

May 2009 Newsletter

Reserve Your 2009-2010 WSCCI Community Guide Ad Now

The clock is ticking down to June 12, 2009. That is the last day to secure your advertising position within the Chamber's Community Guide. 29,000 or more copies will be printed.

The WSCCI Community Guide is read repeatedly. It is kept and used as a reference guide to Chamber communities, phone numbers for churches and community groups, and addresses of schools. If you want to find out about area attractions, special events and social agencies, the Guide is the book of choice.

When published, the 2009-2010 Community Guide will list all Chamber members. To bring more attention to your business, we strongly suggest you become an advertiser.

You can choose to have a full page ad or a special position within the book. You might want to opt for a half or quarter page, or some other configuration. Whatever your decision, you will be investing in your business and keeping your name before the public all year long.

Call your account executives today. Heather Marzan is available by calling (630) 320-5427 or going to hmarzan@pioneerlocal.com. Tina Smentek may be reached at (630) 320-5429 or by leaving a note at tsmentek@pioneerlocal.com. **They will make advertising in the Community Guide a very simplified experience.**

25,000 copies will be delivered to all single residences and businesses in La Grange and Western Springs area via The Doings; plus delivery to all subscribers in Countryside, Indian Head Park, La Grange Park, Westchester, Burr Ridge, Darien, and Willowbrook.

Over 3,000 copies will be given out through our village and city halls, through distribution methods of our Chamber members, and in packets sent out by the Chamber. In addition, more will be distributed at trade shows, in marketing packets from the Chamber, and provided to anyone that requests a copy.

If you have Community Guide questions, please call Bob Ware at 708-387-7550.

VERY SPECIAL ADVERTISING OPPORTUNITY

Soon, the Membership Directory for 2009-2010 will be printed and ready for mailing. All members of the Chamber, local opinion makers, governmental leaders and a select list of additional recipients will be sent a copy.

The Chamber will only accept five sponsors for the mailing. If you decide to be one of them, marketing information of your choice will be included. Some ideas might be investing and borrowing messages for a bank, dining and catering bargains for a restaurant, new construction/remodeling/repair work descriptions for a contractor, or business insurance/life/IRA deposits possibilities from an insurance agent.

We expect to have the directory packets at the post office on May 26, 2009. They will be mailed with first class postage.

This is a great opportunity to get your marketing messages into the hands of Chamber members and individuals that control budgets. It is cost effective, too!

The investment to be one of the two mailing sponsors for the Membership Directory is \$200. Please call Donna Hutchinson or Bob Ware at the Chamber (708-387-7550).

BAH @ Community Bank of Western Springs – May 6th

You are invited to attend the Business After Hours that will be held at Community Bank of Western Springs on May 6th. To ensure that they have enough time to complete their normally busy day, the bank's BAH will be from 5:30 until 7:30 p.m.

Bring business cards, enjoy some delicious finger food and expect to talk with other successful business people from WSCCI. Since there will be a raffle for some White Sox tickets and parking pass, you definitely will want to be there for the drawing.

As with all BAH activities, bring a guest, potential prospect, or someone you work with. Large crowds mean more prospects for everyone and that translates into income – right? Do we have to depend upon the U. S. Government for *our economic stimulation*?

The location of Community Bank of Western Springs is 1000 Hillgrove Avenue, in Western Springs. That address puts the bank on the north side of the railroad tracks and west of the train station. It is right across the street from Tower Green.

Please RSVP by calling the Chamber at 708-387-7550. Remember: 5:30 until 7:30 p.m., Wednesday May 6th.

Foundation's Computer Recycling Drive Saturday, May 9th

The WSCCI Foundation is expecting over 500 vehicles to drop off computers, peripherals, phones and more on May 9th at Lyons Township High School. Beginning at 9 a.m., fifty volunteers will be on hand to assist in the drop off activities.

The major sponsors of the annual event are: AT&T, Republic Bank, Vulcan Materials Company, SIMS Recycling, Lyons Township High School, and West Suburban Chamber of Commerce & Industry Foundation.

Additional sponsors are: Bannerville Signs USA, Complete Rehabilitation, Hodgkins Park District, Horizon Freight, Lou Malnati's Pizzeria, Panera Bread, Sam's Club, Sealed Air Corporation, and Starkey Chemical Process Company.

The Foundation will be asking for cash donations. Those donations will help to further the mission of the Foundation. *No money or "profit" is generated from the recycled items themselves.* In fact, without the generous support of a nameless donor, the cost to cover the recycling charges could possibly be as high as \$20,000.

Everyone that drops off recycling items will receive a "thank you" bag. Each bag will contain coupons, business promotional items, and marketing pieces from sponsors.

If you would like to be a sponsor of the Foundation's Computer Recycling Drive, or a participant in the "thank you" bags, please call the Chamber (708) 387-7550 and speak to Donna Hutchinson.

Remember: May 9th, from 9 a.m. until noon, is the best time to get rid of those technology items that are cluttering your office or home. Don't forget to bring those old cell phones and a cash donation to the Foundation, too!

May 19th - New Members Breakfast – Everyone's Invited

In response to some suggestions, we are trying something new for the New Member Breakfast. **During 2009, there will be four breakfasts instead of one.**

You are invited to the welcome breakfast for our newer members to the Chamber. **The attendees will represent all types of businesses that joined during January, February, March and April of 2009. Yes, you are correct, "old" WSCCI members can be a part of the festivities, too.**

The breakfast begins at 7:30 and ends promptly at 9 a.m. **The investment is \$10. There will be lots of time for networking and socializing. Bring marketing material, too!**

Please RSVP to the Chamber office (708) 387-7550. **Guests and potential Chamber members are welcome to attend.**

Remember: May 19th is the next New Members Welcome Breakfast...just \$10.

May 20th – Business After Hours At ClockTower Pointe

Mark your calendar and attend the Business After Hours that will be held on May 20th from 4:30 until 6:30. Besides delicious food and great refreshments, you will have a grand view of the Chicago skyline and the areas within the City of Countryside.

We know you have wanted to see what is inside the beautiful building in Countryside called ClockTower Pointe. Located at 6475 Joliet Road – it is just behind Score Tennis & Fitness. Eventually, the single tower will expand into a \$50 million dollar project with 108 condominiums.

Please RSVP to the Chamber at (708) 387-7550. Invite some of your co-workers, potential clients and family members. **The BAH will be a great networking opportunity and a worthwhile chance to tour the exquisitely finished residences.** Just think – you might buy one fore the evening is over.

Chamber Golf Tournament June 22nd at Gleneagles CC

Jeff Pieta, Chamber Board Vice President and Chairperson of the WSCCI golf committee, says that RIGHT NOW is the time to reserve your foursome for a day of great golf, food, and business networking. On June 22nd, many of the business people you know, and some you definitely should meet, will be enjoying the beautifully manicured golf course at Gleneagles Country Club in Lemont.

This annual event is a fundraiser for the Chamber. It is also a business development opportunity. Since we will be using a scramble format and playing longest ball, you do not have to be a great golfer to have fun and actively participate.

Based on previous years, **the weather will be sunny and comfortable** – perfect Chamber weather.

Sign up early. We will gladly assist you in completing your foursome. Call the Chamber (708) 387-7550 and ask for a golf participation form. One will be emailed to you.

If you would like to be one of our VIP (Very Important Participating) sponsors, we would like to hear from you. There is a level that will meet your needs and desires. Call the Chamber or email bobware@wscci.org.

SAVE THE DATE – JUNE 22, 2009, for great golf at Gleneagles Country Club.

Chamber Sponsors Three Farmers Markets for 2009

This year there will be three Chamber-sponsored Farmers Markets. All will have similarities but each will still be unique. Attend all three.

The first one, Monday, beginning May 11th, is in the City of Countryside. Newly created, this market will be located at the very busy intersection of East Avenue and 55th Street. That places it north of the City Hall. The hours are from 8 a.m. until 2 p.m.

The second market, Tuesday, beginning May 12th, is in the Village of La Grange Park. Like last year, the market will be in the parking lot (behind Panera Bread) of the Village Market. It is next to Memorial Park. The hours of this very popular market will be from 8 a.m. until 2 p.m.

The third market, Thursday, beginning May 14th, will be held in La Grange. It will be in the parking lot that is immediately north of the Village of La Grange's parking structure. In case you have not been there before, the market is behind the Village Hall. The hours will be from 7 a.m. until 1 p.m.

Expect to find fresh-picked produce throughout the growing season, baked breads and sweets, flowers, herbs, olive oil, flash-frozen meats, caramel corn, various handcrafts, candy, and much more. All three markets will be different so you are encouraged to check out each one. *CAUTION: Farmers Markets are addictive.*

If you need information, please call the West Suburban Chamber of Commerce and Industry and ask to speak to Bob Ware. The number at WSCCI is (708) 387-7550.

83rd Pet Parade Kicks Off In La Grange on May 30th

What contains marching bands, politicians, hundreds of younger people, precision lawnmower operators, fire trucks and police officers, scores of volunteers and pets of every description? The 63rd Annual Pet Parade, of course.

This year's parade will be staged on May 30. It begins at Cossitt Avenue and heads north on La Grange, then swings west on Burlington and ends up at Lyons Township High School North. It will be viewed by well over 50,000 people.

Make it a point to come out and have some fun. The parade lasts about two hours but the memories should last for decades. While you are out and about, do some shopping and catch lunch at the many fine businesses that are all over the collar communities. You will do your part to stimulate the economy and they will appreciate your business.

Registration forms will be available around La Grange. You may also pick up an application form at the Chamber offices at 9440 Joliet Road (immediately next to the Republic Bank). For **general information, call the Chamber at 708-387-7550.**

Open the following pdf file and print a Pet Parade Information Poster.



PPN0001686333.pdf

LGBA Sponsors Pet Parade Carnival - May 29th, 30th & 31st

If you love rides (most of us do) then you are encouraged to ride until your stomach churns. On Friday from 5 until 10 p.m., Saturday from 11:30 a.m. until 10 p.m., and Sunday from noon until 7 p.m., the LGBA will be manning the ticket booth at the Pet Parade Carnival.

The net proceeds will go towards funding some summer projects and to some operating capital for LGBA. Like all that they do, it will help out the community and promote a healthy business climate.

More volunteers are needed. If you can help out, please to lgba.com and sign up for an available shift.

2009 Community Awards Dinner Enriching and Delightful

The April 2009 Seeds of Greatness Community Awards Dinner was a huge success. Over 250 people showered the many awardees with words of praise and boisterous applause. Held at William Tell Holiday Inn, the festivities reinforced why we are so fortunate to have great community and business leaders, responsible companies, and terrific young adults.

[To all of you that have sent us cards, called or shared your best wishes and appreciation for a wonderful evening - thank you! **We appreciate the positive feedback.**]

Our Award Recipients were;

Young Women of the Year - *Michelle Meegan, Katlynn Scheer, and Emily Szymczak*
Young Men of the Year - *Jimmie Allen, Matthew Glowicki, and Kyle Urbashich*

President's Award –	<i>Steve Palmer – Palmer Place</i>
Community Service –	<i>Dr. Ken Nelson</i>
Public Service –	<i>Hodgkins Police Department</i>
Business Leader –	<i>Linda Yates – Starkey Chemical Process Company</i>
Excellence in Business –	<i>AIS – Jeff Pieta and Sean Casey</i>
	<i>AT&T – Marc Blakeman,</i>
	<i>Premier Construction Services & TrueSource Cabinets –</i>
	<i>Sheri Sauer & John Klich</i>

**Positive Impact Award – *Dr. Kathleen Keenan*
*Louise Kulaga***

We are very appreciative for our numerous sponsors for the 2009 Seeds of Greatness Awards Dinner.

- **Charity Sponsors: Adventist La Grange Memorial Hospital, AT&T, Community Memorial Foundation, and Comcast.**
- **Hope Sponsors: The Community Bank of Western Springs, Community Nurse Health Association, and Inland Bank.**
- **Professional photographer: Joe Mastruzzo – J M Photography & Video. (If you want a digital photo, please contact the Chamber office).**
- **Awards Sponsor: Michele Johann – Cardinal Specialties**
- **Flower Sponsor: Cindy Frymark – Frymark Floral Designs.**
- **Silent Auction Sponsors: Palmer House-Steve Palmer, Sharon Flaim, Greg DiDomenico-Community Memorial Foundation, Main Street Wine and Spirits-John Walano, Inland Bank – Mike Keenan, Comprehensive Roof Maintenance - Dan Halm, Edward Jones-Keith Hill (CFP), and TrueSource Cabinets-Sheri Sauer.**

A special “thank you” goes out to the Awards Committee members, the wait staff and management of William Tell Holiday Inn, and the Chamber staff. The hard work of everyone made this event come to life and bloom.

When you meet the award recipients around our communities, please congratulate them again.



Congress will begin voting on the President's \$3.5 billion budget as soon as today.

This budget represents a massive increase in the size of the federal government, and calls for major tax increases on businesses of all sizes and working families.

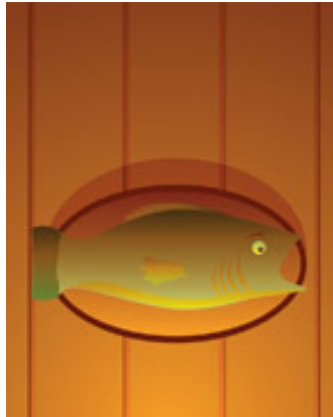
We need your help today. [Send a letter now and tell your members of Congress to oppose the massive tax and spend budget once and for all.](#)

This vast expansion of government programs is largely paid for by the engine that runs our economy: the business community. Tell Congress we can't afford tax and spend policies and won't stand for them.

Now, more than ever, we need your voice. [Click here to make your opposition to this budget heard.](#)

Welcome to the Theatre of Western Springs

**Mainstage
Five
May 28 -
June 7,
2009**



This is a rousing comedy by one of the great comic geniuses of our time about a man trying to get away from a difficult personal life by hiding out in a Southern hunting lodge. *THE FOREIGNER* is a comic farce complete with surprising plot twists, mistaken identities, evil villains, and innocent damsels.

Get your tickets now by calling the box office at 708-246-3380

New Chamber Members

Oasis Women's Fitness & Spa

Owned by Amy Goodman, Oasis is a full service fitness club that is designed solely for women. The club features a robust class schedule that includes yoga, Pilates, strength training, Zumba, Nia, cycling and more. Oasis Women's Fitness & Spa features a full range of state-of-the-art training equipment, a private studio dedicated to Pilates, personal training and massage therapy. If you want to tone up, build muscle, add stamina or simply exercise to feel great, Oasis is a great option.

To learn more or sign up for any of their many options, call Amy Goodman and her staff at 708-588-6305 or go to www.oasisforher.com. Located at 355 North La Grange Road, La Grange Park, Oasis is close to everyone.

Madell Consulting

Madell Consulting designs compensation and performance management programs that leverage the most important asset of any company or organization – your staff.

Moira Madell delivers complete pay-for-performance solutions that deal with remuneration – both income-based and incentive – and performance management.

Call Moira Madell to schedule an appointment. **Learn how she might assist you and your business in motivating your staff to achieve your goals.** Her number is 312-607-3912 and her web address is www.madellconsulting.com.

CruiseOne Travel

CruiseOne is a full service Travel Agency specializing in cruises. It allows you access to preferred pricing and exclusive offers by each cruise line. This agency has the latest technology to search for the right cruise at the right price.

Fulfill your travel dreams. They have **Destination Cruises** to Alaska, Caribbean, Mediterranean & Mexican Riviera, as well as **Special Event Cruises** for family reunions, anniversary, wedding, wine tasting & culinary experiences. CruiseOne represents all the major cruise lines including Royal Caribbean, Princess, Carnival and Norwegian.

For more information, please call Francine Topps at 630-784-0650, or visit their website at www.CruiseOne.com and click on find a cruise specialist, go to IL and ‘click’ on Francine and LaVelle Topps. You may also go to www.topofthecruiseline.com.

CertaPro Painters

CertaPro Painting is a professional painting contractor. They always ensure that you are completely satisfied with their outstanding service - and hope you will readily refer them to others.

They paint both interior and exterior residential and commercial buildings. If you have a condominium or office that needs a touch up or a complete painting upgrade, CertaPro Painters is a very logical choice.

They will happily come to the potential job site and perform a free estimate. Please call (800) GoCerta to schedule your estimate. **To speak to owners Jay and John Finnegan, call (708) 588-9925.** Their email address is jfinnegan@certapro.com and website is www.certapro.com.

Chamber Closed on Memorial Day – May 25th

The WSCCI offices will be closed in recognition of Memorial Day. We will re-open on May 26th at 9 a.m.

WSBA Sponsorship Opportunities

There are five levels of sponsorship at the Western Springs Business Association. From Platinum to Copper – your support is needed and greatly appreciated. **To see how WSBA sponsorship opportunities can benefit your business, call Lynn Ann Grant at (708) 246-1530 ext. 23.** Your participation by May 15, 2009 would be greatly appreciated.

Lunch and Leads (Rescheduled) for June 17 At Tanya Hart's

The next Lunch and Leads luncheon will be held at Tanya Hart's "Taste of Vino" in Western Springs. The June 17 gathering will begin at 11:30 a.m. and run until 1:00 p.m. (Because of the unfortunate closing of Café 36, we rescheduled this event.)

The reasons why you should attend the Lunch and Leads Luncheon are many. A few that come to mind are the need for additional prospects, a constantly changing networking group, real possibilities for referrals, and a chance to have a delicious meal.

The Chamber moves the location of Lunch and Leads on purpose. We want you to enjoy the food and ambience of each unique location and ideally come back to dine at a future date with friends and family members. We only choose Chamber members.

The Taste of Vino is located at 821 Burlington Avenue, Western Springs. That would put it on the south side of the railroad tracks – and about a block east of the station. They are known for delicious food and a very deep inventory of affordable wines, and soon they will be open for lunch (630) 325-8468.

Please make reservations by calling WSCCI at (708) 387-7550. The price is \$20 per person.

Home sales reported improving, spurring economy

[Reprinted by permission from the Business Ledger]

By Jeremy Stoltz
News Editor

The year-end numbers for home sales in Illinois were some of the worst in the history of the state, yet market conditions, recalibrated through the work of federal, state and local governments, have facilitated a surge in home buying.

According to data from Multiple Listing Service of Northern Illinois, sales of detached single family homes in the metropolitan region were down 21.3 percent in 2008 compared to 2007. Sales for attached single family homes dropped 32.6 percent.

In addition, the average sale price for detached single family homes dropped more than 10 percent in 2008, with the median sale price falling more than 11 percent.

Yet according to Midwest Real Estate Data LLC, the number of single family detached homes under contract to sell rose 10 percent in January and more than 12 percent in February. This marks the third straight month of year-to-year growth in homes under contract in the suburbs.

"I think we're on the up tick," said Michael Drews, a realtor with Prudential Doss Real Estate in Oswego and president-elect of the Mainstreet Organization of Realtors (MORE). "Hopefully that little light at the end of the tunnel isn't another train, but I don't think it is."

While not all suburban communities have seen a rise in sales from a year ago, some—like Schiller Park (200 percent), Burr Ridge (250 percent), Cicero (500 percent), Lyons (500 percent) and Melrose Park (1,000 percent)—have seen outstanding gains.

Factors such as a drop in home prices, falling interest rates and tax credits available to first-time home buyers have contributed mightily to the current rebound.

"If you are a buyer, you're not going to see a better time to purchase a home than right now," said Linda Dore, realtor at Re/Max Team 2000 in Orland Park and past president of MORE. "I think they are finally starting to realize that and they feel comfortable that this is the environment they should be buying in."

In the fourth quarter of 2008, interest rates for 30-year, fixed-rate mortgages averaged 5.86 percent in the North Central Region, according to the Federal Home Loan Mortgage Corporation, and those numbers are still falling.

"I've been doing this for 30 years and I've never seen 4.8 percent 30-year, fixed-rate mortgages like we have now," said Drews. "That's drawing people in."

The \$8,000 tax credit for first-time home buyers that Congress extended through 2009 has helped a new wave of home owners enter the market, which is crucial to economic recovery.

"Once these first-time home buyers get into these houses, that means the move-up buyer can move," Dore said. "So this is all a very nice flow that's happening right now in our industry."

There is still a glut of inventory available on the market, though, which is bad news for developers in 2009, especially for attached single family homes, the number of which under contract fell 35 percent in February compared to a year ago. Those will need to get off the market before the industry can take a larger step forward.

Additionally, foreclosures and short sales are still happening, which is dropping the property values of nearby homes. Fortunately, people are taking advantage of the drop in price of higher-end homes that have been foreclosed, said Dore.

"In the upper range, \$500,000 or more, the people that can go out there and take advantage of the falling price are doing so right now," she said.

Showhomes Naperville, a local franchise of the nationwide Showhomes organization, has developed a unique way of helping these higher-end homes get off the market.

Instead of realtors showing a home that is completely empty and sterile, Showhomes recruits an

executive-level person who is in transition to live in and stage the house as a model home, using his or her own furniture.

"Our whole goal is to keep it looking like a model home at all times," said Steve Thomas, owner of Showhomes Naperville. "It's not just a staged home, it's a lived in home. We're adding that emotional cord to the transaction."

The home manager lives on the property, paying about a third of what the going market price would be to live in the home, and makes sure that it is ready to show at all times.

Showhomes works in conjunction with realtors, at no cost to the broker, to help move homes that sell above \$400,000. They are funded through the rent paid by the home manager, as well as a 0.5 percent cut of the selling price and a \$2,500 set-up fee, both of which are paid by the homeowner after closing, meaning no upfront costs.

A study of the Chicago area done in 2008 shows that the Showhomes process works.

"About 35 homes were used in the program," Thomas said. "Half went on the program and half did not. The ones that did go on the program all sold and averaged about 93 percent of list price. The ones that didn't go on the program, most are still on the market and they've dropped to about 85 percent of the original price."

La Grange Park Has Community News You Should Read

Do you want to read or receive the E-Brief newsletter from La Grange Park? Click on the pdf and you can add your name to their electronic mailing list. It is very good.



04172009.pdf

Unlimited Carnival Rides @ MAX In McCook: June 4-7, 2009

Grab the kids and head over to McCook for four days of summer carnival fun.

Invite your grandchildren and buy them an unlimited ride pass to enjoy as many rides as possible. Lubricate your pitching arm and see if you can win a prize on the midway. Don't forget to bring a hearty appetite for cotton candy, corn dogs and other types of festival food. **There will also be a car show and beer garden.**

All of the fun will be located at The MAX (McCook Athletic and Exposition Center).

The address is 4750 S. Vernon Avenue (about a mile east of East Avenue on 47th Street).

On June 4th and 5th, they will begin operations at 6:00 p.m., and Saturday and Sunday at 1:00 p.m.

Please go to our chamber member's site (www.max-mccook.com) for more information.

How Stressed Are You? Is Hypnosis The Answer?

With the growing concerns about the economy and individuals being laid off, more people are feeling stress in their lives. Though it might be easy to take medications for anxiety, sleeping pills, or antidepressants to help deal with the problems, there is also a pill-free way to cope - and it won't lead to addiction. It is called hypnosis.

Hypnosis has been shown to lower stress in as few as 1-4 sessions - even in people who suffer from traumatic stress.

Hypnosis can be used for stress management in a few ways:

- 1. You can use hypnosis to get into a deeply relaxed state**, eliminating tension and triggering your relaxation response. This will help to prevent health problems due to constant stress.
- 2. Hypnosis can also help you achieve various healthy lifestyle changes** that can reduce the amount of stress in your life. For example, you can hypnotize yourself into sticking to an exercise program, keeping your home less cluttered, setting limits with others, etc.
- 3. You can also effectively use hypnosis to help overcome any negative habits** you've been using to cope with stress, such as smoking or compulsive eating.

For additional information, please call Chamber member Wendy Kerr, at 708-420-8299 or go to her website at www.wendykerr.com. Tell her you are a member and she will give you the third session free.