



WEST  
SUBURBAN  
CHAMBER  
of  
COMMERCE  
& INDUSTRY



# WSCCI News

September 2009

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**EDITOR – BOB WARE, EXECUTIVE DIRECTOR**

## **Mayors and Presidents to Speak at Municipal Leaders Breakfast September 14 - William Tell Holiday Inn**

**You and your guests are encouraged to attend the Municipal Leaders Breakfast on September 14, 2009. Sponsored by AT&T, the breakfast will provide an excellent opportunity to hear our local leaders share timely information about their respective city and villages.**

**The breakfast, held at William Tell Holiday Inn, will begin at 7:30 a.m.** Since we always try to respect your valuable time, the event will end promptly at 9 a.m. Breakfast is \$30 for all attendees.

**Our Presidents and Mayors are challenged to maintain the health of local businesses, generate enough revenue to run their municipality, and keep most everyone positive through these trying times.** Without a doubt, each has a very hard job.

We encourage you to come, listen and learn. What they will share will have a bearing on your **business. To make reservations, please call the West Suburban Chamber at 708-387-7550.**

## **The Circus Is Coming to Countryside - September 7**

**Want to watch an elephant raise a circus tent? Here is your chance.** Arrive by 9:00 a.m. on Monday, September 7<sup>th</sup> and bring your camera. The tent will be erected at City Park, which is behind Home Depot on La Grange Road.

**Yes, it is true; a real circus is coming to Countryside. Sponsored by the newly formed Countryside Business Association, the circus will entertain both young and old at their 2:00 p.m. and 5:00 p.m. shows.** There will be aerial acts, lots of animals, clowns and laughter. Admission is very affordable. Besides the "big top" there will be lots of "midway" food.

**Presale tickets may be purchased** at the front desk of the **William Tell Holiday Inn Hotel** (6201 Joliet Road / 708-354-4200) or by visiting **Katrina Ladyga at Prime Property Partners** (114 Calendar Court, #A, La Grange / 708-334-9675). **Adult tickets are \$10 if bought early or \$14 on the day of the event. Children tickets are \$6.00 if purchased before September 7 (Labor Day) or one dollar more on the event day.**

**The public is invited to come and have fun.** We hope to see you at City Park in Countryside as the elephants raise the circus tent promptly at 9 a.m. It will be fun!

***Talk Business at Lunch & Leads  
Blueberry Hill  
September 30***

**The next WSCCI Lunch and Leads will be held at the Blueberry Hill Café, 49 South La Grange Road, La Grange.** Beginning at 11:30 a.m., the networking experience will continue until 1 p.m.

**Bring at least thirty business cards (more is better) and practice your "elevator" talk.** Surprisingly, you will find that it is very hard to talk to everyone, listen to what they are saying, and ask a few questions – and eat your delicious lunch – within 90 minutes. Since everything is always business – give it a try!

Most everyone in the Chamber needs your services or products. Many may not know what you do or the location of your business. **Participating in the Lunch and Leads luncheon will help you share your message.**

Please RSVP at the Chamber. Call 708-387-7550. **Guests and potential members are always welcome to attend and gain from the experience.**

***EXPO at Standard Bank & Trust  
October 23  
Sign Up Now!***

**The West Suburban Chamber will be holding an EXPO at Standard Bank and Trust Company on October 23.** Located at 8601 West Ogden Avenue, Lyons, the hours of the Exposition will be from 10 a.m. until 3 p.m.

**The location of Standard Bank is perfect for this exposition, as it is right next to the Village of Lyons and close to McCook, Brookfield and Riverside, and within minutes of the other seven Chamber communities.**

**The Comcast sponsored EXPO will be held in the second-floor training room of Standard Bank and Trust, which recently completed a totally new addition and upgrading of their community-oriented bank.** There is ample parking in their large lot that is behind the bank.

**The price of the exposition is very affordable. For \$50, each business will be provided a five-foot wide table and two chairs. A light lunch will be included.** The number of businesses will be limited to twenty-eight.

*All businesses are looking for new customers. Participating in the Comcast sponsored, WSCCI EXPO will be worth the time and effort to enhance your customer base.*

**To register for a booth, please call 708-387-7550. We will do it all over the phone. To have your questions answered, please ask for Bob Ware.**

***Congressman Daniel Lipinski to***

*Address WSCCI Members*  
*October 12 - William Tell Holiday Inn*

Congress has been very busy this year with an energetic President, many proposed programs and new legislation. For our legislators, there has not been much time to be back in the districts. **The Chamber has been fortunate to be able to schedule Congressman Lipinski on Columbus Day for a speaking engagement with our membership.**

**The Legislative Affairs Council encourages everyone to sign up to attend the October 12 Breakfast. The AT&T sponsored breakfast will be held at the William Tell Holiday Inn (6201 Joliet Road, Countryside). The breakfast will begin promptly at 7:30 a.m. and end by 9 a.m.**

**Business women and men are concerned with the financial impact of the proposed healthcare legislation, the Cap and Trade policies, "card check" and the many economic stimuli.** To this should be added the prospects for a slow recovery of the economy, high unemployment and a large dip in business confidence.

**The Chamber encourages you to listen, ask your questions and learn from Daniel Lipinski, our representative of the 3<sup>rd</sup> District of Illinois.** Come and share your ideas and concerns with him. This breakfast meeting may be your best chance to convey your thoughts to Representative Lipinski.

**The AT&T sponsored breakfast will be \$30 for Chamber members and guests.** Please RSVP by calling the Chamber office at 708-387-7550.

**[Take a little time on Columbus Day (October 12) and attend the WSCCI's Legislative Affairs Council Breakfast.** Even if you get the day off like bankers, post office employees and a few other lucky folk, it will be well worth your effort to meet and greet Representative Dan Lipinski. **Dan always tells it like it is!]**

***Dean Russo Honored as 2009 REALTOR® Of the Year***

**Dean Russo, owner of Prime Property Partners of La Grange, was recognized by Mainstreet Organization of Realtors, as their 2009 Realtor® of the Year.** Their festive August 28 dinner, held at Bobak's in Woodridge, was well attended. A past President of the West Suburban Chamber of Commerce, Dean has had a major impact on the ever-increasing professionalism of our local Realtors®. Call him at 708-354-7355 and congratulate him on receiving the award.

**Business after Hours**  
**Zarzycki Manor Chapels**  
**October 8 - 4:30 – 6:30 p.m.**

**When was the last time you went to a funeral home and had a great time? That will be the case when you attend the Business After Hours that will be held at Zarzycki Manor Chapels, located at 8999 South Archer Avenue, Willow Springs.**

**The BAH will begin at 4:30 and run until 6:30.** Besides a great business and socializing activity, the Business after Hours will include information about the host's business and a tour of their brand new funeral home.

**Your RSVP to the Chamber is encouraged (Call 708-387-7550).** As always, we want to give our hosts (Claudette Zarzycki and her family) the best count possible.

**Business after Hours  
SubCon Packing & Assembly  
October 22 - 4:30 - 6:30 p.m.**

**Though it is about eight weeks away, mark your calendar that you will attend the Business after Hours at SubCon Packing and Assembly on October 22<sup>nd</sup>.** They are located at 10 North Beach Avenue, La Grange. Charles Ivers will be our host for the evening. Call the Chamber at 708-387-7550 with your reservations. Guests are always welcome.

*Advertise in the Chamber's Shop Members E-Blast*

**Each week your chamber sends out a Shop Members e-blast to more than 700 recipients.**

**Are you using this great resource?** If not, you should call Donna Hutchinson (708-387-7550) at the Chamber and **ask how you can disseminate your information.**

**The investment each week is just \$40. Based on over 700 recipients, that is less than 6 cents each.** This economical information resource is great for last minute updates, time sensitive promotions, special deals, new business openings and a nifty way to tell the world of your accomplishments. **Call the Chamber – today - to learn more.**

**Want Some Fun On *September 19?*  
Go To *Rocktober Fest!***

**The Community Nurse Health Association is sponsoring their inaugural Rocktober Fest on September 19. To be held in Gordon Park (just east of LaGrange Road and Ogden Avenue); the festivities will focus on bands, brats and beer.**

**The Women's Auxiliary of CNHA will spearhead the Saturday, 5:30 p.m. – 10:30 p.m. event.** If you would like to be treated like a VIP, there are tickets for that. For just \$50, you and other VIP's will have your own tent, access to two bands, a plated dinner by "**Events by Tommy R's**", two drink tickets, private bar and parking, and best of all, private potties.

For general admission or VIP tickets, please call 312-352-0081 or go to [www.communitynurse.org](http://www.communitynurse.org). **Tell them the Chamber referred you.** That should be worth something (wouldn't you think).

**Though you are going to have a great evening at Rocktober Fest, keep in mind that your attendance will be helping CNHA keep the vision alive that no resident in our community goes without access to quality healthcare, and that CNHA's mission of providing quality primary healthcare and supportive services to low income families in the western suburbs will be met.** If you know of someone that could use their services, call 708-579-2414 x 101 (they are accepting adult patients from the ages of 19-64 that are uninsured and meet some income thresholds).

**The ART of Buying Art**

## 11<sup>th</sup> Annual West End Art Festival

It is hard to stretch your time when you are canvassing the Chamber communities looking for that perfect painting, sculpted piece or pair of one-of-a-kind glass vases. **You can do it all and still have a bite to eat if you will attend the 11<sup>th</sup> Annual West End Art Festival.**

**To be held near the train station (Burlington at Brainard) in the West End of La Grange, the September 12-13 festival will only have outstanding artisans.** You can browse amongst the sixty or so artisans that will be selling paintings, sculpture, jewelry, furniture, photographs, textiles and more.

**On Saturday and Sunday, the booths will be open at 10 a.m. and will remain open until 5 p.m.** Just being there will be a memorable experience. This is no cost to browse. For more information, go to [www.lgba.com](http://www.lgba.com) or call Heather at 708-285-1430.

Though many of the vendors will probably accept plastic, bring cash and a checkbook. **It is not too early to begin shopping for your holiday gift giving, spring weddings, graduation gifts, etc.** And while you are at this La Grange Business Association sponsored event, don't forget to frequent the shops, restaurants and businesses that are all around La Grange.

## WAL-MART BOUNCES BACK FROM RAGING FIRE

**It was Thursday, August 6<sup>th</sup>, in the early afternoon, when smoke became visible from the Chamber offices. Sirens were evident all around the Chamber.** Looking south, it was apparent that something was wrong atop the anticipated Supercenter which is currently under construction in **Hodgkins** at the Quarry Mall. As the ashen colored plume became blacker and more pronounced – the wailing sirens and honking horns made sense; **Wal-Mart was burning.**

Soon, the fire changed from near black to a mix of white and dark. The spray from a fire truck at the rear of the building was falling onto the smoke and flames. Within minutes, though, the fire doubled and then doubled again. **Would we lose the Quarry Mall?**

Hook and ladders rose above the front of the building and huge amounts of water rained down. Fire personnel attacked from the roof. **Though the fire continued to spread for about an hour, it was eventually contained and put down.** A few dozen pieces of equipment and rescue-type vehicles kept watch throughout the evening.

Friday morning found a few dozen of Wal-Mart employees cleaning paper and wind-blown trash from the parking lot – performing productive work for which they all were paid. Wal-Mart Disaster Response Personnel (which had flown in from Bentonville, Arkansas during the night) were on the scene. There was no sense of confusion.

Everything was focused on working towards a Friday opening of the store. **Because of teamwork, great fire suppression, support from the Village of Hodgkins and the many fire departments from around the area, as well as the hard work of the store's associates, the "greeter" was welcoming shoppers at the stroke of noon.**

**No one wants a disaster or fire to befall a business. Oddly, though, once you have lived thorough such a challenging occurrence you grow from the experience.** It becomes part of the history of your organization. Fortunately, no one was hurt and all that was burnt or water-damaged has been easily be replaced or repaired.

**Farmers' Markets are filled with Everything Fresh & Tasty**

**If you have not gone to one of the WSCCI Farmers' Markets, you have missed many tasty treats.** The markets are filled with fresh fruits and vegetables directly from the fields, as well as cut flowers, baked goods, meats and more.

There are markets close to your home and office. On Mondays you can attend the market that is across from Home Depot and just south of Bally's in **Countryside**. **Check out their cantaloupes, melons, peaches and vegetables. This market begins at 8 a.m. and ends at 2 p.m. It will run through October 26<sup>th</sup>.**

Every Tuesday there is a market behind **Panera Bread on La Grange Road in La Grange Park**. **The market opens at 8 a.m. and closes at 2 p.m. They will have a large display of plums and nectarines, tomatoes, squash and delicious baked sweets.**

On Thursdays, you are encouraged to go to the market that is north of the parking structure and a few yards from the **La Grange Village Hall**. **This market begins at 7 a.m. and closes at 1 p.m. The largest of the three WSCCI markets, you will find vendors with all things fresh from the field, tea and tea pots, fresh cut flowers, baked items and granolas, smoked and flash-frozen meats, and a large display of ceramic items.**

**September is possibly the most bountiful month for farm-raised foods.** Look for corn, apples and tons of tomatoes. October will overflow with pumpkins, gourds, many more apples and fresh pressed ciders, and root-type vegetables.

**Don't miss your chance to partake in the fun of buying directly from the producer.**

When the vendors are gone they won't be back until May of 2010.

## ***Back To School Safety Tips***

Though some students may have started earlier, Labor Day weekend marks the traditional end of summer and the beginning of the school year. **The Village of La Grange and all of our communities are committed to providing a comprehensive safety program for residents and visitors to ensure a safe school environment.**

**The West Suburban Chamber is sharing many of the recommendations that the Village of La Grange has developed.** Their simple safety tips are for motorists and individuals. They should be followed in the vicinity of schools;

- The speed limit around schools is 20 MPH on school days. When you are in doubt – proceed slowly.
- A school zone is a no passing zone. Be especially careful if there are cars parked along the street because an unseen child could dart out.
- Sworn officers from our various community Police Departments will be actively patrolling around schools to ensure child safety. They want the best for all of our children.
- Motorists must stop before passing a school bus when it is loading or unloading passengers and remain stopped while the signal arm is extended and lights are flashing.
- Drivers must yield the right-of-way to pedestrians when a person is walking with a green light or has entered a crosswalk before the traffic signal has changed.
- Children should use designated school walking routes. No matter what the children are doing, drivers should take particular caution to be watchful, reactive and very concerned.

- Parents are asked to exercise extra caution and allow additional time for student drop-offs and pick-ups.
- Parents should consider creating a "walking school bus," where an adult accompanies a group of children walking to school.
- Pedestrians and motorists must obey crossing guard commands. **STOP means stop.** Don't make a right turn when you should be stopped. Be very watchful for children, for they probably are not looking out for you.
- In all cases, please drive carefully through our villages and city. This habit will serve us all well when school is out for the day and throughout each weekend, too!

## ***Cutting Back On Marketing in a Recession Is Not Wise***

**Historically, many businesses have chosen to reduce the dollars spent on advertising and other sorts of marketing activities during a downturn in an economy.** Supposedly their decisions are in response to less revenue and a need to cut expenses. Is it a wise move?

**According to the newsletter of DataMart Directions, summer 2009 edition, cutting back is the wrong move.**

**Studies have shown that for those businesses that have kept up their marketing efforts during a recession have seen an increase in business – exactly opposite for those that have cut back on marketing.** They state that businesses should look at marketing dollars as investments instead of expenditures.

Consumers often tend to pull back from spending, but they do not absolutely quit spending. They do become more calculated and conservative in their decisions. **If you can give your customers more options and show them ways to save money, you should continue seeing your business retain its customer base and quite possibly increase your market share.**

**During a recession or pronounced downturn in our economy, you may wish to consider changing or refreshing your marketing message.** Companies like Wal-Mart, national grocery chains, and many restaurants are featuring deep discounts on some items or services. Businesses are attempting to take care of our needs while saving us money. These marketing strategies are normally paired with prudent advertising campaigns. Above all else – they keep on advertising.

**Some major retailers have gone the other way, though.** Sears Holding Company has reduced its advertising budget by about \$250 million within the last two years or. Sales at Sears stores are down. Could there be a correlation with fewer ads and less sales? All businesses should look at their customer mix to see if a major segment is being overlooked. **Are the businesses communicating with their customers in ways that their presumed buyers will respond to?** Are the messages relevant, well-tailored and trendy? Are the ads too edgy and youthful, or are they too age-specific and thus unappreciated by all other age groups?

**Advertising works and marketing works – but only if you do them well.** These tough economic times are going to be with us for many more months or perhaps years. **To have success you will have to become even more aggressive if you want to be the first one called and the next one paid.**

**A Bridge to Somewhere Has Massive Upgrade Underway**

**If you have not recently traveled over the Des Plaines River on the Willow Springs Bridge you may not realize that the re-construction is about 33% completed.** There have been workers with jack hammers, saws, brooms and blowers, shovels and front loaders working hard to remove the concrete that was crumbling. They have exposed the rebar (replaced some, too) and now are in the process of pouring new concrete.

**Once they are done, the traffic will be moved from the west side to the east and the arduous chore will begin anew.** Sometime in the future the bridge to Willow Springs will look new and become smooth. For those of us that travel it at least one time a day – that will be a real accomplishment.

We recommend that you go to Willow Springs and shop their many merchants. **If you are looking for good food or a cup of delicious coffee, a place to go dancing, or just have family fun for the day, Willow Springs is always a good choice.**

**Call the Village Hall and ask for information of up-coming activities and necessary directions.** Their number is 708-467-3700. They are located at One Village Circle, which is about a block or so east of the Willow Springs bridge. And don't forget your fishing poles as there are some great "hot spots" in the nearby forest preserves.

## **Employee Assistance Programs Benefit Everyone in Business**

At your business, what would you do if you found out that you have employees with substance abuse problems? **Are you trained in counseling for employees with family concerns?** If you're one of your supervisors was considered a bully by others – would they discuss it with you and how would you remediate the situation without making it worse? Would a team of professionals be a better choice than you?

**Perspectives, a WSCCI member, is a company that can assist you in answering questions about hundreds of other situations that you might have to face in the next few years.** For literally pennies per day per employee, you can have their expertise just a phone call away.

**Call Perspectives LTD, at 312-558-1563. Ask for Terry Cahill and tell him you are a WSCCI member (you will enjoy a special rate).** Terry and his very competent staff will brief you in the many aspects of having an Employee Assistance Program.

## *WSCCI New Teachers Breakfast Welcomed 130+*

The August 18<sup>th</sup> New Teachers Breakfast was held at **Brookfield Zoo. Dr. Dennis Kelly, retired Superintendent of School District 204,** shared snippets of his teaching career. **Dr. Glenn Schlichting, Superintendent of School District 105** assisted with the program and multiple introductions. To all business people that attended – thank you.

Enthusiastic sponsors added so much to the terrific turnout. Their generous support ensured that the tradition of a hearty West Suburban Chamber welcome would continue this year. We are very grateful for the support of our many generous sponsors. Our [Teacher's Pet Sponsor](#) (presenting) was **AT&T**.

**Head of the Class Sponsors** were: **Adventist La Grange Memorial Hospital, Bannerville Signs, Community Bank of Western Springs, First National Bank of La Grange, Freeborn & Peters LLC, Frymark Floral Designs, Harris Bank, Huntington Learning Center, Inland Bank, Daniel Lipinski - U. S. Representative, Mulcahy, Pauritsch, Salvador & Company, National City Bank, Standard Bank**

**& Trust, UPS, Vulcan Materials Company, and West Central Municipal Conference/West Cook County Solid Waste Agency.**

We had many [New Teacher Breakfast Sponsors](#). They were: **AFLAC—Lloyd O'Brien, AT&T, American Nuclear Society, B & H Auto Center, Brookfield Financial Plans, Inc., Burcor Properties, Cat Nap From the Heart Inc., Crown Trophy, Coldwell Banker LaGrange – Maureen Barrett, Community Bank of Western Springs, Mr. Jim Durkin, State Representative, Edward Jones—Keith Hill, First National Bank of LaGrange, Frymark Floral Designs, Greater LaGrange YMCA, Healthwise Solutions, Lyons Township Mental Health Commission - Bob Bures, Nazareth Academy—Lori Scelsi, Oak IT Solutions, Palmer Place, Plymouth Place Senior Living, Prime Property Partners, Smart Technologies, SubCon Packing & Assembly, TrueSource Cabinets, Village True Value Hardware, Vulcan Materials Company, Western Springs Business Association, and the West Suburban Chamber of Commerce & Industry Foundation.**

Each teacher was given a very full bag of goodies for the classroom and to make the teacher's days special. The [contributors in the Resource & Welcome Bags](#) were: **Adventist La Grange Memorial Hospital, American Cancer Society, American Nuclear Society, Brookfield, Cardinal Specialties, Caribou Coffee Company, Cat Nap From the Heart, Coldwell Banker—Maureen Barrett, Community Bank of Western Springs, Community Nurse Health Association, Community Support Services, Crown Trophy, Greater La Grange YMCA, Holistic Healthcare Council, Huntington Learning Center, La Grange Business Association, Malnati Organization, Inc., Nazareth Academy—Lori Scelsi, Standard Bank & Trust, UPS, Village of La Grange, Village True Value Hardware, West Central Municipal Conference/West Cook County Solid Waste Agency, Wellness House, and West Suburban United Way.**

**Raffle Prize Contributors** were: **Brookfield Financial Plans, Inc., Community Bank of Western Springs, Mary Ann's Shoppe, Ltd., ReMax Properties—Lori Scelsi, and Robert Crown Center for Health Education—Phyllis Gorman.**

## **La Grange Chosen as Best Downtown by Chicago (magazine)**

The nine communities that make up the West Suburban Chamber of Commerce and Industry are proud to tell you that **Chicago (a slick monthly magazine) has concluded that La Grange has the best downtown in all of Illinois.** States the August article, *"Lots of little suburban downtowns have filled up with appealing restaurants and stylish boutiques. But in La Grange, something unusual has happened: While many hot newcomers have sprouted in the six-square-block village center, some tried-and-true old-timers like the hardware store, the art league, and the camera shops have stuck around, too. The 6<sup>th</sup> Avenue parking deck on Thursdays is the site of a good farmers' market. It all feels like a Mayberry for the 21st century – and here, the police officers patrol the streets on Segways.*

## **"HOW COOL IS YOUR HOME?" An Environmental Fair**

**On October 17, the La Grange Area League of Women Voters, in conjunction with the Township of Lyons, will host an environmental fair. This is an opportunity to learn more about eco-friendly products, services and organizations.** The fair will be informative and festive, with speakers, exhibits, demonstrations, an onsite children's activity center, and live entertainment. There is no charge, and the first 250 adults will receive a free reusable grocery bag.

**The Environmental Fair hours will be from 11:00 a.m. to 3:00 p.m.** The location will be **Lyons Township High School - South Campus** (4900 S. Willow Springs Road, Western Springs). Please enter at the north end - by the pool.

**To learn more about the fair, visit the LWVLGA website at [info@lagrangearealwv.org](mailto:info@lagrangearealwv.org) and click on "How Cool Is Your Home?" Fair 2009.** If you are interested in being an exhibitor/sponsor, email the LWVLGA at [info@lagrangearealeague.org](mailto:info@lagrangearealeague.org) or contact **Pat Rocco** at (708) 354-8861.

### *Move to New Location Necessitates Closing Storefront*

**For over ten years, many of you have been buying your floral displays and plants at Abloom Floral & Gifts.** You have been calling 708-588-0849, faxing orders to 708-588-1164 and going on-line at [www.abloom.com](http://www.abloom.com). Keep doing what you have been doing except don't go to the old shop that was located on La Grange Road in Countryside.

**The need for more space forced Stephanie Pinkowski, President of Abloom Floral and Gifts, to seek out a new location that would allow her business to continue growing. She found the right location at 7926 South Madison Street, Burr Ridge.** She will still deliver expedited orders, maintain her high level of quality and give you the service you have been accustomed to (even take care of your Teleflora wire service).

**[The WSCCI is very fortunate to have many fine florists. Please check them out by looking them up in the 2009-2010 Membership Directory or going to the Chamber's website.** If you need further assistance, call the Chamber at 708-387-7550.]