

# Your CHAMBER Matters

September 2012

## UPCOMING EVENTS

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

Wednesday, Sept 5th  
4:00—5:00pm  
Board of Directors Meeting

Thursday, Sept.6th Grand  
Opening: Sump Pump Co. 6210  
Madison Ct. Morton Grove

Saturday, Sept. 8th  
8:00 A.M—12:00 Noon  
Scouting Day @ Farmers Market  
Saturday Sept. 8th  
8:00A.M- 12:00 noon  
6210 Dempster St.

Sept.12th 7:30 A.M - 9:00A.M  
Net Connect Networking:  
“Simple, Effective Marketing  
Tactics for Small Businesses”  
Thursday @ BMO Harris 7077  
Dempster St., Niles Call for a  
Reservation

Thursday Sept. 20th 12:00 noon  
Grand Opening: Safelite Auto  
Glass - 8910 Waukegan Rd. M.G

Saturday Sept. 22nd,  
8:00 A.M—12:00 Noon  
Pie Contest @ Farmers Market  
6210 Dempster St.

Saturday Sept. 22nd  
12:00Noon - 4:00 P.M  
Lin-Mar Motors Open House  
5490 W. Oakton, M.G

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

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

## Around Town : Morton Grove Chamber Celebrates Summer!

As the chill of fall is in the air , it is easy to think the summer simply flew by. It has been quite a summer in Morton Grove this year. From the excitement of the 4th of July Parade, the thrill of Morton Grove days and the beauty of the Farmers Market



Maier's Bakery owner  
Frank Silvio with  
delicious goodies  
at Farmers Market



Fourth of July  
fun for  
everyone!



Concerts in  
the Park



**Come on out & Get Our Groove On !**

Come on out to Lin-Mar Motors and enjoy a blast from the past! On Saturday September 22, 2012 from Noon until 4 P.M Lin-Mar will host their Annual Open House and Car Show. DJ Alexis James will be on hand to provide rocking music from the 50's and 60's while guests enjoy food, refreshments and some of the most amazing muscle cars, restorations and custom creations around. This event has a little something for everyone, and best of all it's free for guests! \*There is a nominal registration fee for exhibitors. So come on and check it out.

Lin-Mar is located at 5940 W. Oakton St. Morton Grove  
On the northeast corner of Oakton & Austin.  
For more information, coupons and accident tips visit  
[www.linmarmotors.com](http://www.linmarmotors.com) or call (847) 965-4200



**Be There or Be Square!**

**Morton Grove Historical Society Seeks Community's Help  
Out of an Acorn Grows a Mighty Oak!**

The Historical Society is undertaking a new project and wants the entire Morton Grove community to be a part of it! The land, which makes up the village was once inhabited by Native Americans, most recently Potawatomi. One of their legacies to the land are Trail Marker Trees, which are man-made alterations of young tree branches that would help guide them to trail resources. We are lucky to have such a tree in our village, but the age and health of the main trunk necessitated its recent removal. Luckily, the actual marker portion remains alive and in place on Beckwith Rd., and we are also able to salvage a large piece of wood from the tree that can be turned into a sculpture. The Historical Society felt that the best use would be to carve a local Native American figure and have that sculpture on display at the Morton Grove "Museum Campus" area (located on Dempster with the Haupt - Yehl House Museum Education Center near the Civic Center).

Since this is a project for the whole community, we are asking for help from the citizens and businesses of Morton Grove to raise the necessary funds to hire an artist to carve and preserve the larger than life statue along with a suitable mounting and display area for this precious piece of Morton Grove history. So how can you help? Please call the Historical Society @ (847)965-0203 if you wish to help; also we will be selling acorns gathered from near the original tree so citizens can plant a piece of Morton Grove history on their own property. Look for more information in future newsletters and at the Museum & Education Center which will have special hours during the Morton Grove Farmers Market on September 1st and October 13th.

**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

**ChamberMaster?????**

Did you know that every member of the Morton Grove Chamber is listed on the website? If you did, that’s great but... did you know that you have an opportunity to include a description of your business, hours of operation, driving directions and key words in your listing? One of the best things about an online presence is letting not just your local customers know who you are but letting everyone else know as well.

ChamberMaster is the Morton Grove Chamber database that helps you put your presence online. So now that you know what it is, how can you check to find out if you have all of these components on the chamber website? It’s simple, when you joined you should have received a login name and password for ChamberMaster. If you did not receive it or just can’t find it ,call the office at (847)965-0330 and I can let you know what the login and password are.

Go online to www.chamberlogin.com and when prompted put in your login name and password (these are case and space sensitive). Once you are there , just go to the left side column and look for your webpage info, click on this and you will see your description, hours of operation and key words. Make any changes you would like to make and press the save button on the bottom of the page. IT IS IMPORTANT TO SAVE YOUR CHANGES! Then you can preview your webpage to make sure it is what you want.

**Building Relationships to Grow Your Business**

**Netconnect Fall Networking Event!**

The Fall networking Event takes place on Thursday September 13, at BMO Harris Bank, 7077 Dempster, Niles. Registration begins at 7:30 A.M. The event will go until 9:30 A.M. GFS Market Place, Niles will provide breakfast.

The event speaker will be Bruce Butcher, and he will be speaking on “Applying Fortune 100 Branding Techniques to Your Business.” Bruce has 25 years of creative directorship with many Fortune 100 companies and he will be sharing branding techniques that small business owners can apply to their marketing plan.

The event is free and open to any business owner or entrepreneur looking for new ideas. However ,the space is limited, so please RSVP to director@mgcci.org or call Debbie @ (847) 965-0330.

Netconnect is a multi-chamber networking group based in Niles affiliated with the Morton Grove and Niles Chambers of Commerce.

**Business After Hours**

Business after Hours is a great way to build relationships with other business owners that can help you grow your business. Plan on attending one of these upcoming event. Please RSVP to director@mgcci.org so that our hosts can have a fairly accurate account of their expected guests.

If you would be interested in hosting a Business after Hours, please contact the Morton Grove Chamber office @ (847) 965-0330. We are taking reservations for the 2013 hosts.

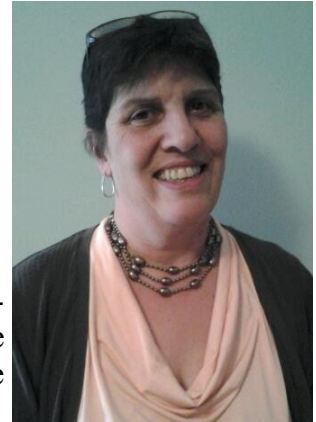
**Volunteer!**

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

## A Letter From the Director

Welcome to the September edition of Your CHAMBER Matters. I want to take a moment to introduce myself. My name is Debbie Juris, and I am the new executive director for the Morton Grove Chamber of Commerce. I grew up in the area and came back to raise five children. I have wonderful memories of coming to Morton Grove with them for Par-King Golf and shopping in the local stores.

I have spent 10 years working with the Niles Chamber of Commerce in various positions and am honored to be given the opportunity to come to Morton Grove. Although I have not been Executive Director for very long, I can tell that this is a strong community dedicated to the very ideal for which this chamber stands. I look forward to working with all of the Morton Grove businesses and with the Village of Morton Grove. The Morton Grove Chamber of Commerce has some exciting events coming up, and I look forward to meeting everyone there. If you have any questions or concerns with your Chamber membership, please do not hesitate to contact me. Please feel free to call me at (847) 965-0330 or stop by the office any time to introduce yourself.



---

## Welcome New Members!

Adams School of Driving  
(847) 965 - 6565  
6040 W. Dempster  
Morton Grove, IL. 60053  
[www.adamsdrivingschool.com](http://www.adamsdrivingschool.com)  
Kathy Clausen

Advertise - Frontline, LLC.  
(773) 619 - 1649  
8465 W. Berwyn Ave.  
Chicago, IL. 60656  
Carmen Colao Jr.

Country Financial  
(847) 696 - 9484  
25 S. Prospect  
Park Ridge, IL. 60068  
[www.countryfinancial.com](http://www.countryfinancial.com)  
Robert Sitkiewicz

R. W. DeKelaita & Assoc. LLC  
(847) 470 - 1600  
5811 W. Dempster  
Morton Grove, IL. 60053  
[www.deklaw.com](http://www.deklaw.com)  
Robert W. DeKelaita

Ted Heinz D.D.S.,  
(847) 663 - 1422  
5901 W. Dempster  
Morton Grove, IL. 60053  
Dr. Ted Heinz

Safelite Auto Glass  
(847) 967 - 3207  
8910 Waukegan rd.  
Morton Grove, IL. 60053  
[www.safelite.com](http://www.safelite.com)  
Antonio Savino

---

## **MGCCI Corner: Chamber 101**

As members of the Morton Grove Chamber of Commerce it is important for you to understand just what this Chamber is all about. This new section of the Newsletter is dedicated to keeping the members up to date on the various benefits of belonging to the Chamber.

One thing that I have learned through my visits with businesses and by interacting with the public is that no one is quite sure what a Chamber of Commerce is or does. There is still an idea that is floating around that the chamber is a club for business people to get together to socialize at various events.

A chamber of Commerce is a group of dedicated businesses, organizations, industries and professionals who come together to use their experience and talent to improve and strengthen the local community. Chambers are advocates for the local business community and provide a resource through which effective action can be achieved for progress and growth of the village.

The Morton Grove Chamber offers many benefits to our local businesses and in the upcoming newsletters, I will be discussing the various benefits and how to take full advantage of your membership.

---

### **What Benefits Does the Morton Grove Chamber Offer?**

- **Networking**
  - **Marketing Opportunities**
  - **Professional Development**
  - **Government Relations**
  - **Business/Education Development**
  - **Business Advocacy**
  - **Local Community Publications**
  - **Referrals**
  - **Communication**
  - **Connections**
  - **Events**
  - **Growth**
  - **Access**
  - **Community and Economic Development**
-

## **Hot Deals - Member Discount Program**

### **Hot Deal? What's the big deal?**

In today's tough economy everyone is looking for a deal and the Morton Grove Chamber can help you offer one to your fellow members. Through the chamber website you are able to offer a discount to chamber businesses and their employees. You can also take advantage of offers by other members. Discounts are a great way to drive traffic to your door and to track business that is coming from the Morton Grove website.

Go to [www.chamberlogin.com](http://www.chamberlogin.com) and enter your user name and password. The usernames and passwords are Case Sensitive. In the left column, under Advertising, click Hot Deals. Click add a Hot Deal, and complete the requested information. Make sure to Save all changes. Submit for approval. Your Hot Deal is sent to the chamber for approval and once approved will be posted on the website.

Discounts that are available are listed on the chamber website and soon will be listed in our monthly newsletter.

---

## *Local Sponsorships are Good for Your Business!*

Creating goodwill and good publicity is one of the pillars of growing your business. One way to help achieve this is through local sponsorships.

"Sponsorship is a mutually beneficial relationship between two organizations", explains Jackie Fast, sponsorship manager and managing director at SlingShot Sponsorship. "The sponsor can benefit in a myriad of ways" she adds. "The return on investment won't always translate directly into dollars and cents. But, while measuring increased sales is important, benefits such as brand awareness, showcasing opportunities, customer loyalty, lead generation and goodwill should be considered too."

The Morton Grove Chamber has many opportunities for your business. Sponsorships ranging from the Street Banner program, and event sponsorships right on through advertising in the local Community guide.

Some of our Sponsorship Programs:

- The Annual Holiday Party
- The Community Guide
- The VIP Extravaganza
- Business after Hours
- The annual Golf Outing

These are just a few of the events that the chamber counts on your help with. In the next month or so, you will be receiving information about upcoming sponsorships. Please consider becoming a sponsor. It doesn't have to break the bank!

**Let's all give a little and help each other grow!**

## Overworked and overwhelmed Growing Your Small Business?

The U.S. Small Business Association has many local programs and offers training to help small business owners. Check out the resources below to find programs that suit your needs.

SBA District Offices – SBA operates full service district offices in every state of the country. Counseling, training and business development specialists at your local office are available to help you start and grow your business. Go online to [SBA.gov](http://SBA.gov) to find an office near you.

Small Business Development Centers - SBDCS provides management assistance to current and prospective small business owners. They offer one-stop help to individuals and small businesses by providing a wide variety of information and guidance in their branch locations. The program is a cooperative effort by private sector, educational communities, federal, state and local governments. This is an integral part of the Entrepreneurial Development network and counseling services provided.

SCORE - SCORE, “Counselors to America’s Small Businesses,” is a partner of the SBA that works with entrepreneurs on education, growth and success of small businesses. There are more than 12,400 SCORE volunteers in 364 chapters that operate in over 800 locations who assist small businesses. SCORE operates an active online counseling initiative at [www.score.org](http://www.score.org).

Women Business Centers - Women’s Business Centers represent a national network of nearly 100 educational centers that assist women start and grow their small businesses. WBCs operate with the mission to “even the playing field” for women entrepreneurs, who still face an uphill climb in the business world.

The SBA also has free webinars and more information on their website, if you feel overworked and overwhelmed check out the SBA at [www.sba.gov](http://www.sba.gov)

## Upcoming Networking Events !

The Morton Grove Chamber is proud to offer you a chance to reach out and make some new business connections through the monthly Business after Hours. Check out these events and make plans to attend. Please make sure to RSVP to [director@mgcci.org](mailto:director@mgcci.org) so our hosts can have a head count.



Wednesday October 3rd enjoy a scare your pants off Business after Hours at Fear City. From 5 - 7 P.M Fear City Haunted House will be hosting a spooktacular event. Fear City is Located at 8220 Austin Ave. Morton Grove.



Thursday November 8th come and visit Inland Bank as they host the November Business after Hours. Cindy Kopczyk and her staff will welcome the Morton Grove Chamber to their business From 5 - 7 P.M. Inland Bank is located at 6111 W. Dempster St. Morton Grove.



6101 Capulina Ave  
Morton Grove, Illinois 60053

**Phone:**  
(847) 965-0330

**Fax:**  
(847) 965-0349

**E-Mail:**  
director@mgcci.org

**Web:**  
www.mgcci.org

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

---

## PACE LAUNCHES QR CODE AND TEXT OPTIONS FOR REAL TIME INFORMATION

### ***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!

QR codes are here! Pace has launched its newest QR program to keep riders up to date . Quick Response (QR) codes allow users with smart phones and a QR scanner application (that can typically be downloaded for free) to directly access up to date information via the internet. Once the QR code is scanned from a specific Pace bus shelter, the rider will be taken directly to the Pace Bus website listing bus arrivals and the scheduled times for the two subsequent busses.

Don't have a smart phone? No problem, later this year Pace will also launch its text message automated response system. This will allow Pace bus users to text a 5-digit code specific to their bus stop location and receive a response with the next real-time bus arrival along with the scheduled times for two subsequent busses. Another way to receive texts about a specific route is to sign up for text alerts at PaceBus.com. While there is no charge to sign up for wireless updates, your wireless service provider may charge per message. Check with your service provider for details on additional costs.

