

Upcoming Events

- DEC 5 - Holiday Comedy Social/Holiday Inn Starts 5:30 DJ 9-11:30

HAPPY NEW YEAR!

- JAN 14 - Accelerated Networking Luncheon
- JAN 15 - After Hours at CORT Furniture
- JAN 21 - WIB Luncheon at Vangelo's
- JAN 21 - Evening Five Star Expo Kickoff BL Golf
- FEB 13 - Five Star Business Expo

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Winter 2008

Volume 14, Issue 4

Eat, Link, and be Laughing at Holiday Comedy Social

You've almost made it — the Holiday season signifies the fact that the year is just about over. How was 2008? How does your 2009 look? We have the perfect antidote for the economic 'crunch' - the Chamber Holiday Comedy Social!

On Friday, December 5th, the ballroom at the Holiday Inn will reflect this year's theme of snowflakes and icicles as chamber members gather to celebrate the season. Beginning with a dinner buffet, the food will be followed by a LIVE corporate comedian, Ken Sevara. Sevara has hosted his own radio and talk shows and has appeared on national television shows including ESPN, the Fox Network, and Comedy Central.

Sponsors for this event will be listed in the program and on the website. Would you

like to be a sponsor in one of the following categories?

AVALANCHE, WHITE-OUT, BLIZZARD, ICICLE, SNOWFLAKE.

Will you need to do some shopping for those you love? The Silent Auction will afford you with the opportunity to pick up some special gifts while supporting the chamber at the same time.

When the Auction ends, the event CONTINUES with our very own chamber DJ, Perry Johnson/Echo Entertainment. If dancing, or listening to great music and karaoke is something that appeals to you, stick around. Special room rates at the Holiday Inn are available by calling 630.665.3000 and reserving a room under the "CHP Room Block."

The philanthropy for this year will be the Village of

Carol Stream's "Christmas Sharing Program. A portion of the proceeds will help fund this valuable program for the community.

Fancy holiday attire is not required—no snowflake will be turned away.

What is needed to make this event a huge success?

- ☼ Donation of Silent Auction Items
- ☼ Generous Sponsors
- ☼ Helpful Volunteers
- ☼ Joyous Attendees
- ☼ Anxious Shoppers
- ☼ Groovy People

Call the Chamber office today to sign up or offer to donate or sponsor.

- | | |
|---------------------|----------------------|
| 🕒 5:30 REGISTRATION | 🕒 8:45 AUCTION ENDS |
| 🕒 6:00 FOOD BEGINS | 🕒 9:00 DJ — DANCING |
| 🕒 7:30 COMEDIAN | — KARAOKE TILL 11:30 |



From the Desk of the Executive Director

President

Jim Hodgdon 630.980.4499
The HBC Group

Vice President

Dick O’Gorman 630.935.4651

Treasurer

Mike Holmgren 630.871.1177
Accounting Network, Inc.

Secretary

Ann Kennedy 630.653.0755
Carol Stream Public Library

Executive Director

Luanne Triolo 630.665.3325

Board of Directors

Mike Ashby 630.668.8161

DuPage County Farm Bureau

Patrick Bartel 630.892.1700

Bartel’s Auto Clinic

Marina Collazo 630.508.0651

Restoration Coalition

John Fiotti 630.842.7849

Law Offices of John Fiotti

Lea Jackman 630.681.0962

Western DuPage Special Rec. Assn.

Darrel Malcom 630.528.1315

Kids Against Hunger-Fox Valley

Robert McNees 630.665.8811

Robert A. McNees & Associates

Patricia Pauling 630.260.0095

Glendale Lakes Golf Club

Christie Ruffino 630.221.8100

Total Staffing Solutions, Inc.

John W. Wheeler, Jr 630.841.5421

Oak Brook Financial Solutions

Edward Zuniga 630.871.8840

Community Auto Body

Village Liaison

Bob Glees 630.871.6231

Village of Carol Stream

Newsletter

Luanne Triolo 630.665.3325

Dear Chamber Members,

2008 has flown by — how can it nearly be over? As I celebrate my 5th year with the Carol Stream Chamber I am continually excited about the opportunity to help our members grow their businesses.



This past year we introduced Constant Contact classes as we entered a Business partnership with them. The classes have been well received and we will hold additional classes in 2009, with the first one on January 23rd. We appreciate our partnership with College of DuPage Carol Stream as we meet at their fine facility.

Luncheons in the upcoming year will offer both networking activities as well as opportunities to learn and grow. “Accelerated Networking” kicks off our January luncheon, with Guerrilla Marketing Al Lautenslager helping us with our marketing in February and Kay McKeen keeping us on the “Green” track in March. Women In Business starts off the new year right with “Eat Healthy. Live Healthy.” on January 21st.

The Village of Carol Stream generously bestowed on us the “Business Appreciation Award” for 2008, for which we are grateful. What a surprise! We value our strong relationship with the Mayor and all at the Village.

Of course, you won’t want to miss the 13th annual Five Star Business Expo on Friday, February 13th, 2009 at Hilton/Indian Lakes. This is a great event for both exhibitors and attendees. Be sure to visit the FREE “Kick-off” (Jan. 21) and FREE “Kick-back” (Feb. 13 3-5pm) After Hours events associated with the Five Star.

In these tough economic times, continue to strengthen your chamber relationships and take advantage of your chamber membership. We have many things that are INCLUDED in your membership — free job postings, After Hours, business referrals, Shop the Chamber advertising, Chamber week promotions — to be the best value for you and your business.

Wishing you and your family a VERY Happy Holiday Season!

Luanne Triolo, Executive Director

Chamber RSVP Policy - The Luncheon Policy beginning July 11, 2008 which requires attendees to pre-register for all chamber luncheons, regular monthly luncheons as well as Women In Business luncheons. When you pre-register, we are better able to plan with the restaurants we are dealing with for the right amount of meals. Pre-registration (RSVP) must be done 3 business days prior (Friday noon for a Wednesday luncheon) and walk-ins will not be able to be accommodated. Cost for member lunch will be \$25 and non-members are \$30 pre-paid. Cancellation and no-shows will be charged \$25. Payment will be expected in advance or at the door; no invoicing available. We do appreciate your consideration and cooperation on this new policy. Please call Luanne Triolo if you have any further questions on this matter (630) 665-3325.

Holiday Time— Shop the Chamber First!

One of the habits of successful chamber folk is to strengthen business relationships by using fellow chamber members. Purchasing products or services from chamber members shows them you care and appreciate your 'connection.' Sometimes, we had just purchased an item, when we meet a new contact who provides that very same item, and we only wished we had known them earlier.

What time of year do you make the most purchases, business or otherwise? Do you buy gifts for family and friends for the holidays? Do you show appreciation to your customers or best clients around this time?

What about the paper boy or other service providers — do you want to show them you do appreciate all they do?

Now is the best time to SHOP THE CHAMBER for all your Holiday and gift-giving needs!

Holidays can also mean that you will have a special celebration at the office or may include family or guests invading your home. This is also a great time to visit your local chamber members for: centerpieces, groceries, dinner **out**, nails polished, relaxation massages to help cope, party goods, furnace and humidifier tune-up, stress-busting workout, jewelry to

finish the outfit, a **hotel** for the in-laws, a new PC for the greeting card labels, a housecleaning, a bigger house for NEXT year!

One of the flyers in this very newsletter could help solve your problems, win you 'brownie points' or assist you in finishing your shopping. Our members have listed items or services **they** offer so that you can 'kill two birds with one stone' — accomplish gift buying AND support your fellow chamber folk! There will be an updated list on the website for any last minute ideas. Shop the Carol Stream Chamber for your needs this winter!

"you can 'kill two birds with one stone' — accomplish gift buying AND support your fellow chamber folk!"



Lucky 13— 13th Annual Five Star Expo on Friday the 13th

There will be no 'bad luck' on Friday, February 13th at the 13th annual Five Star Business Expo — just 'good business'!

The always-popular Five Star Expo will return to Hilton-Chicago/Indian Lakes in 2009 as 120 business exhibit from 9:00am until 3:00pm.

As always, food sponsors — restaurants from the Five Chambers — will be abundant, serving their specialties to the visitors of the Expo.

The fee for a single booth space is again \$225 with some opportunities for sponsorship in the \$600 and \$1200 price range. Each space includes a 'clothed' banquet table and inclusion

in the Expo Program which will be distributed to attendees. Entrance fee to visit the Expo is simply a business card.

Participating businesses are members of at least one of the five chambers sponsoring this Expo: Addison, Bartlett, Bloomingdale, Carol Stream and Glendale Heights.

New this year — any business who submits their paid registration form before December 31st has a chance to win their fee rebated back to them — a FREE Expo! Yes, one member will be extremely LUCKY!

Registration forms, as well as sponsor and other information can be found on

the website:



www.FiveStarExpo.com

The Expo is brought to you by a committee of: Cindy Blaski/Allegra Print & Imaging (Chair), Jacki Unger/Sign*A*Rama, Ed Levato, Jr./Old Town Bank, Tom Lewandowski/InstyPrints-Roselle, Kirsten Jensen/West Suburban Bank, Dee LaRocca/Addison Chamber, Diane Hubberts/Bartlett Chamber, Jane Hove and Marianne McKeown/Bloomingdale Chamber, Luanne Triolo & Nan Gudenkauf/Carol Stream Chamber, Sharon Mennemeier/Glendale Heights Chamber.

Business of the Month



Chamber members enjoy a PROGRESSIVE After Hours, with a cold bottle of soda at Hot Spot Hot Dogs.

Congratulations to the following chamber members who were chosen for the BUSINESS OF THE MONTH:

SEPTEMBER

- Porte Brown**
- Bright Bookkeeping**
- Sign*A*Rama**
- Mystery Shop**

NOVEMBER

- Keffer Financial Planning**
- Carol Ann Marketing**
- Exersio**
- George King & Associates**

50th Anniversary Event Sponsorships Available

The planning of 2009 Town Center events are underway that include an 11-date summer concert series as well as the 4-Day 'Summer in the Center' festival scheduled this year for June 4th -7th. 2009 marks the 50th anniversary of Carol Stream as an Illinois municipal government and this important milestone will be celebrated throughout the entire event season. Many Carol Stream Chamber businesses have purchased event sponsorships over the years and the positive experience has led them to make it an annual consideration. Five

(5) affordable festival sponsorship levels and 11 individual summer concerts are available for exclusive sponsorship on a first-come first-served basis. A Town Center event sponsorship is a great way for a company to build its corporate image, foster product/brand awareness to enhance their customer base or even make an investment in the quality of life of the community where they have a business presence. In-kind sponsorship support is also welcome and includes

printing, recreational vehicle rental, signage and banners, tent rentals, portable toilets, t-shirt design and screening as well as other festival-related expenses. Town Center Sponsorships are fully tax-deductible to the extent permitted by the U.S. Tax Code. For more information on 2009 Town Center event sponsorships, contact Chris Oakley, Asst. to the Village Manager at (630) 871-6250 or by e-mail at coakley@carolstream.org

SNIPPETS... ..



Thank you for renewing your membership! During challenging economic times, take advantage of your chamber relationships. We will continue to provide programs to help you build your business.Not

sure how to help or where to donate this Holiday Season? Many of your members can help. Email the chamber office for suggestions. Celebrate with **elements therapeutic massage** as they hold their Ribbon cutting on Dec. 5th at 10am and their Grand Opening on Dec. 5-7th. Look on the website for details. We thank all our **volunteers** who have helped during 2008! We appreciate the time you gave us! Congratulations to **Bobby and Debbie Selga** of **Selga Automotive** who were chosen as one of the top auto repair shops by

Chicago Consumers' Checkbook magazine. WIB attendees: we'll hold another "**Tables of Interest**" Progressive luncheon on May 5th at **Glendale Lakes**. Hold that date! What are your goals on '**Going Green**'? Replace a light bulb, recycle your old PC, use renewable resources and do your part. Did you submit your **Five Star Business Expo** registration yet? Thank you, Village of Carol Stream for choosing the **Carol Stream Chamber of Commerce** as Business of the Year! **Happy Holidays to all!**



Carol Stream Chamber Upcoming Events

12/5/08 HOLIDAY COMEDY SOCIAL **5:30pm-11:30pm**
Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream
 Celebrate the season with fellow members; food, comedy, DJ, auction

Happy Holidays!!

1/14/09 MONTHLY LUNCHEON **11:15am-1:15pm**
Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream
 Accelerated Networking NOTE time change *Bring 50 biz cards*

1/15/09 BUSINESS AFTER HOURS **5:30pm-7:30pm**
CORT Furniture, 161 S. Gary Avenue, Carol Stream
 FREE Admission - Bring business cards and network

1/21/09 WIB MULTI-CHAMBER MONTHLY LUNCHEON **11:30am-1:00pm**
Vangelo's Town Center Grille, 1021 Fountain View Drive, Carol Stream
 Cathy Leman speaking on "Eat Healthy. Live Healthy. "

1/23/09 CONSTANT CONTACT EMAIL MARKETING CLASS **5:30pm-7:30pm**
College of DuPage/CS, 500 N. Kuhn, Carol Stream
 FREE for members/Visitors \$10 - Bring business cards and network



2/11/09 MONTHLY LUNCHEON **11:30am-1:00pm**
Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream
 "Ten Things to Do to Get Business Now" by Al Lautenslager,
 Marketing Expert and author of "Guerrilla Marketing in 30 Days"

2/13/09 13th ANNUAL FIVE STAR BUSINESS EXPO **9:00am-3:00pm**
Hilton/Indian Lakes, 250 W. Schick Road, Bloomingdale
 120 Businesses will exhibit at the Business-to-Business Expo

2/19/09 BUSINESS AFTER HOURS **5:30pm-7:30pm**
Carol Stream Rotary hosts us at Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream —FREE - Bring business cards and network

3/11/09 MONTHLY LUNCHEON **11:30am-1:00pm**
Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream
 Kay McKeen/SCARCE—"Earth Hour" and more

3/19/09 BUSINESS AFTER HOURS **5:30pm-7:30pm**
RoccoVino's, 904 Army Trail Road, Carol Stream
 FREE Admission - Bring business cards and network



In Today's Business Climate Energy Management is Key to Business Success

From the corporate board room to the purchasing department, energy management is a core business practice that when done well helps position American companies in the ever-expanding global marketplace. Companies that have adopted energy management as a core business practice have experienced an annual 3- 10% reduction in their energy costs which significantly improved their bottom line. Effective energy management is very much viewed as a strategic business asset and an indicator of management acuity and financial performance by investors and financial analysts. An effective corporate energy management program allows companies to manage energy with the same expertise used to manage other aspects of their business. While rising energy costs and increasing volatility of rates in today's

uncertain energy markets have forced this important issue, many companies have responded to these real threats with creativity, ingenuity and a resolve to establish energy sustainability in their company 's mission.

There exists countless resources to help companies adopt improved energy management strategies and in doing so meet the challenges in today's competitive business climate. One such resource is the **USEPA Energy Star Portfolio Manager**, an interactive on-line tool that allows a business to track and assess its energy and water consumption in a secure environment. Whether you own, manage, or hold properties for investment, the Energy Star Portfolio Manager web tool can help any business set investment priorities, identify under-

performing buildings, verify efficiency improvements, and receive national recognition for improving its energy performance. To access Portfolio Manager, log onto www.energystar.gov – **Buildings & Plants – Tools & Resources Library.**

Energy management is best done in a team setting so the corporate value of sustainability gets integrated into the company's culture. Once established, the benefits that accrue from effective energy management will help transform a company's ability to strategically position itself for future business success.

Submitted by Christopher Oakley, Assistant to the Village Manager, Village of Carol Stream.



“Effective energy management is very much viewed as a strategic business asset ...”

Update Your Information — Don't Let Them Reach the Wrong Number

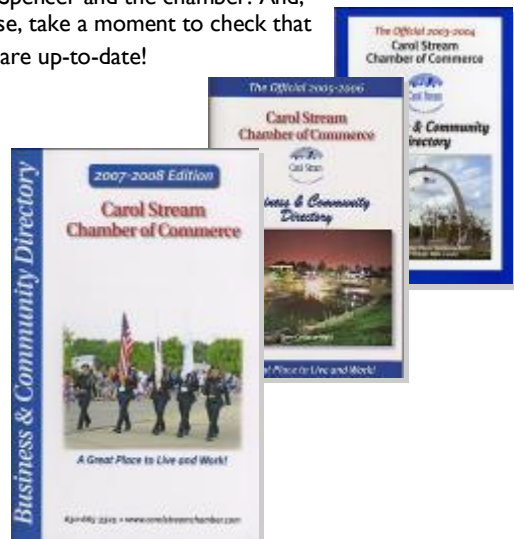
Where do business-savvy people turn for the latest and most current information on business? The chamber, of course.

What are some of the ways they reach out for your contact numbers? Carol Stream Chamber members have full listings on the website and in the Business-Community Directory. Alphabetical listings as well as listings by category are both included in chamber membership. Are you making the most of your listing? Have you updated your information on ChamberMaster recently?

We will be producing the Business-Community Directory soon. We would like your most accurate data. Please login to chamberlogin.com. If you need your login name or password, drop us an email and we'll assist you. Don't have a great connection? Phone us and we'll update it with your help.

We have contracted with Vaughan, Thain and Spencer, once again, to produce the 2009-2010 Business-Community Directory. 20,000 directories will be printed and distributed in Spring 2009. Each of the 16,000+ residences in Carol Stream will receive this guide with

community information as well as a listing of all our business members. In addition, you may choose to place an ad of a variety of sizes. Watch for a mailing soon from Vaughan, Thain and Spencer and the chamber. And, please, take a moment to check that you are up-to-date!



Postcard Marketing: Turnkey Ideas To Get Your Marketing Into High Gear

With all that is going on in the world of terror through the mail, many companies are very concerned about direct mail programs and how to get their messages to their target markets. Envelopes have caused great concern. Before this article and even more so now, postcard marketing has proven to be very effective and now stated, safe. Not only that, in today's business, doing things quicker, better and cheaper is sometimes the key to survival. It is also the key to good management and the key to successful businesses. All businesses love to succeed. All businesses think they know what to do but when it comes to marketing there is sometimes a lack of interest, a lack of direction or a turnkey tool that allows business managers to create high powered marketing, efficiently.

Postcard marketing addresses all of the above. What follows are a few postcard marketing ideas that will provide a turnkey solution to kick your marketing into high gear. These are only a few of the ideas that work. This is meant as a thought starter but can be developed into a full blown marketing program. Marketing with postcards is quick, easy and, as you will find, less expensive than many of the traditional advertising, promotional and marketing vehicles used today. In some cases it can supplement or even take the place of some of the more popular on-line marketing. There are ideas presented here that will work for your business or organization. There are ideas presented that won't necessarily work as well as others. The benefit to this booklet is that there are many ideas and many choices.

Pick a few. Focus your efforts. Test the vehicles and the audience. Re-use what works and your marketing will be on its way to a whole new level while at the same time giving you more time to focus on the things you do best. Happy marketing!

Benefits of Postcard Marketing:

- Quick
- Easy

- Least expensive marketing
- Consistent
- Automatic
- Always read
- Lower postage costs
- Customers/Prospect attention
- Can start relationships
- Top of Mind Awareness
- Print friendly

A few ideas for postcard marketing:

Lead Generators:

Get people to contact you by offering something for free: information, gift, booklet, sample, consultation, etc.

Response Mechanism:

Much like Internet auto-responders, send a series of postcards outlining different features and benefits of your products and services.

Consistent Message:

Timing is everything in marketing. Mailing postcards on a consistent basis, usually on the same day of the month, takes the guesswork out of when you prospect will need you.

Reduced Price / Free Offer:

Entice customers and prospects with a 2 for 1 offer or percent off or even something free, all with simple postcard messages. Use simple graphics and short sentences for the most impact.

Upsell:

Create value opportunities for those that are already customers. Your best prospect is a current customer. Offer something as a "thank you for being a preferred customer," or some value for the purchase of your higher margin products and services.

Introduction:

Introduce you, your company, your products or services to those that are new to the area, the business, an organization or new to your market.

Reminders to Re-Order:

Customers like to "be taken care of." Letting customers know its time to re-

order something is a great service. "Did you know your are about to run out of (your product here)? It's time to re-order according to our records."

Invitation to Return:

Sometimes we lose customers. This happens because of various reasons. It's ok to communicate via postcards, telling former customers that you want them back. Start before you lose them and mention to them, "We haven't seen you in a while."

WWW.com:

In the world of Internet Marketing, traditional postcards are used extensively. Sometimes it is just a matter of communicating a website, "Visit us at www.1-800-inkwell.com," or sometimes communicating the look of the home page of a particular site. Use of traditional marketing is widespread in the marketing of on-line businesses.

These are only a few ideas. As you can see postcard marketing can be the basis for a company's total marketing program or just one more part of a multi-faceted program.



Al Lautenslager, public speaker, author, business owner, marketing consultant and Guerrilla Marketing coach, takes audiences to a whole new level of thinking with his insight on Finding Opportunity, Business Networking and Guerilla Marketing. With more than two decades of business, marketing and development expertise, Al delivers his messages with passion and insight.. He will be our February 11th luncheon speaker. www.market-for-profits.com

Help Us Welcome our Newest Members!



Carol Stream Chamber of Commerce
 150 S. Gary Avenue
 Carol Stream, Illinois 60188-2079

WE'RE ON THE WEB!

CAROLSTREAMCHAMBER.COM

phone: 630.665.3325
 fax: 630.665.6965
 email:
 info@carolstreamchamber.com

Alliance Construction Group & Assoc.
 623 Gunderson Dr. Suite 110
 Carol Stream 60188
Tatiana Nardini
 (630) 588-0724

Avis Rent A Car
 150 S. Gary Ave.
 Carol Stream 60188
Sadiq Kassamali
 630 221-9803

Beijo Me Mucho
 2501 N. Mozart St.
 Chicago 60647
Stacy Cooper
 (312) 282-1283

Concentra Medical Center
 211 E. Army Trail Rd.
 Bloomingdale 60108
Luanne Armstrong

CORT Furniture
 161 S. Gary Avenue
 Carol Stream 60188
Ron Saia
 630 681-0600

DuPage Health Center
 200 N. Gary Ave.
 Carol Stream 60188
Joe Anthony
 (630) 665-1405

elements therapeutic massage
 142 S. Gary Ave. Suite 104
 Bloomingdale 60108
Dan Benson
 (630) 894-5500

Glitzzy Gal Ltd.
 9170 Greencastle Ln.
 Orland Park 60462
Julie Capodice
 (708) 935-4036

Lia Sophia/ Share the Love of Jewelry
 10379 Dutch Barn St.
 Huntley 60142
Robin Tedesco
 (847) 722-7118

Mary Kay Cosmetics
 485 Audubon St.
 Hoffman Estates 60169
Chrissy Tighe
 (847) 882-4497

Miche Bag
 10379 Dutch Barn St.
 Huntley 60142
Robin Tedesco
 (847) 722-7118

Safety Mobile Services
 2060 Childs Ct.
 Wheaton 60187
Peter Rickert
 (630) 818-7350

Side Job Bob Inc.
 323 Dancing Water Ct.
 Carol Stream 60188
Bob Ciston
 (630) 309-3962

Sir Speedy Printing-Addison
 607 S. Addison Rd.
 Addison 60101
Bill Schaub
 (630) 279-0150

Smart Elevators
 1636 Canyon Run Road
 Naperville 60565
Suzu Martin
 (630) 544-6829

Tastefully Simple
 728 Hickory Lane
 Carol Stream 60188
KC Thomas
 (630) 876-2938

TeamDau Consulting
 P.O.Box 5176
 Glendale Heights 60139
Tom Dau
 (630) 745-1120

Virtual Admin Pro
 1333 Sea Biscuit Lane
 Hanover Park 60133
Kimberly Christensen
 (630) 659-6195

Waste Management, Inc.
 1411 Opus Place Ste 400
 Downers Grove 60515
Rob Anderson
 (630) 417-8222

