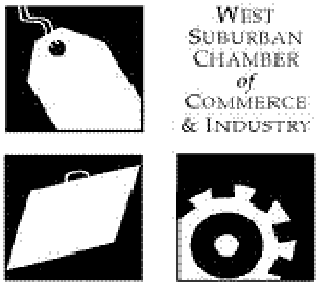


## Sean Casey (AIS)

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**From:** Bob Ware [bob@wscci.org]  
**Sent:** Tuesday, October 27, 2009 3:58 PM  
**To:** Sean Casey (AIS)  
**Cc:** bobware@wscci.org  
**Subject:** Please add October Chamber Newsletter

 <p>WEST SUBURBAN CHAMBER of COMMERCE &amp; INDUSTRY</p>	<h1>WSCCI News</h1> <p>October 2009</p> <p>Phone: 708-387-7550      P O Box 187, La Grange, IL 60525      Fax: 708-387-7556</p> <p><b>EDITOR – BOB WARE, EXECUTIVE DIRECTOR</b></p>
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## **Chamber EXPO on October 23**

The **WSCCI 2009 Exposition** will be held at **Standard Bank and Trust**, 8601 West Ogden Avenue, **Lyons**. You are invited to register for a booth. In recognition of the current economy, the Chamber has lowered the registration fee to just \$50.

The **October 23<sup>rd</sup> EXPO** will begin at 10 in the morning and continue until 3 in the afternoon. It will be open to other business people, as well as the public. A light lunch will be served to registrants.

**The Presenting Sponsor for the Exposition is COMCAST.** We appreciate their support and enthusiasm. **A major supporter is Standard Bank and Trust.**

For a registration form, email Bob Ware at [bobware@wscci.org](mailto:bobware@wscci.org) or call (708-387-7550). One will be sent to you. **[Please check the recent mailing that was sent to your business address last week. A registration form was included.]**

We think it is very important for you to share information with the public and other business people about what you do, as well as distributing your contact information. Since **the Chamber wants everyone to buy locally**, your attendance at the exposition will go a long way in reinforcing that concept.

Sign up for the October 23 WSCCI EXPO as soon as possible. It is limited to 28 vendor reservations (you may reserve more than one booth). **Less than ten spaces are available.**

## **Congressman Dan Lipinski to Speak**

### **October 12<sup>th</sup> at LAC Breakfast**

Congress is still considering a vast array of legislative proposals. Your voice should be heard. **On October 12, plan on attending the Legislative Affairs Council breakfast featuring Congressman Daniel Lipinski.**

**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. You are requested to RSVP for yourself and your guests.

**There are so many issues that will have lasting effects on business women and men. A few that are on the table are the financial impact of the proposed healthcare legislation, the Cap and Trade policies, "card check" and the many economic stimuli.**

**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 your Congressional District Representative.

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

### ***Small Lighting Fixture Fire Causes Evacuation of Business***

The **La Grange Park Fire Department** recently responded to a lighting fixture fire at **Oasis Fitness, located at 355 N. La Grange Rd.** The fire was reported at approximately 1:08 pm, and within a minute the first fire department arrived on the scene and found smoke within the facility.

**Luckily, only a light fixture (sconce) near the center of the building had caught fire** and then self-extinguished itself. The smoke had activated the building's fire alarm system, helping to cause the evacuation of others in the **Village Market** south building, where Oasis Fitness is located. The loss from the fire was estimated at \$100 or less.

This incident merits a question; Are you are too busy to **review some pre-emptive fire safety practices at your business and home?** A few minutes of prevention may save the hours needed after a fire or accident to aid in an investigation, fill out insurance forms and tell others that you are sorry that something negative occurred.

Oasis did everything perfectly. They had properly serviced extinguishers at the ready. The staff knew who to call and where to meet outside. **They made sure all of the customers were safely out of the building** and that no one was left inside.

Spend some money, if need be, and take the time to test your smoke alarms and illuminated EXIT signs, replace batteries if necessary (have all on an annual schedule) and have your fire extinguishers serviced. Educate your staff on what to do, the right number to call and where to meet outside if there were to be a fire or disaster. **There are no "do overs" when it comes to safe practices.**

If you need assistance, the Chamber recommends that you call your **Village Fire Department** or the **Pleasant Dale Fire Department** for help. They would rather see you when all is well instead of racing to your location when everything is up in the air.

### ***HOLISTIC HEALTHCARE RESOURCE NIGHT***

Come to the October 14 presentation entitled, "**Dealing with Difficult People: Learn the SET Method.**" The session will be taught by **Donna Marie Desai, LCPC, Desai Guidance and Counseling.** The cost is \$10 – and if you bring a guest or friend - they are free!

The Wednesday evening event will begin at 6:30 p.m. and run until 8:00 p.m. **Door prizes will be given away,** as will mini-treatments and consultation by a variety of practitioners.

Register by calling **Wendy Kerr** (708-352-1048). The Resource Night will be held at the West Suburban Chamber's office, 9440 Joliet Road, Hodgkins, IL (east side entrance of the **Republic Bank** and across the parking lot from **Wal-Mart**).

[The Holistic Healthcare Council is a non-profit committee of WSCCI. All practitioners are Chamber members.]

## ***Free Guerilla Marketing – Just For Listening***

One of the Chamber's members that serves on the **Ambassadors Committee** has a new twist that might aid you in guerilla marketing. By allowing him to put on a short presentation about his bank to your staff, he will place your business cards and literature on the bank's "**Business of the Month**" table that is located in direct sight of the teller stations.

There is no cost to you as the employer. What is shared may well be a benefit to your employees (information on new accounts, loans, mortgages, credit and debit cards, etc.). **You benefit because about 6,000 pairs of eyes learn about your business during the month** while the 3,000 bank customers are in conducting business.

If this seems like something you would like to learn more about, ask Chamber member **Justin Kwiecinski** to come and make a presentation. He is the branch manger of the **Harris Bank** at 1000 S. LaGrange Road in LaGrange. His phone number is 708-482-5465 and his email address is [justin.kwiecinski@harrisbank.com](mailto:justin.kwiecinski@harrisbank.com).

## ***SHOULD YOU REPROGRAM YOUR SPEED DIAL FOR 872?***

**Beginning November 07, 2009, there will be a new area code in the north portion of greater Chicagoland.** Within the existing area codes of 312 and 773 there will now be another area code – 872.

Check with your telephone service provider to see how it will affect you. **The reason for the new area code is that there are just too many people requesting phone numbers and there are too few to go around.**

**If you have phone numbers on speed dial, you will need to make any necessary change or the call will not go through.**

The Chamber thanks our unpaid cub reporter (Steve P.) for this breaking news!

## ***How Many Hors d'oeuvres does it take to Feed Your Guests?***

[The following information was shared by **Judy LaBelle**, owner and operator of **La Belle Catering in LaGrange**. Since we are entering the most active entertaining season of the year, the Chamber thought it would be helpful to share what our Chamber member had to say in her monthly business newsletter about serving guests "finger food".]

The single most asked question in catering is; "How Much Do I Need"? The following is all about Hors D'oeuvres, since we are heading into the traditional party season. Here are some guidelines to help you make an educated guess on feeding your guests.

### **Hors D'oeuvres & the Cocktail Hour:**

The number of hors d'oeuvres you need often depends on how long the cocktail "hour" is. For evening events the cocktail hour can be anywhere from 45 minutes to 1 1/2 hours. The longer the cocktail hour - the more food you will need to offer. Naturally, brunches and luncheons require fewer hors d'oeuvres to be served.

When serving hors d'oeuvres, the pieces should be sized around one or possibly two bites. These small portions are crafted to be easily eaten, finished and enjoyed.

**PM with No Dinner Following:**

Assume 10-15 pieces per person. It is recommended that you have some substantial meal-type foods that can serve as hors d'oeuvres.

**PM with Dinner Following:**

Plan on 3-5 pieces per person. It is suggested that your food should be composed of lighter cheeses and vegetables. If a protein will be provided, be sure the same protein item is not served for dinner.

**Late AM or Noontime Function With Meal Following:**

It is suggested that you provide 1-3 pieces per person. Good choices would be lighter cheeses, vegetables or puff pastry-type foods.

[Keep in mind that your reception will most likely be remembered by the hors d'oeuvres you served and not by the refreshments that were available. The Chamber is very fortunate to have some terrific caterers that can make everything memorable. Over time, please call one or all of these caterers to handle your hors d'oeuvres, meals, desserts and other catering needs such as your refreshment stations, linens, etc. Quite literally – one call will take care of everything and thus allow you to enjoy being the perfect hostess or host.

**Call LaBelle Catering & Events/Judy LaBelle, at 708-579-3300, partyscapes/Ginny Schoditsch, at 708-712-0023, or Events by Tommy R's/Tommy Romano, at 630-323-1441. Each WSCCI member is a professional caterer!]**

## **The Chamber is a Tool in Developing Your Business**

*[This following article was in the February edition of "The Chamber Connection" which is the newsletter for the Skokie Chamber of Commerce. It was authored by Howard Meyer, Executive Director. It is being shared because it applies to all members of chambers of commerce.*

Dear Friends,

I was recently at a restaurant in Skokie that dropped its membership because "I didn't get any business from my membership." My conversation with the owner went like this:

**Q: How Many Events Did You Come To Last Year?**

**A: None.**

**Q: Did You Utilize Any Of The Chamber's Marketing Strengths?**

**A: No.**

**Q: How Did You Reach Out To Your Fellow Chamber Members?**

**A: I put in a Member-to-member discount in the Newsletter.**

**Q: Did You Find The Newsletter Informative?**

**A: I Never Have Time to Read the Newsletter.**

**Q: Have You Done Any Purchasing From Your Fellow Chamber Members?**

**A: No.**

**Q: Please Tell Me Why You Joined The Chamber?**

**A: Because I thought the Chamber would bring me business.**

"I thought the Chamber would bring me business." My response to that comment would be that the Chamber is a TOOL for you as a business person TO DEVELOP YOUR OWN BUSINESS. As in life, you get out of things what you put into them.

A big part of the value of becoming a Chamber member is the ability of participating in a variety of venues that are designed to allow business people to meet, become acquainted and develop mutually beneficial business relationships. Attending events benefit more than just your business. It allows you to share common issues with other business professionals. You can gain insights that you would normally not gain while making sales calls or sitting behind your desk or ringing up sales at your cash register.

In this competitive business environment, business will not necessarily fly your way. The customers won't necessarily come knocking on your door. You must put yourself in front of the consumer or potential client. This is why the Chamber is such a perfect vehicle for networking. Our business gatherings, multi-Chamber events and professional development seminars are a great way to start becoming involved.

Chamber membership keeps you grounded in the community. It is a great way of learning what is going on in Skokie and the surrounding area. It is a great way of getting in front of Village and community leaders. It is a great way of getting in front of other businesses and residents to showcase your product or service.

Businesses are consumers, too. Let us recommend companies to you who may be of benefit to your business and enhance your buying experience. Additionally, Chamber members tend to give discounts to their fellow Chamber Members.

Also, by being a Chamber member, you are a part of a recognizable marketing powerhouse. The "Chamber of Commerce" is a respected name that adds credibility to your business. We can help you market yourself through our many publications, such as the directory, map, business directory, and the website.

To contrast the conversation I had with the restaurant owner, I recently had a conversation with a loan officer of a local bank. This person has been involved in the Chamber for the past several years. He shared with me that his portfolio has increased 4.15 million dollars - directly as the result of being involved in the Chamber. Incredible! This is the type of success story that makes careers. We are a serious business resource for you. Won't you please allow the Chamber to make this year you own personal success story? Please call me at the Chamber office so we can discuss how we can get started."

[Nearly all of Howard's comments apply to the West Suburban Chamber of Commerce & Industry. We are a marketing and pro-business organization. We believe that a healthy local business environment is great for all businesses, all communities and all non-profit organizations. By working together, we are stronger and make a significant impression. Our members are very important. The Chamber works for you. How may the Chamber help you? Let us know and we will accomplish your goals together - and add even greater value to your membership.

Please call the Chamber for any reason. We will help you with business counseling, guide you in holding a "Business After Hours" and do any number of things that adds value to your membership. Our number is 708-387-7550. My email address is bobware@wscci.org.]

## *New Members Join the Chamber*

### ***Marry Me Jewelry***

You have probably driven by **Marry Me Jewelry** for years or shopped at their old La Grange Park location. Guess what? They have a new look and more parking.

Marry Me Jewelry has moved and is now located at **3 Countryside Plaza** - across the parking lot from Home Depot. **Owned by Gino Blando, the same caring staff is ready to assist you with your**

**jewelry and gift-giving needs.** From precious stones to gold and silver chains, watches of all descriptions, charms, rings of every design and lost wax creations – Marry Me Jewelry will care for your needs.

Gino Blando and his staff provide more than knowledge and artful suggestions. They can create a unique piece of wearable art, check a ring for loose stones or bent prongs, or bring back a luster to any piece of gold or silver. **If you need a gift to celebrate an anniversary or graduation, something to recognize how much you care for another person, or can't wait to buy that absolutely drop-dead engagement ring – Marry Me Jewelry is a perfect choice to shop first.**

Did you know that Gino Blando participated in an once-in-a-lifetime experience by **creating 14-karat gold crowns for the statues of the Virgin Mary and baby Jesus that reside in Our Lady of Mount Carmel in Melrose Park.** Replacing crowns of tin, the 15 pounds of gold came from donations of watches, rings, bracelets, earrings, chains and medals from the parishioners of the church. All donations were melted down and molded into two gold crowns at Marry Me Jewelry by Gino and his assistants.

Stop by Marry Me Jewelry in the Countryside Plaza and see what they can do for you. For more information, call them at 708-588-1024 or go to [www.marrymejewelry.com](http://www.marrymejewelry.com).

### ***BKF Computer Services***

**BKF Computer Services, Inc.** provides on-site computer and cabling services to homes and small to medium size businesses. **Their services are many, ranging from such simple tasks as cleaning out a virus and as complex as setting up a complete network with servers, e-mail, internet and remote access.**

BKF will always provide a free estimate with consultation prior to performing any work. Once the work is completed, it is 100% guaranteed. **It is noteworthy that BKF prices tend to average 20% below that of other comparable companies.**

For service or general assistance with your computer system, call **Brian K. Fischer, MCSE**, at 708-562-6819, or go email him at [brian@bkfcomputers.com](mailto:brian@bkfcomputers.com). His website is [www.bkfcomputers.com](http://www.bkfcomputers.com).

### ***LARRY O'BRIEN – Independent Agent AFLAC***

What if you could have money - right when you needed it – that is paid by a check and sent to your home? **What if that that money could go towards daily living expenses – just when you needed it – because you become sick, injured or disabled.**

Lloyd O'Brien is a representative of AFLAC Insurance. He can assist an employee in applying for a policy through AFLAC. Since all of the premiums are paid by the employee – all of the cash benefits go directly to the insured. **If you own or operate a business, AFLAC may help with FICA and FUTA taxes, as well.** By using AFLAC policies, your business may be able to expand your benefits package without increasing your out-of-pocket costs.

Call Lloyd O'Brien at 708-642-4135 or email him at [LLOYD-O'BRIEN@US.AFLAC.COM](mailto:LLOYD-O'BRIEN@US.AFLAC.COM).

### ***WSCCI Foundation Nonprofit Resource Council hosts Harvest Breakfast on November 18***

**The WSCCI Foundation Nonprofit Resource Council is planning a special event to celebrate the important partnership that exists between our local business community and nonprofit agencies.** This partnership is a key ingredient in building strong, vibrant communities.

**The Harvest Breakfast will be held on Wednesday, November 18 between 7:30 and 9 a.m. at La Grange Country Club. Jim Durkan of Community Memorial Foundation will be the guest speaker.** Chamber business members, municipal leaders, nonprofit agency administrators and their board of directors will be invited to the breakfast. Sponsors include AT&T and Vulcan Materials Company.

**Business leaders will be thanked for their on-going charitable support and nonprofits will be recognized for their contributions to the local economy – as employers and purchasers.**

Additionally, **the results of recent surveys will be presented at the breakfast.** Chamber businesses have recently completed a survey about charitable giving and nonprofit agencies are currently answering questions about vendors & services used.

All chamber members will be invited. **Look for your invitation to arrive soon!**  
For additional information, contact Donna Hutchinson at 708-387-7550.

## ***Business Ledger's Young Entrepreneur Awarded to Jeff Pieta***

**Jeff Pieta, owner of AIS, Inc.** was presented with the Young **Entrepreneur Award** on September 24 at a gala **Entrepreneurial Excellence Awards** ceremony, hosted by the **Business Ledger**. AIS is a valued member of the West Suburban Chamber of Commerce and Industry.

**The staff of AIS Inc. has grown from Jeff and his friend Sean Casey into a firm of 21 employees.** The list of customers has grown into the thousands – from home users to Fortune 100 companies (one of which is Intuit). They provide prompt, courteous response to any type of computer concern. They will coordinate your Blackberry to interface with your computer, bring you back on line after a terrible crash, and provide every component needed for a business system.

**Jeff believes that there are endless opportunities for business and their staff.** He is a risk taker and he knows you can't enjoy success without paying the price – and much of that price comes in the form of high community involvement.

**Most recently, they began a television information system that is being installed in restaurants, waiting areas, realtor offices, and most anywhere people congregate.** Ad driven, it features news, weather, stock quotes, and some free public service announcements. This segment of AIS, Inc. is growing at a very fast rate.

Jeff has not been one to kick back in the CEO's chair and enjoy the fruits of his labor. **Jeff has chosen to serve on boards and committees, raise money for worthy causes and do his part to find a cure for cancer.**

Jeff is on the Board of **Helping Hand Rehabilitation Center**, as well as on the Executive Board of WSCCI. He is a **Rotarian and a Paul Harris Fellow**, an active supporter of the **Silver Lining Foundation**, and serves on many other charities. He is also an executive board member of the **H Foundation**, which has in the few years since its inception, has generated nearly \$3,000,000 – all of which that has been given to **Northwestern Hospital** to aid in their cancer research.

Jeff Pieta epitomizes what every community and Chamber hopes to have in its midst. **He is a young entrepreneur that will definitely evolve into a major leader within the region.**  
352-7050.

## **OOPS!**

Last month we made two mistakes in the Chamber newsletter. An eagle-eyed reader caught them both. We misspelled **Dean Rouso's** last name and we should have recognized him as a past president of **LGBA**. Dean has been a strong supporter of the Chamber for many years and an asset of our region. His number is 708-354-7355.

## *Save These Dates*

We hope you attend our upcoming functions!  
Please RSVP – 708-387-7550

### *October 8 Business after Hours –*

4:30 p.m. until 6:30 p.m.  
Zarzycki Manor Chapels  
8999 South Archer Avenue, Willow Springs

### *October 12 Legislative Affairs Council Breakfast –*

7:30 a.m. until 9:00 a.m.  
Representative Daniel Lipinski  
William Tell Holiday Inn, Countryside

### *October 22 Business after Hours –*

4:30 p.m. until 6:30 p.m.  
SubCon Packing and Assembly  
10 North Beach Avenue, LaGrange

### *October 23 WSCCI EXPOSITION –*

10 a.m. until 3 p.m.  
[Call the Chamber at 708-387-7550 for a reservation form]  
Standard Bank and Trust  
8601 West Ogden, Lyons

### *October 28 Ambassador's Welcome Breakfast for New Members*

Everyone is invited. New Members are free.  
7:30 a.m. until 9 a.m.  
Catered by Events By Tommy R's  
Chamber Office – 9440 Joliet Road, Hodgkins

### *November 18 WSCCI Foundation Nonprofit Resources Harvest Breakfast*

7:30 a.m. until 9:00 a.m.  
La Grange Country Club  
620 South Brainard Avenue, La Grange

### *December 2 Holiday Luncheon and Annual Meeting*

11:30 a.m. until 1:30 p.m.  
La Grange Country Club  
620 South Brainard Avenue, LaGrange

We always try to keep you informed about events and meetings through our electronic communications and the monthly Chamber Newsletter. For additional information or to make reservations, please call 708-387-7550.



