better yet call or come into the office for a visit. I hope that you are getting all the communications regarding the programming and look forward to seeing you at the chamber events.

I do need your help. The Morton Grove Chamber, as with every other chamber, is a member driven organization. It can only function well with active engagement by its' members. Through your participation in the various events, committees, and Chamber benefits not only will the chamber become a stronger organization but so to will the business community. I am also asking you to shop locally and to use chamber members as much as possible.

In the next few months, we will be looking for volunteers for committees, new board members and a VIP of the Year, Please take a moment to think of actively engaging in your membership. Not only will this benefit the Morton Grove Chamber but, it can help your business grow. I know that time is a precious commodity for any business owner or manager, but becoming involved doesn't mean that you need to spend a lot of time volunteering just a little. Here's to growing together to make us stronger!



Welcome New Members!

Accelerate IT Consulting
Jermaine Lindsay
Morton Grove, IL. 60053
(847) 470 - 1655
www.accelerateitc.com

Sparkfactor
George Lowe
1644 N. Honore St. Suite 200
Chicago, IL. 60622
(773) 278-3474
www.sparkfactor.com

Wells Fargo Financial Advisors
Bill Griffis
5640 w. Touhy Ave.
Niles, IL. 60714
(847) 799-3785
www.wellsfargo.com

Did You Know?

Here are More Chamber Benefit's that not only you but your employees can take advantage of!

Morton Grove Park District:

Anyone who works for a Morton Grove business is eligible to receive resident rates for a Club Fitness Membership. All you need to do is stop by and show a current paycheck stub when you join. The Morton Grove Park District's Club Fitness is fully equipped with strength and cardio equipment, a sauna, whirlpool, walking track, full-sized gymnasium and a co-ed and women's only stretching room.

Call (847) 965-1200 for more information.

Chamber of Commerce:

The chamber's Chambermaster database offers you the opportunity to post jobs listings right to our website. Log in to www.chamberlogin.com with your login name and password and follow the directions in the left column to add a job posting.

Morton Grove Haunted Houses Open For Business

The Halloween Season is approaching and two of Chicago’s premiere haunted houses, Fear City and Hades, have opened their doors. These haunts, which bring to life a post-apocalyptic Chicago and the mayhem of the mythological underworld, are recommended for ages 12 and up. They are located at 8340 North Austin Ave., Morton Grove which is just 25 minutes from downtown Chicago. They are sure to give all who enter a frightful scare, with up to thirty minutes of entertainment per-house.

“Our Second season is going to be ‘apocalyptic’,” said Jim Lichon, Fear City partner and Artistic Director. “Fear City's all new show will offer a terrifying depiction of the streets and underbelly of Chicago with a cast of over one hundred local actors.

This year, both houses have partnered with the Greater Illinois Chapter of the National Multiple Sclerosis Society. Three percent of each ticket sold will be donated to the Greater Illinois Chapter.

Tickets to Fear city and Hades Haunted House are on sale now! Prices are \$25.00 per haunted house or a \$35.00 ticket to both haunts on the same visit. There is a \$10 VIP Fast Pass Option, which allows rush entry and is free with a valid US Military ID. Fear City is ADA accessible, 100% indoors and the parking is free. Hours of operation are 7:30 PM to 11:00 PM Sunday thru Thursday and 7:30 PM to Midnight Friday and Saturday.

Every hour in the United States, someone is newly diagnosed with M.S., an unpredictable, often disabling autoimmune disease of the central nervous system. Ms. Interrupts the flow of information between the brain and the body , and it stops people from moving—affecting more than 400,000 people in the U.S and 2.5 million worldwide.

The Greater Illinois Chapter of the National M.S. Society mobilizes people, and resources to drive research for a cure and to address the challenges of everyone affected by M.S.. We envision a world free of M.S. and move toward that end by driving change through advocacy, facilitating education, collaborating with others and by providing helpful programs and services.

For more information, visit MSIllinois.org

Hot Deals - Member Discount Program

Last month we discussed the concept of Hot Deals. The Hot Deals program is a free tool available to all Chamber members through Chamber Master. Hot Deals allows members to post member to member discounts and coupons to the Chamber Master website and further their reach to the community.

A very big congratulations to the North Shore Center of Dental Health for posting their first Hot Deal! To view this deal go to www.mgcci.org and click Hot Deals. The more Hot Deals listed, the more members save.

To take advantage of the Hot Deals program, go to www.chambermaster.com, enter your login information and go to edit Hot Deals. Once the deal has been approved, simply sit back and enjoy the rewards.

If you have any questions or need help adding your Hot Deal, contact Debbie at director@mgcci.org or (847) 965-0330.

NetConnect Networking Group's "Maximize Your Referral Factor Event" !

Are you one of those business owners who'd like to get more referrals, who know they could get more referrals - but don't know what else to do?

NetConnect Networking Group's November 14, 2012 event could give you some ideas.

At this event, you will discover:

- ⇒ How to become the most referable you.
- ⇒ The top three strategies to gain more referrals.
- ⇒ The #1 most important, absolutely essential question that you can ask your customers to guarantee they never stop referring you.

And of course, you will be able to network with small business owners, entrepreneurs and marketers from 20+ communities around the local area.

NetConnect is a networking group based in Niles, IL and affiliated with the Morton Grove and Niles Chambers of Commerce. The mission is to provide local, small business owners, entrepreneurs and marketers a place to connect with like - minded individuals and get ideas to help grow businesses.

This event is co-sponsored by the Morton Grove and Niles Chamber of Commerce's along with the NetConnect Group, takes place on Wednesday, November 14, 2012 at BMO Harris Bank, 7077 Dempster Ave, Niles.

Registration starts at 7:30 AM, and the event will end at 9:00AM. A continental breakfast will be provided by GFS Market Place of Niles.

The Presenter for this event is Dr. Shannon Burke:

Dr. Burke, a highly successful physician, business owner, and a nationally recognized speaker, is the author of the forthcoming book "**Maximizing Your Referral Factor**" and "**The Power of Professional Enthusiasm: 21 Ways to Motivate Yourself, Your Employees and Your Customers.**" She helps leaders and employees attain a high level of enthusiasm and confidence for their work while giving them the tools they need to truly succeed. She specializes in helping service and sales professional's, implement the most sought-after secrets to effective leadership, improved employee engagement, and an abundance of referrals. She has a gift of motivating her audiences with her contagious enthusiasm. Her dynamic programs get leaders and employees excited for big results!

Attendance is open to any small business owner and free of charge, but reservations are required. Please email Debbie Juris at director@mgcci.org to RSVP.

“Just Enough” – Applying Salt for Winter De-icing

Winter is right around the corner and Chris Palermo, Snow Operations Manager with Contour Landscaping, Inc., was kind enough to share some helpful tips.

It's not too early to begin thinking about the coming winter and how to deal with the icy, slippery conditions that can plague our roadways, parking lots and sidewalks. Keeping roads and parking areas free of ice and snow is an essential part of modern life. However, road salt – one of the main tools used to achieve this task – contains chloride as its principle ingredient. Chloride does more than melt snow and ice; it negatively impacts local lakes and rivers. Other ingredients of commercial road salt may include small amounts of arsenic and cyanide.

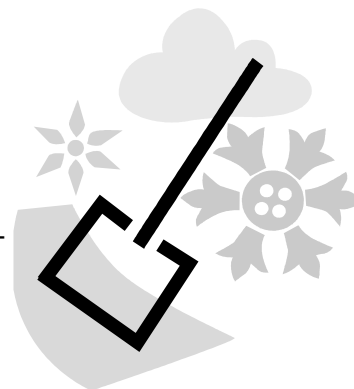
As snow and ice melt, they drain into the landscaped area or storm sewers, and then to natural bodies of water. Waters from a deiced area contain high levels of chlorides, which do not degrade, and there is no cost effective way to remove it. Excessive levels of chlorides can severely impact the ability of plants in gardens, landscaped areas, rivers and streams. Its damaging effects can reverse any beautification efforts you have made. Fish and other aquatic organisms are impacted by a decline in their habitat.

So what is being done to reduce the use of chloride for de-icing? Roads must remain clear for public safety, so the use of chloride products will likely continue. However, many communities and snow professionals are already employing alternative technologies to de-ice roads and parking surfaces. Anti-icing, which is an application of salt brine to roads when winter precipitation is forecast, is a very effective way to prevent the formation of ice, which reduces the amount of product later applied. Chloride products are also being pre-treated with alternative coatings at the time of application or storage. The benefits of these coatings include; greater effectiveness at lower temperatures, holding to surfaces longer and ultimately less product used per square foot.

Employing the “**Just Enough**” principle – applying just enough de-icing product to keep your property ice-free and safe – is the best solution. Gone are the days of spreading rock salt before, during and after every snow storm.

Make sure that you are following the “**Just Enough**” guidelines listed below or that you have hired a qualified snow management professional that employs these practices:

- Plow, clear, shovel or blow as much snow before you use a deicing product
- Apply “**Just Enough**” product to keep the high traffic areas clear of ice and hazards
- Block off or eliminate low traffic areas during snow events to decrease the amount of products needed
- Sweep or collect un-dissolved product after a storm is passed
- Consider switching to pre-treated deicing products
- Support changes in chloride application in your municipality
- Inform a neighbor about the impacts chlorides have on our landscapes and ecosystems



For more information contact Contour Landscaping Inc. (847) 673-5149.



Bulk Rate
US Postage
PAID
Morton Grove, IL
Permit # 73

6101 Capulina Ave
Morton Grove, Illinois 60053

Phone:
(847) 965-0330

Fax:
(847) 965-0349

E-Mail:
director@mgcci.org

Web:
www.mgcci.org

LIN-MAR Motors Keeps Pace With Technology

**Members of the Month
are
nominated for:**

Community
Involvement

Recognition of
Achievement

Dedicated Participation
in Chamber Events
and Programs

Members of the Month are recognized in the Chamber's weekly ad in the Morton Grove Champion and the Niles Herald-Spectator. They also automatically become candidates for Member of the Year, to be chosen by popular vote of the membership and announced at the Annual VIP & Awards Dinner.

Nominate Members of the Month by calling 847-965-0330!

Remember when cars rusted out after just a few years? Remember when the car's finish became dull, faded, or even cracked from the elements? If you took your car to a body shop, you may remember how you could smell the paint fumes a block away. If you don't remember any of these things, you probably haven't been driving all that long. That's because over the past 25 years there have been many changes in the auto industry that have had a positive effect on both car quality and the environment.

In recent years, cars are made of steel, which has been treated to resist rust. They have been painted with base-coat, clear-coat paint systems, which are more environmentally friendly than in bygone years. And even though these paint systems have dramatically reduced the use of volatile solvents, original manufacturers are now using waterborne paint systems to further reduce the impact on the environment.

Although many body shops have been slow to adopt these new systems into the repair market, LIN-MAR Motors has switched to waterborne paint as the latest in a number of steps taken to keep up with technological advancements affecting the environment. As for quality and durability of the waterborne system, the manufacturer, DuPont, provides car owners with a lifetime guarantee against chipping, fading, cracking or peeling.

Some of the steps which LIN-MAR has taken include:

The use of high efficiency spray guns, which create less overspray and put more material on the car

The installation of 3 European downdraft spray booths, which filter particulates and volatile fumes from the air in the booth before releasing it to the outside

The use of waterborne paint, waterborne cleaning fluids and waterborne soap

LIN-MAR is proud of its new shop, which features state of the art equipment and materials. Lin-Mar hosted an open house on September 22nd. The event included entertainment, a car show, food and refreshments, and the opportunity to tour the new facility. As Ron has said many times, "it is expensive to keep up with changes in the auto industry, but it is important to the car owner. We want to do it right, and we plan to be here many years to come."

LIN-MAR Motors, Inc. is located at 5940 W. Oakton St. in Morton Grove. That is at the corner of Austin across from the Niles West football field.