

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

**Winter Farmers Market**  
Saturday December 1st  
9:00 am - 2:00 pm  
Civic Center Hall  
6140 Dempster St. Morton Grove

**Fund-Raiser for Farmers Market**  
Wednesday December 5th  
4:00 - 9:00 PM  
Nano's Pizza  
5906 Lincoln Ave. Morton Grove  
*Mention that your are there for the MG Farmers Market and 10% of your bill will be donated to the market.*

**Annual Holiday Party**  
Thursday December 6th  
5:00 - 8:00 PM  
Giordano's  
5990 Dempster St., Morton Grove.

**Morton Grove Community Blood Drive**  
Thursday December 6th  
2:00 - 6:00 PM  
Civic Center Hall  
6140 Dempster St. Morton Grove

**State Rep. John D'Amico hosts: Financial AID 101 Program**  
Monday Dec. 10, 2012  
7:00 - 8:00 PM  
The Salvation Army - Mayfair Community Church  
5040 N. Pulaski Rd. Chicago

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



## Seasons Greetings

***Kick off the Holiday Season with the Morton Grove Chamber of Commerce!***

You are cordially invited to attend our Annual Holiday Party  
Thursday December 6, 2012.  
The festivities will be held at:  
Giordano's Restaurant  
5990 Dempster Street, Morton Grove  
from  
5:00-8:00 pm.

There will be good food, *sponsored by Giordano's*, drinks (cash bar), and great Chamber friends to help start your holiday season off right.

***Come on out and help us celebrate the Holiday Season!***

Please make sure to RSVP to the Chamber office at (847) 965-0330 or email:  
director@mgcci.org

This year we will include a wine raffle and a silent auction to help get your shopping started.

*If you would be interested in donating either wine or a prize for the auction, please contact Debbie at (847) 965-0330*



The Board of Directors and the Staff of the Morton Grove Chamber of Commerce wish you, your employees, customers, and families a safe and joyful holiday season, and a Happy, Healthy, and Prosperous New Year!



## News from the Village of Morton Grove Changes to Business Licenses

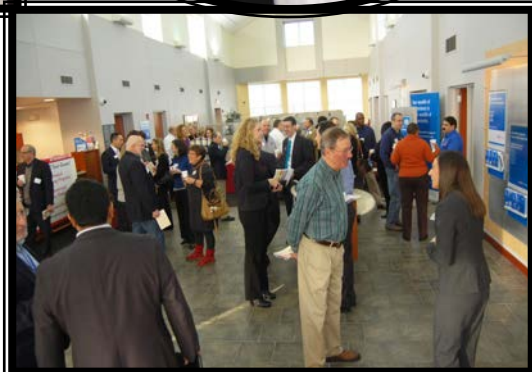
Changes are being proposed to the business license procedures to provide the Village with an accurate account of all the businesses and non-residential uses, this allows the Village to more efficiently allocate our resources and create a more equitable means to allocate the actual costs associated with annual inspections with the type of business and/or non-residential use.

The proposed change involves replacing the business license program with an annual compliance certificate program. This annual compliance certificate program includes all businesses as well as non-residential facilities such as schools, houses of worship, etc. where Village Staff performs annual inspections.

Utilizing the annual compliance certificate program will allow the Village to compile a comprehensive database on all premises which conduct or operate a business or other non-residential use within the Village. This database will maintain current information for owners and tenants of the premise and make sure all those premises are in compliance with various codes and regulations and that the use has not changed or intensified since it was originally permitted. This proposed change is anticipated to take place beginning in 2013. If a resident or business has any questions concerning the proposed changes, please contact the Village's Administrative offices at (847) 965-4100 and we will do our best to assist you.

## NET CONNECT NETWORKING

November 14, 2012 @ BMO Harris Bank



### 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

## Great Customer Service..... It's what keeps them coming back!

With today's economy everyone is feeling just plain grumpy, not only your customers but business owners, and employees as well. The need for Customer Service is huge. Customer service is a large part of what makes a business successful. Without customers, businesses wouldn't exist. You know that you can't please everyone all the time, but by just giving great customer service, you will keep them coming back time and time again.

Here is a top ten list to keep them coming back:

- 1) When you truly get to know your customers, they will let you know what they want and how you can provide good customer service. Customers make your job possible.
- 2) Be a good listener! Ask questions. Find out what things that are important to your customer. But, don't just listen with your ears, take in not only what they are saying, but their body language, and how they are saying what they need and want.
- 3) Identify and anticipate needs. Customers don't just buy products or services, they buy good feelings and solutions to their problems.
- 4) People value sincerity. Make your customer feel special and appreciated.
- 5) Take the time to help customers understand your systems. OK,, seriously how many times have you been put off by an organizations way of getting things done? Help your customers understand your system so they don't feel impatient and angry.
- 6) The Power of YES! Always look for ways to help your customers. Look for ways to make doing business with you easy, and always do what you say you are going to do.
- 7) Know how to say your sorry. When something goes wrong, apologize. It's not hard to do, and makes your customer feel better. Deal with problems Immediately, and let your customer know what has been done. Value complaints they give us the opportunity to improve. Try to imagine how you would like to be treated when you are having a bad day.
- 8) Give more than expected. By giving just a little more then your competitor, you will not only keep customers happy but keep them coming back.
- 9) Encourage and welcome suggestions on how you can improve. This allows you to find out what customers think and feel about your business.
- 10) Treat your employees well! Employees need a regular dose of appreciation. Your employees will appreciate this, and chances are they will have a higher regard for the customers. Appreciation stems from the top.



*Letter From the Director*

This is the final newsletter of 2012, it has been wonderful getting to know some Chamber members. We will be printing our 2013 newsletters every other month as we now have a Friday e-blast. If you are not receiving this e-blast make sure to let me know at [director@mgcci.org](mailto:director@mgcci.org) and I will make sure that you are added to the list.

I look forward to seeing everyone at our Annual Holiday Party on Thursday December 6, 2012. It promises to be a good time for all. It will be at Giordano's, 5990 Dempster St., from 5:00 - 8:00 PM. We will have a silent auction, and a wine raffle this year. So make sure to RSVP.

In the upcoming months, we will be putting together the 2013 Community Guide, and presenting some new programming for you to take advantage of. As always, if I am missing something that you would like to see the Chamber doing, please make sure to reach out and let me know. Have a wonderful holiday season and we will hit the ground running in 2013 to make the Morton Grove Chamber even stronger!

Have a wonderful holiday season,



**Welcome New Members!**

**Wells Fargo Financial Advisors**

Bill Griffis  
5640 w. Touhy Ave.  
Niles, IL. 60714  
(847) 799-3785  
[www.wellsfargo.com](http://www.wellsfargo.com)

**Risorius Dental**

Maria Botezatu  
9211 Waukegan Rd.  
Morton Grove, IL. 60053  
(847) 965-9211  
[www.risoriusdental.com](http://www.risoriusdental.com)

**Capital Processing Network**

John Cruz  
Morton Grove, IL. 60053  
(480) 385-4210  
[www.capitalprocessingnetwork.com](http://www.capitalprocessingnetwork.com)

**Creative Marketing Associates**

Lori Sadacca  
540 Frontage Rd.  
Northfield, IL. 60093  
(847) 784-9100  
[www.cmacreative.com](http://www.cmacreative.com)

**The Mark Albers Company, Inc.**

Morton Grove, IL. 60053  
Mark Albers  
(847) 610-0979  
[www.tmacinc.co](http://www.tmacinc.co)

**Welcome to the Morton Grove Chamber of  
Commerce & Industry.**

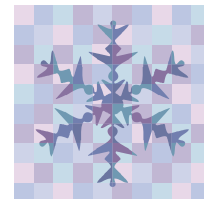


**Welcome our 2013 Chamber Board of Directors**

President: Rich Block– Creative Promotional Products  
Vice President: Jeannine Como– Dr. Robert Antman D.D.S.  
Treasurer: Terry Liston– Teresa Hoffman Liston Attorney at Law  
Secretary: Deborah Manno– MB Financial



## Cold Weather Plumbing Protection



So, the winds have stiffened, and the air has that familiar fall chill. Winter's wrath is right around the corner. Before the mercury retreats, there are a couple of important plumbing tips to keep in mind. A little bit of attention now, could prevent problems when the spring thaw eventually comes.....

One of the more common plumbing problems we encounter happens when people forget to disconnect their garden hose from the outside valve. The trapped water can freeze and split the valve or piping, causing a problem that shows up when the weather gets warmer. Fortunately, this is an easily avoidable catastrophe! You simply have to **DISCONNECT YOUR GARDEN HOSES** from the outside valves. If your home has an inside shutoff and drain valves, remember to close the shutoffs and open the drains to empty the piping to the outside.

Another tip to keep in mind when the cold weather really sets in is to let a small trickle of water flow from each faucet that is located near the outside wall of the house. In case there are areas where cold air penetrates, the small movement of water prevents any pipe which may be exposed from freezing and breaking. This isn't usually necessary in most homes; however during periods of extended cold, this technique could save you a big headache if your home isn't air-tight!

No matter what season it is, you should know where your home's main water shutoff valve is located. You should also exercise it at least once a year, to make sure it actually operates. That way if you ever have a problem, you can shut off the water quickly to minimize any potential damage.

If you have any questions about your plumbing or sump pump systems, feel free to call us at LJ Brown Plumbing (847) 965- 2200 and ask for Dave.

### GOT NEWS?

Share your success & news with  
your fellow Chamber members.  
Email your articles to  
director @mgcci.org or fax them to  
us  
847-965-0349.  
We will publish it in the next  
Chamber newsletter.

### *Advertise in the newsletter!*

The Chamber newsletter is an inexpensive way to  
promote your business to other Chamber  
members.  
Your Chamber Matters is published every other  
month and is sent out to over 200 contacts.  
Call (847) 956-0330 or email director@mgcci.org  
for the 2013 advertising rates.

# Net Connect Networking Group's "Maximize Your Referral Factor Event" !

Excerpt from the Net Connect Event on Wednesday November 14, 2012

## MAXIMIZING YOUR REFERRAL FACTOR

The studies show that a referred customer is not only more profitable and loyal...but they are twice as likely to turn around and refer another customer to you.

So, referrals are crucial to the success of our businesses.

The key is to ensure that we are referable!

The true statistics show that only 20% of our customer base actually refers.

That means you have 80% of your customer base that you can focus on knocking their socks off so that you turn them into referral machines as well. The potential to double your referrals is right there in that 80% - you just have to find out how to bowl them over to the point where they can't help but spread the word about you and grow your business for you.

### SO HOW DO WE DO THAT?!

#### 1. Focus on a referral strategy of uniqueness.

Today in business, things such as good service and fast turn-around time are expected and not unique. You must find a unique thing about you or your business that truly "wows" your customer in a creative, memorable way. Remember the example of my friend, Jeff, the Contractor and the beautiful pan!

Ask your customers, your networking friends, and even your family the question: "If you were my customer, how could I "wow" you?"

Don't do what your competition does or what is "expected" within your industry. Look to other types of businesses and see how you can apply it to your own for a unique twist that is unexpected in your industry.

Be the unique solution to your customers problem.

#### 2. Adopt a strategy of enthusiasm and passion.

"I rate enthusiasm even above professional skill." – Sir Edward Appleton

Showcasing your passion for your work and sharing it openly moves people – it inspires people, it motivates them – it motivates YOU.

Tell your customers what you want them to project to the world. It's okay to tell them, "I want to help as many people on this earth that I can!"

Get your customers inspired and motivated and they will become part of your sales team. They become walking and talking advertisements for your business.

\*\*BONUS QUESTION: When is the best time to tell your customers your message?

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ANSWER: **After they’ve just had a fabulous experience with you and your company!**

The dialog goes something like this:

CUSTOMER: “Boy, that mortgage process was smoother than I thought.”

YOU: “I’m so glad you’re happy. I want to help as many people like you that I can, so don’t keep me a secret.” “Help me spread the word.”

**When the customer gets your message, they move your message with you – and for you.**

3. Develop a systemized strategy focused on **gratitude**.

Why is it so important that we show so much gratitude for a referral?

**We want them to do it again! And again, and again, and again!!**

Create a system where they end up feeling fabulous - like they HAVE given you a million dollars- because, who knows...over the course of your relationship together, they **may just refer you that much business!!**

Make sure the process has several steps for ultimate impact.

**Who would like to know the #1, most important, absolutely essential question that - if you ask every customer this question – will guarantee an abundance of referrals?**

Ask every single customer: “Have I met your expectations? Am I meeting your expectations?”

WHY?

It makes you look fabulous (which is always good) and shows that you truly care about their experience.

It immediately establishes a partner-type relationship between you and the customer that you are in this together and that you value that relationship.

It allows true, honest feedback about the patient’s experience. So, if the experience was great, they are verbalizing in their own words their satisfaction and testimonial.

WHAT IF THEY SAY NO??!!

It sets up the opportunity for your very next question to be: “What can I do to make this a great experience for you? “

It gives you a chance to turn the situation around, to show the customer that you are willing to change what you did in order to allow them to have an exceptional outcome.

When you show the customer that you are willing to do whatever it takes to ensure that they leave elated – you are creating customers for life.

And customers for life are the ones that refer and refer and refer!

Thank you for sharing your time with me today! I wish each of you an abundance of customers for life!!

**For more business building strategies, visit Dr. Shannon Burke at [www.PowerOfEnthusiasm.com](http://www.PowerOfEnthusiasm.com)**





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Morton Grove, Illinois 60053

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(847) 965-0330

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(847) 965-0349

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director@mgcci.org

**Web:**  
www.mgcci.org

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## THE FIREFIGHTERS ASSOCIATION OF MORTON GROVE SPONSORS HOLIDAY FOOD DRIVE.



The Morton Grove Firefighters' Association is holding it's annual holiday food drive to assist area residents in need this holiday season.

Please bring non-perishable food items with a current Expiration date to any of the drop-off sites listed below. Cash donations will be accepted at the Morton Grove

Fire Department. Through our past food drives, we have been able to help hundreds of area residents in their time of need.

Please take a moment to help make this another joyous holiday season!

# Have a Happy and Joyous Holiday Season!

### Drop-Off Sites From November 12th to December 14th

Morton Grove Fire Dept.  
6250 Lincoln Avenue

Morton Grove Village Hall  
6101 Capulina Avenue

Morton Grove Park District  
6834 Dempster Street

Dominick's Finer Foods  
6931 Dempster Street

American Legion Civic Center  
6140 Dempster Street

Moose Lodge  
6419 Chestnut Street

