

UPCOMING EVENTS

JUNE 23

Golf Outing @ Klein Creek
10:30am Reg
Noon Shotgun start

JUNE 28

Health Care Legisl Forum
Altavilla/Addison 8 chmbrs

JULY 14

Luncheon: Small Biz Info
IL State Treas. Office @
Holiday Inn

JULY 15

After Hours @
Alberto's/Holiday Inn

JULY 21

WIB Luncheon @
Arrowhead Golf, Wheaton
"Laughter Therapy"

AUGUST 3

Business Before Hours @
Office Depot, Wheaton

AUGUST 11

"Pitch Your Business
Luncheon" @ Holiday Inn

AUGUST 19

Progressive After Hours
County Farm/Army Trail
SW corner

See page 5 for more details.

Summer 2010

Volume 16, Issue 2

NEXT STOP — GOLF OUTING!

Each year, the Golf Committee gets together to plan an event which will be enjoyable for attendees and successful for the chamber. This year is no different, and the plans have been made for June 23rd, as we present the 21st annual Carol Stream Chamber Golf "Classic" at Klein Creek.



'No different? Is that good?' you ask. Well there will be the same exciting contests that require dexterity and perseverance (longest drive, longest putt, straightest drive, closest to the pin). We will have that great buffet luncheon before we send you out to the course and some holes with 'refreshments', too. There will be some new features to this year's event, too.

Were you there last year for the "Mega Ball Drop" where the front end loader spilled

the golf balls on the putting green, with your names on them? Dan Bird assures me that bright yellow vehicle will return to bring someone luck.

Have you heard about the Hand Wedge?? All new to our outing this year, the Hand Wedge is a rubber glove, purchased at registration. It works like this: If your shot ends up in the sand, you 'don' the glove, pick up the golf ball and throw it! Now that will keep your score down. And you thought it was just a rubber glove!! You see, we bend over backwards to help you lower your score!

Golfers, sponsors, volunteers and donors are all needed to make this year's Golf "Classic" a huge success. You're a Chamber member; which one of those categories fits and describes YOU?

Each golfer will receive an Amenity Bag—you've seen them; the ones that have all

the giveaways and 'goodies' in them. The items that represent *your* company, perhaps? That's right, your name can be in front of the golfers in several ways on June 23rd, and beyond.

Major sponsors have their company names proudly displayed on signs of various sizes, depending on sponsorship level.

Golfers can bring in an entire foursome or just golf themselves. We'll pair you with others. THIS JUST IN—Early Bird Pricing has been EXTENDED!

GOLF BY THE NUMBERS

23 of June, is the day
18 holes you'll play
4 players make a foursome ;o)
3 TV Raffle tickets you get for \$20
2 golfers per cart
∞ (infinity) the amount of fun you will have!

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CHAMBER SCHOLARSHIPS

Congratulations to five Carol Stream residents who are the recipients of the Carol Stream Chamber Dollars for Scholars® Scholarships. We wish them good luck in their future endeavors:

- **MARANATHA FRANCO**
- **JESSICA KROLL**
- **STEFANIE PAULING**
- **ALLISON PRANG**
- **EDWARD NORTHRUP**



FROM THE DESK OF THE EXECUTIVE DIRECTOR

CHAMBER BOARD

President

Robert McNees 630.665.8811
Robert A. McNees & Associates

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

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Bartel's Auto Clinic

Marina Collazo 630.805.0651
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John Fioti 630.842.7849
Law Offices of John Fioti

Tom Gosche 630.675.8971
The Business Strategist

Jim Hodgdon 630.980.4499
The HBC Group

Jane Hodgkinson 630.681.0962
Western DuPage Special Rec. Assn.

Darrel Malcom 630.528.1315
Kids Against Hunger-Fox Valley

Patricia Pauling 630.260.0095
Glendale Lakes Golf Club

Peter Pell 630.665.3000
Holiday Inn & Suites

Tammie Trombetta 630.871.1866
Starbucks

John W. Wheeler, Jr 630.841.5421
Water Tower Financial Partners LLC

Village Liaison

Bob Glees 630.871.6231
Village of Carol Stream

Newsletter

Luanne Triolo 630.665.3325

Dear Chamber Members,

Is there a "GONE FISHING" sign on your door this summer? Many families find time to take a trip or two over the summer, but when you return, are you "back in the saddle" or "checked out"? For some businesses, there may be a lull in the summer months, while others find their spike comes during this time. If you have a lull, it could be the perfect time to catch up on organizing contacts, working on Social Media Marketing or attending those networking events you may have been to busy for before.



There are luncheons and After Hours each month during the summer. As a matter of fact, some of our exciting ones happen then. The Accelerated Networking held earlier this month is an 'active' event, similar to the August 11th "Pitch Your Business" (top of page 4). The before- and after-event networking conversations are always important, but the program is valuable, for sure. After Hours are more casual and more 'forgiving' for those who come late or must leave early. Be sure to mark these free events on your calendar ahead of time, even put an Outlook recurring event (call me if you're not sure how to do that; I'll help you) for the 3rd Thursday After Hours.

Now if you're fishing in the ponds on the golf course, that's another issue, and that takes you to our June 23rd Golf "Classic" (page 1). Do you know how many members get solid leads and/or business from that single event? It's a good opportunity. Members, this is a major fundraiser and we hope you can take part. We want just one item for the raffle. Just one. We'll pick it up, if you can't come on by. Sponsors, golfers, donors and volunteers make it all happen — and a **thank you** to the committee, too!

On a personal note, I will take off some time this August and return with a new name, as I'm getting married. Not to worry—I'm using giving some of our chamber members **my** business, of course.

Remember, too, that as you plan your office events or summer 'makeover', before that graduation or birthday party is planned or as you prepare for a busy fall, take a moment and think about your fellow chamber members who offer services or products. When you are sitting at the ball game and you hear someone searching for a florist, recommend your chamber florist. Shop the Chamber...and encourage others to help support local businesses.

Luanne Triolo, Executive Director

CHAMBER AMBASSADORS

Mary **Ahart**/Matrix Payment

Rich **Becker**/ AdviCoach

Marina **Collazo**/Restoration Coalition, ACN

Kim **Drwal**/Edward Jones Investments

Rich **Drzewicki**/Sunrise Chevrolet

Tom **Gosche**/The Business Strategist

Carol **Johnson**/Mary Kay

Catrina **Kagel**/The Ladies Room

Mary **Kamka**/Send Out Cards

Ken **Pederson**/Parkway Bank

Michele **Saxman**/Rapid Rentals

Fred **Stephenson**/Charter One Bank

Tammie **Trombetta**/Starbucks

Josh **Westerfield**/Edward Jones Investments

Sue **Widerski**/Holiday Inn & Suites



SOCIAL MEDIA – ARE YOU AHEAD OF THE CURVE BUT LEAVING YOUR CUSTOMERS BEHIND?

By Heidi Thorne, Thorne Communications

Was e-chatting with one of my very dear friends, Dan Holohan from HeatingHelp.com, about the new world of online and social media. Dan's a hydronic guru (meaning he really knows his way around a boiler room), but is also a marketing wizard in the field he serves. And it's a tough market. So I listen to Dan.

Since I've converted my e-newsletter streams to RSS feeds, and Dan's e-newsletter is one I truly look forward to receiving (no matter what format), I asked him if he was going to be adding RSS. Here's how he responded:

"I've been thinking about the RSS. We have it on the site and most are confused by it. Last Saturday, I spoke to 600 plumbers in New Jersey. I asked for a show of hands as to how many went on the Internet for help with their work problems. Five guys raised their hands. I'm wondering if sometimes we get too far out ahead of our customers."

Got me thinking: Are we, as marketers, trying so hard to keep ahead of the new social media curve that we're leaving our markets, our customers, behind?

I have to admit that I wrestled with this question as I converted my e-newsletter, that I've published for over two years, into a blog with opt-in subscription (either email or RSS feed). Was I leaving my core of customers and colleagues behind?

It goes without saying that my top

clients will still get the personal attention they're used to receiving which includes personal (not just broadcast) emails, phone contact when needed, in-person meetings, gifts, etc. Doesn't matter whether they're ahead or behind the social media curve. That is an investment on my part for their continued loyalty. But then I had to evaluate where my new business—emphasis on new business, not new orders—was going to come from. Was it the markets I was currently serving? Maybe not. I'm in the process of redirecting my business into new arenas where I can excel



instead of just compete. And where it's at for some of these new markets is social media. I also need to be prepared for the prospect that my regulars could, very suddenly, jump into the social media fray. I better have a presence.

These are difficult questions for any business to answer, especially as we experience a true paradigm shift in both media and marketing. Here are some things to consider as you make the decision to forge ahead with social media or maintain your communicating status quo:

● Where Do You See Most of Your Orders Coming From in the

Next Year? If those orders are coming from markets that are barely on the social media on-ramp (or not on at all), it's wise to continue to communicate with them in a way they want. Notice that I didn't use the usual "five year" window here. Things are changing rapidly and the folks that you are sending email to today, may want you to tweet with them on Twitter tomorrow.

● **Do You Have a Social Media Plan?** Again, be prepared for the possibility that your market, the tried and true market you've served for years, may burst onto a social media channel in a hurry. I recently presented at a social media seminar that was hosted by an accounting consultancy. The invited attendees were the firm's clients and local business people interested in networking, some coming from very traditional business environments. The seminar filled up in less than two days and a second session had to be scheduled. This was a surprising result compared to other seminars hosted by the firm. The seeds are planted. Better get ready from what will grow out of this.

● **Where Do You Want Your New Business to Come From in the Future?** If markets you want to pursue are using social media channels with a vengeance, you better get up to speed... fast!

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THANK YOU, TO ALL MEMBERS WHO JUST RENEWED THEIR CHAMBER MEMBERSHIP!

CONGRESSMAN ROSKAM JOB FAIR

Congressman Peter Roskam will be hosting a Job Fair on Monday, July 26th at Medinah Shriners Banquets in Addison. Exhibitor space will be provided free of charge to prospective employers, educational institutions and non-profits. For an application or questions, contact Alex Smith at 630-893-9670 or email Alex.P.Smith@mail.house.gov.



“PITCH YOUR BUSINESS” — TO ALL YOUR FANS



There is a question often posed to us when we take a trip or come through customs: “Business or Pleasure?”

My question to you is, why does it have to be one or the other and not BOTH? Why not have fun while we work...or NETwork? Why not enjoy our job?

On August 11th, members of the Carol Stream Chamber will have the opportunity to work - that is, tell what they do, what sets them apart, why we should do business with them - - and in a light-hearted manner, ENJOY themselves while doing so.

The annual, summertime luncheon known as “Pitch Your Business” is an original event; a signature event of the Carol Stream Chamber. While some chambers take the summer off from meeting at lunch, we figure that it’s SUMMERTIME in (the) CHICAGO (area), and that adds up to BASEBALL. This event has a definite baseball-theme, from the tickets at the door to the peanuts and cracker jack on the tables, and it all begins with the National Anthem. Who will sing it for us this year?

Members each have the chance to ‘pitch’ their business to all for 45 seconds, making it **memorable**. What does this mean? In the past, some of our members have translated it to the following:

- A Chris Farley imitation, complete with ‘...in a van, down by the river!’”
- Adult Business Professionals...singing nursery

rhymes, Mickey Mouse Club songs and re-worded National Anthems

- An umpire, in full pads and chest protector, inserting umpire ‘calls’ into their pitch as to what they offer
- A funeral planner, holding up a monument/ gravestone, explaining the name engraved, the dates listed, separated by a dash, asking “What are YOU doing in your ‘dash?’”
- Disaster restoration marketing professional, delivering her ‘pitch’ in....a HazMat suit
- A sign company holding up a large sign with just a face cut out, showing a perfectly FIT body, stating “I can make you LOOK GOOD!”

Whether you are creative or not, we welcome all members to consider the ‘pitch’ to get the word out about your business. Pitches can be delivered in the standard manner, or they can be a bit more. The chamber office has been known to offer free and outrageous consulting to assist you in your best approach. Non-pitching members and any visitors can attend to enjoy the activities, as well as vote on their All-Star Pitching Ballot.

Everyone in attendance brings 80 business cards and no one goes home empty-handed. If you want to increase the understanding amongst your fellow chamber members, of what you do and why they should do business with you, why not sign up. Pitch Your Business—It’s where a “no-hitter” does not exist, even with great umpires!

MEMBER TESTIMONIAL

“When my dad was looking at buying a Chevy, I told him about Sunrise Chevrolet, but he had someone from the local Chevy Dealer in the town he lives in. When they could not find the car he was looking for, I told him about Rich at Sunrise, again. I asked dad to just give him a try, see if he

could find the car he was looking for. It did not take Rich long to not only find the car, but get dad a great deal on it. Thanks to Sunrise Chevrolet for taking great care of my dad!”

-Tom Gosche, Business Strategist



BUSINESS OF THE MONTH

MARCH

Hampton Inn of Carol Stream/Wheaton
Regal Custom Painting
Stone Cliff Productions
The HBC Group

APRIL

Suburban Life Publications
Sunrise Chevrolet
First Eagle Bank
Mary Kay/Carol Cozzi Johnson

MAY

A-I Airport Limousine Service, Inc.
Rapid Rentals & Sales
Chicago Office Products
Holiday Inn & Suites

Find out how your business can participate in this community-wide campaign, Smile, Carol Stream: itsallaboutsmiling.com



CAROL STREAM CHAMBER UPCOMING EVENTS

Volume 16, Issue 2

- | | | |
|---------|--|--|
| 6/1/10 | BUSINESS BEFORE HOURS
<i>Glendale Lakes Golf Club, 1550 President, Glendale Heights</i>
NEW THIS YEAR... Join us in the morning for a networking op. | 7:30am-9:00am |
| 6/3/10 | BUSINESS AFTER HOURS
<i>Hilton Garden Inn, 4070 Main St, St. Charles</i> | 5:00-7:00pm |
| 6/9/10 | MONTHLY LUNCHEON "ACCELERATED NETWORKING"
<i>Holiday Inn Hotel & Suites, 150 S. Gary Avenue, Carol Stream</i>
Accelerated Networking NOTE time change Bring 50 biz cards/flyers | 11:15am-1:15pm
(11:30 START) |
| 6/23/10 | ANNUAL GOLF OUTING
<i>Klein Creek Golf Club, Winfield</i>
Don't miss this supreme golf event! Details on page 1 | 10:30 Registration
11:00am Lunch
Noon – Start! |
| 6/28/10 | FORUM ON HEALTHCARE LEGISLATION
<i>Altavilla Banquets, 430 N. Addison Rd, Addison (see flyer) 8 chambers</i>
Speaker : Cong. Peter Roskam, Kevin Kuhlman, Dr. Ansari + more | 11:00am Reg/Buffer
11:30am-1:30pm
Presentation |
| 7/14/10 | MONTHLY LUNCHEON
<i>Holiday Inn & Suites, 150 S. Gary Avenue, Carol Stream</i>
Speaker : Illinois State Treasurer's Office on Small Biz Info | 11:30am-1:00pm |
| 7/15/10 | MULTI-CHAMBER LINKED IN SEMINAR
<i>Medinah Shriners, 550 Shriners Dr, Addison</i>
10 chambers, JD Gershbein/Owlsh Communications \$20/members | 8:00am-11:00am |
| 7/15/10 | BUSINESS AFTER HOURS
<i>Alberto's/Holiday Inn & Suites, 150 S. Gary Ave, Carol Stream</i>
FREE Admission - Bring business cards. | 5:30-7:30pm |
| 7/21/10 | WOMEN IN BUSINESS MULTI-CHAMBER LUNCHEON
<i>Arrowhead Golf Club, 27 W 151 Butterfield, Wheaton</i>
"Laughter Therapy" by Colleen Caron | 11:30am-1:00pm |
| 8/3/10 | BUSINESS BEFORE HOURS
<i>Office Depot, 288 E. Geneva Rd, Wheaton</i>
NEW THIS YEAR... Join us in the morning for a networking op. | 7:30am-9:00am |
| 8/11/10 | "PITCH YOUR BUSINESS" LUNCHEON
<i>Holiday Inn & Suites, 150 S. Gary Avenue, Carol Stream</i>
Members have the chance to PITCH at the baseball-themed event! | 11:15am-1:15pm |
| 8/19/10 | BUSINESS AFTER HOURS
<i>PROGRESSIVE After Hours—Multi-business, Carol Stream Plaza</i>
FREE Admission - Bring business cards. County Farm/Army Trail SW | 5:30-7:30pm |



→ 9/22/10 **SAVE THE DATE — "WHAT WOMEN WANT" EXPO**



SIGN UP TO BE A SPONSOR, EXHIBITOR/VENDOR OR DONOR FOR THIS "B-TO-C" EVENT!

RECENT RIBBON CUTTINGS



Parway Bank at Army Trail and County Farm (left) held their Ribbon Cutting the morning of May 27th, and Bassett Furniture (right) held theirs the same day in the afternoon. Both businesses had members attend and see their facility, network, and enjoy refreshments.

WOMEN IN BUSINESS 2010

What makes you laugh? Is it a joke, a slapstick movie scene or watching that viral video of the mom with the babies giggling? Why is laughter so good? It could be that it burns calories, “increases blood flow” according to Consumer Reports, or reduces stress and pain, as the endorphins released are a body’s natural pain reliever. Some say laughing is aerobic! We will find out at the July 21st Women In Business luncheon at Arrowhead Golf Club as Colleen Caron speaks on “Laughter Therapy.” If you are a chamber member, you are a member of the WIB group! Unlike our other luncheons, visitors can attend time after time, so why not grab a friend or co-working and get healthy through laughter!

It may be more than three months away, but we are already advertising the women’s expo in September. Look for the bright pink “What Women Want” Expo Registration Form in this newsletter. Note that we will be ordering the ‘fancy’ postcard coupons with sponsors names on, so plan ahead to make the July 1st Sponsor postcard deadline. Want to know more about this Expo? Call us in the office. We’ll tell you what it’s all about and how you can participate, from sponsors to exhibitors, from amenity-bag-item donors to volunteers, there are many ways to be a part of this very PINK event.



“LAUGHTER THERAPY”

- **JULY 21, ARROWHEAD GOLF**

“WHAT WOMEN WANT” EXPO,

- **SEPTEMBER 22, HOLIDAY INN**

“POLKA DOT PROGRESSIVE”

- **NOVEMBER 17, HOLIDAY INN**

See flyer insert for more details and

philanthropy information

VITA/TCE GRANT APPLICATIONS ACCEPTED JUNE 1

Is your organization interested in providing free tax assistance to low income individuals and families in your community? By sponsoring a volunteer program with the IRS, you may apply to receive a federal government grant to help with your program costs. The grant opportunities for the Volunteer Income Tax Assistance Program and the Tax Counseling for the Elderly Program are described on the website, Grants.gov. Completed applications are due by July 9, 2010, and may be submitted via Grants.gov, the U.S. Postal Service mail or courier.

Interested organizations may obtain application materials online either from Grants.gov using the search term, **VITA**, or from IRS.gov, using the search term, **VITA grant**. Those interested in applying for BOTH programs should closely review the application instructions for each program and not assume they are the same. Questions about the TCE and VITA Grants may be directed to the IRS Grant Program Office as shown below.

Phone: 404-338-7894 – Available Monday through Friday (except federal holidays) from 8 a.m. to 4 p.m.

Email available 24/7: TCE.Grant.Office@irs.gov (TCE) or rant.Program.Office@irs.gov (VITA) – Responses generally will be provided Monday through Friday between 8 a.m. and 4:30 p.m. Information is available online 24/7. At the IRS.gov home page, typing either *community network* or *vita grant* will take you to the IRS Grants page in two clicks. Look for application aids and Frequently Asked Questions.

- News Release, IR-2010-66, May 26, 2010, IRS Seeking Applicants for Volunteer Tax Assistance Program Grants
- Publication 4680, VITA and TCE Grants Programs
- Tax Counseling for the Elderly Web page
- VITA Grants Web page

Organizations are encouraged to put this information on their websites or communicate it in other ways. This information is from IRS.gov, reprinted with their permission.

DINE AWAY HUNGER– CAROL STREAM

Best of luck to the People’s Resource Center and their “Dine Away Hunger” program. Visit any of these chamber member restaurants on June 16th and help PRC fight hunger. Kudos to Central DuPage Hospital for matching every dollar raised. 10% of sales on June 16th will benefit PRC’s Food Pantry if you dine at these CS Chamber members’ restaurants:



- Alberto’s • 150 S. Gary Ave • Carol Stream**
- Culver’s • 290 S. Schmale • Carol Stream**
- Manhattan’s • 300 S. Schmale • Carol Stream**
- Village Tavern & Grill • 291 S. Schmale • Carol Stream**

SNIPPETS... ..



Milli Jones of College of DuPage/ Carol Stream retires this month and the Carol Stream Chamber will really miss her. We wish the best to you, Milli, in your retirement!... ..The Chamber will have a booth at the **June 10th** “Success Expo” at Ashton Place in Willowbrook from 4-7pm—Stop by! Adm w/biz card \$15... .. The Chamber map by Village Profile has gone to the printers and we expect to receive it in July!

Community Blood Drive June 26th at **Our Savior**, 1244 W. Army Trail, Carol Stream, from 8am-noon. Call 630-201-5915 for more info or to sign up... ..Help save our water supply by bringing old or unused drugs, **prescription** or not, to the following locations: DuPage Sheriff; 501 N. County Farm Rd., Wheaton, and the Carol Stream Police Department; 500

N. Gary Ave.... .. Congrats to **Larry Naselli**, sales manager of **Allegra Glendale Heights** who was named as one of the Top Ten International Sales Performers in North America!!... .. **SHOP THE CHAMBER**...use members for all your purchases!



WELCOME NEW CHAMBER MEMBERS!



Amici's Salon
 887 E. Geneva Rd.
 Carol Stream 60188
Frank Minniti
 (630) 682-5999

Ballydoyle Irish Pub & Restaurant
 327 Stratford Square Dr.
 Bloomingdale 60108
Will Cullen
 (630) 924-8800

Bassett Furniture
 320 W. Army Trail Road
 Carol Stream 60188
Michelle Staab
 (630) 871-0300

Chicago Office Products
 9710 Industrial Drive
 Bridgeview 60455
Les Nelson
 (708) 430-2005

DJR Cleaning
 840 W. Lake St. Suite 414
 Roselle 60172
Vince Romano
 (630) 893-0757

DuPage County Door
 321 Dancing Water Ct.
 Carol Stream 60188
Kent Brezinski
 (630) 546-9806

Ecotronix Recycling, Inc.
 737 Kimberly Drive
 Carol Stream 60188
Thomas Goese
 (630) 665-7830

Fordham Glen
 1245 Fordham Drive
 Glendale Heights 60139
Valerie Ingve
 (630) 462-3900

John & Tony's
 27 W. 371 North Ave.
 West Chicago 60185
Tony Badway
 (630) 520-0593

My Happy Feet
 100-10 E. Roosevelt Road
 Villa Park 60181
Cheryl Flowers
 (630) 359-5888

Parkway Bank & Trust
 914 W. Army Trail Rd.
 Carol Stream 60188
Ken Pederson
 (630) 289-9208

RE/MAX All Pro - Ray & Dawna Watson
 450 W. Army Trail Road
 Bloomingdale 60108
Dawna Watson
 (630) 339-4077

Regal Custom Painting
 21 W 041 Monticello Road
 Lombard 60148
James Urbaniec
 (630) 263-2272

The Care of Trees
 395 Industrial Dr. Unit D
 West Chicago 60185
Nicholas Saba
 (630) 876-3070

Tully Electric, Inc.
 3 N. 020 Woodview Drive
 West Chicago 60185
Roger Tully
 (630) 202-7070

CAROL STREAM CHAMBER OF COMMERCE
 150 S. GARY AVENUE (INSIDE HOLIDAY INN)
 CAROL STREAM IL USA 60188-2079

FIND US ON THE WEB:
 CAROLSTREAMCHAMBER.COM

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 CS_CHAMBER

SIGN UP FOR MOBILE ALERTS:
 TEXT CSCC TO 46786
 STANDARD MSG. RATES APPLY

P: 630.665.3325
 F: 630.665.6965
 E: INFO@CAROLSTREAMCHAMBER.COM

JULY 15 - SOCIAL MEDIA SEMINAR
"LINKED IN TOWN HALL"
 JD GERSHBEIN, Presenter
 MEDINAH SHRINERS, Addison
8:00am-10:30am
See website to sign up

