



The C·H·A·M·B·E·R C·O·N·N·E·C·T·I·O·N

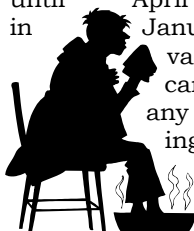
Volume 9, No. 4

Winter 2003

Health Department Update

The federal Centers for Disease Control in Atlanta has informed the DuPage County Health Department that surveillance data indicates the United States is experiencing an early influenza season that could be more severe than in the past three years.

The Health Department continues to offer flu shots. It takes about two weeks after the shot for immunity to develop. The flu season typically runs until April and peaks in January. The vaccination can be given any time during the flu season.



Residents may contact the DuPage County Public Health Center for information and an appointment in Wheaton at (630) 682-7560. The Health Department offers flu vaccinations for \$20.

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Five Star Business Expo



The members of six area Chambers of Commerce—Addison, Bartlett, Bloomingdale, Carol Stream, Glendale Heights, and newly-added Wheaton, invite you to participate in the 2004 Five Star Business Expo. This year the Expo will be on **March 5th, 2004** and held at the Indian Lakes Resort in Bloomingdale.

Members of the six aforementioned chambers have the opportunity to be and exhibitor and/or a sponsor for this well-attended event. If you have never been to this exposition, you will find it to be a day filled with impressive booths and wares, networking to other businesses and enjoying themselves at the same time.



The event will feature Todd Natenberg as the Keynote Speaker. "A former newspaper reporter, Todd has sold everything from shoes to photocopiers to telecommunications. He has worked as a salesperson, sales manager and regional sales trainer" with some top companies, according to latest bookcover. Natenberg will be giving us a taste of his advice and wisdom at the Kick-Off event January 29th at the Bloomingdale Golf Club from 5:30-7:30pm.

Chamber members received a mailing the first of December, but can also view the registration form on the website at www.fivestarexpo.com

Early-bird registration nets members a \$50 discount through December 31st. Sign up today!

Snippets

Your Chamber website works when you don't—November hits to the CSCC website equaled 35,941. Searchers typing in names of our chamber businesses are directed to our website for more info. Check it out at www.carolstreamchamber.com... **Be On the Map** There is still a chance for Chamber members to get their information on the Community Map produced by Village Profile. Contact Barry Kenis at 1.800.600.0134 x252 for details and pricing...**Need Help with Mailings?** The Chamber can assist you in contacting

your customers or prospects by offering printed labels for \$35 or advertising in this newsletter for \$129. Call the office today...**THANK YOU** to Future Link who really came through for the Chamber office when we were down and out — network connection down and out of e-mail communication; we most appreciate your assistance! **Oktoberfest** was a great success, through a joint effort of the Chamber, the Rotary Club of Carol Stream, and the Village. Watch for Oktoberfest 2004!

Your Chamber Board

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Milli Jones 630.942.2119

College of DuPage—Carol Stream

Village Liaison

Bob Glees 630.665.7050

From the desk of the Executive Director

Season's Greetings!

I'd like to introduce myself — I'm Luanne Triolo and I'm the new Executive Director of the Carol Stream Chamber of Commerce.

I am delighted to be here and I thank you for the very warm welcome I have received.

In this newsletter you will find pertinent information for many upcoming events. Please take some time to look them over and enter them right into your date book, Palm, or other favorite calendar program.

We are looking forward to increased attendance at our events in the upcoming year. Evidence of this was the annual Christmas Social which was a huge success. We believe the more people that gather at our monthly luncheons and "After Hours", the better chance of success for you to network. Why not invite a business associate to one of our events, and introduce them to the Chamber and the benefits it can provide?

The 5-Star Business Expo is coming in early March. You should have received a mailing with registration info. The Kick-off event will be January 29th. Look for more info in that mailing. Speaking of receiving mailings, we would like to be sure we have your correct information, so please stop by our website and take a moment to check your info and notify us of any changes or additions.

Have you been to our 'new' office inside the Holiday Inn? Over the summer, the office was relocated down the hall from the gift shop. Stop in and meet Nan Gudenkauf, the Administrative Assistant, with whom many of you have already spoken. Nan did an outstanding job of 'holding down the fort' just before I arrived. Thanks, Nan!

Feel free to email me at any time with questions or comments, at info@carolstreamchamber.com or call 630.665.3325.

Here's wishing you a very Happy and Safe Holiday Season and a Prosperous 2004.



Speak!

New this year to the 5-Star Business Expo will be 'break-out' seminars. If you would like to make a 45-minute presentation, call the Chamber office for more information. There is a limited number of slots so call early if you are interested.

Let us hear from you

Carol Stream Chamber of Commerce

150 S. Gary Ave ~ Carol Stream IL
60188


info@carolstreamchamber.com

Ph: 630.665.3325 Fax: 630.665.6965

www.carolstreamchamber.com

Carol Stream Chamber of Commerce — Upcoming Events

January 2004	<u>Sun</u>	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thurs</u>	<u>Fri</u>	<u>Sat</u>
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14 Monthly Luncheon	15	16	17
	18	19	20	21	22 After Hours Wilton Manor	23	24
	25	26	27	28	29 5-Star Expo KickOff Event	30	31

February 2004	<u>Sun</u>	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thurs</u>	<u>Fri</u>	<u>Sat</u>
	1	2	3	4	5	6	7
	8	9	10	11 Monthly Luncheon	12	13	14 
	15	16	17	18	19 After Hours Windsor Park	20	21
	22	23	24	25	26	27	28

March 2004	<u>Sun</u>	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thurs</u>	<u>Fri</u>	<u>Sat</u>
		1	2	3	4	5 5-Star Business Expo	6
	7	8	9	10 Monthly Luncheon	11	12 Reverse Raffle	13
	14	15	16	17	18 After Hours	19	20
	21	22	23	24	25	26	27
28	29	30	31				

Carol Stream Chamber of Commerce — Upcoming Events

HAPPY HOLIDAYS!!!

January

- 1/14/2004 **Monthly Luncheon** Holiday Inn & Suites/Carol Stream **11:30 AM-1:00 PM** \$20 / Members \$25 / Guests
Network...Network...Network — a networking 'exercise'
- 1/22/2004 **Business After Hours** Wilton Manor — Geneva and Schmale Roads **5:70-7:30 PM** \$5 / Members
- 1/29/2004 **5-Star Business Expo KickOff event** — Bloomingdale Golf Club **5:70-7:30 PM**

♥ **February** ♥

- 2/11/2004 **Monthly Luncheon** Holiday Inn & Suites **11:30 AM-1:00 PM** \$20 / Members \$25 / Guest
Come and listen to Tamara Dennis, Director of the CardioPulmonary Center at Glen Oaks Hospital
Topic: "Heart Healthy" February is Heart month!
- 2/19/2004 **Business After Hours** Windsor Park Manor — Geneva and Schmale Roads **5:70-7:30 PM** \$5 / Members

March

- 3/05/2004 **5-Star Business Expo** Indian Lakes Resort — Bloomingdale **9 AM to 3 PM**
- 3/10/2004 **Monthly Luncheon** Holiday Inn & Suites/Carol Stream **11:30 AM-1:00 PM** \$20 / Members \$25 / Guests
Our speakers will be State Representatives John Millner and Carole Pankau.
- 3/12/2004 **REVERSE RAFFLE** — More info to follow



Feedback

We are interested in making your Chamber membership very beneficial to you and your business. Please take a moment to visit your listing on our website www.carolstreamchamber.com

If you have any changes, corrections, additions, or comments, please feel free to email, fax, or call us so that we can be sure that the website reflects correct information about you and what you do. Your web listing is searchable on the Internet and a monthly web report is available in the office for your perusal. If you have any feedback or comments, please feel free to list them below.

Company Name: _____ **Contact Name:** _____

Please update my information with the following: _____

Comments: _____

Quick survey: I would be interested in receiving the newsletter in an **electronic form** instead of being mailed.

Fax to: 630.665.6965 or email us at: info@carolstreamchamber.com or call 630.665.3325

or **Mail to:** CSCC ~ 150 S. Gary Ave. ~ Carol Stream, IL 60188

Build the Business Case — Before you Sell

by Todd Natenberg

Nobody cares how much you know until they know how much you care. Why do so many salespeople forget, or worse yet, not realize this? The golden rule of sales is, "Sell how you want to be sold."

Nobody wants to be identified as a "sales person." We all strive to be consultants and sustaining resources.

But when all we care about is selling our products, rather than finding solutions, we miss our objective and ultimately cost ourselves money. The single most important step in any sales process is building your business case.

"People do not always buy from people they like, but I know of very few business owners who buy from someone they don't."

If you are the elite salesperson that shows customers you care about them, rather than just telling them, unfortunately for our industry but fortunately for your pocketbook, you are far ahead of the game. It is amazing the power of those words that so few sales reps actually ask prospects: "What's important to you and your company?"

Think about your own buying habits. Sure, we all want to receive the best price, but we also want to believe our needs are being met. It's only when these needs are not met that we focus on the cheapest product. Remember your last large purchase- a car, a house, perhaps a computer. The odds are it was not the lowest price around. As much as you hate to admit it and insist you received the absolute greatest price known to the human race, you know had you looked a little further you probably could have found it for less.

But you were happy with your decision. It satisfied your needs and desires and most importantly, it was YOUR decision, no matter how good or bad the sales person might have been. You bought on your emotions. We all do. News flash: prospects are no different. They do not want to be part of a closed sale. They want to be part of a door opening, a long-term business relationship,

and a true partnership. This only happens when they express their emotions. Remember, if you say it or I say it -- as brilliant as it may be -- it is not necessarily believed. But if our prospects say it then it's true. When they say it, they are revealing their emotions, and when emotions are revealed hot buttons are revealed in the process. So what do we say to get them to reveal their emotions? Whether you are selling copiers, telecommunications services, medical

supplies, or anything else, I suggest you ask at least five questions and let the prospect answer them fully and passionately.

"Before we get started, I was wondering if you could help me out a little bit. Every customer and prospect of mine is different with different needs. I

do not want to waste my time or yours. They are both valuable. So what I really want to find out is what's important to you. In order to do that, I am going to ask you some questions. Does that sound fair?"

Often salespeople go to the extreme in questioning where they come across as prosecutors interrogating defendants. By laying the foundation and "method behind the madness" prospects are put at great ease. Who could fault a rep for catering to a prospect's individual needs? Also, putting yourself on the same level as prospects from the onset is imperative. The best reps I know value their own time, as much, if not more than their prospects.'

"I know some basics about your company from my own research, but please tell me a little bit about your business in your own words."

Everybody claims they ask this question, but asking it and really listening for the response are two different things. Salespeople here the answer, but unless they acknowledge it and tie it back throughout the conversation, they are only hearing it.

"What do you think has been the key to your business' success?"

How many people do you think actually hear a sales

rep ask them this one? You know what else? Few prospects would dare attribute their success to being the cheapest price. After all, they pride themselves on being the business consultant/sales people of the century, just like we do. That means when it is your turn to talk, should the same prospects say all they care about is price for your product, you remind them that is not what they said is their biggest selling point. This is a great way to build an alliance.

"Please walk me through the buying process...Who ultimately signs on the dotted line if we do earn your business? Is that you?"

It's not just enough to have them explain how decisions are made.

This is where you need to be confident and lay it all on the line. Contrary to some views, prospects do not outright lie to you when it comes to authority matters.

They will not say they have the authority to sign when they do not and vice versa. But you will only get a true answer if you ask it directly.

"As I said previously, all my prospects are unique with unique needs. I have a lot of information I could review with you, but I don't want to waste either of our valuable time. So I just have one more question for you: For us to earn your business, what is important to you?"

People do not always buy from people they like, but I know of very few business owners who buy from someone they don't. Building a business case is in many ways is just a portion of the appointment. But it can often be the difference between getting that trip to Maui and being put on probation for lack of performance. If you play your cards right and build the business case properly, your "presentation" might be almost non-existent. But it won't matter. A sale is not just about showing people you care but why you care and what it means to them. After all, don't you?

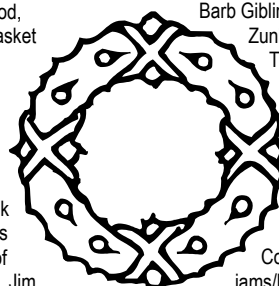
Todd Natenberg will be the Keynote speaker at the 5-Star Business Expo March 5, 2004 at 9 AM.



'Tis the Season...To Say "Thanks!"

Tropical Christmas? Oxymoron? Maybe here in the Midwest people find that a Tropical Christmas is a bit unusual, but at this year's Holiday Social our Chamber members found grass skirts (on the tables), starfish, shells, and, yes, Christmas trees. It was an evening for of food, fun, music, and more. The Chamber would like to thank our Sponsors — **Holiday Inn Hotels & Suites, Flood Brothers, LaSalle Bank, and Future Link** — and also those members and friends who donated items for the Silent Auction — Shellie Carter/Bodywork by Shellie, Kent Dixon/Sunrise Chevrolet, PartyLite, Ralph Kamradt/Westmont Brat House, Mike Hall/American Precision Electronics, Mike Pudlik /

Legacy Design, Michael Bellas/Doral Eaglewood, Chris Stumpf/ Curves, Stephanie Olson/Gift Basket D'zines, Michael Ashby/DuPage County Farm Bureau, Joe Trippiedi/Executive Tans, Mike Holmgren/ Accounting Network, Jim Hodgdon/The HBC Group, Eric Heuser/ LaSalle Bank, Dick O'Gorman/Foxfire Tavern, Mike Hall/American Precision Electronics, Bob McNeese/Robert McNeese and Associates, Frank Defino, Jr/Lily Park, Thomas Moyers/Mac Tools Distributor, Carol Hess/Office Equipment Co. of Chicago, Annette Murphy /CCC Technologies , Jim Brust/Brust Funeral Home, Millennium Steakhouse,



Barb Giblin/Carol Stream Ice Rink, Ed Zuniga / Community Auto Body, Thomas Baran & Christine Eorio/ Custom Carpet Professional Cleaning & Dyeing, Inc, Costco, Gregory Sells/GMS Financial, Jacki Unger/ Sign*A*Rama, Jennifer McCaw/Floriginal Designs, Carol Stream Park District, Annette Murphy Conti/Telenet, John & Nancy Williams/Bracing Systems, Advanced Technical Services and Karen Daniel/Rainbow Academy.

Members in the News

St. Andrew's Golf & CC announces Dave Erickson, Head Golf Pro, as the recipient of the Public Course Merchandiser of the Year award, presented by the Illinois PGA... **Foxfire Tavern** has arrived! Curt Gulbro, Dick O'Gorman and Jim Ginger have gotten together to open an eatery in quaint downtown Geneva... Dr. Henry "Hank" Gmitro, Superintendent of **Community Consolidated School District 93**, has been named chair of the 12th National Quality Education Conference of the American Society for Quality (ASQ) to be held October 17-19, 2004, in Rosemont, IL... Congrats to Craig Ochoa of **You're #1, Inc.** a 23-year veteran of football officiating who was recently inducted into the Semi-Pro Football Hall of Fame...

New Chamber Members

Tandem Staffing Solutions

6606 Barrington Rd., Hanover Park, IL 60133
Contact: Amy Carlson
ACarlson@tandemstaffing.com
Phone: (630) 830-5757 Fax: (630)-830-6037
www.tandemstaffing.com

Knight Security, Inc.

474 Randy Rd., Carol Stream, IL 60188
Contact: Michael Quiroz
mrq@knightsecurityus.com
Phone: (630) 665-6201 Fax: (630)665-6204
www.knightsecurityus.com

Office Equipment Company of Chicago

900 N. Church Rd., Elmhurst, IL 60126
Contact: Carol Hess
chess@officeequip.com
Phone: (630) 589-5506 Fax: (630) 589-563
www.officeequip.com

Thomas Chirayil

1146 Winding Glen Dr., Carol Stream, IL 60188
Contact: Thomas Chirayil
Tchirayil@yahoo.com
Phone: (630) 540-0619

UCBridge International, LLC

1 N. 205 Darling St., Carol Stream, IL 60188
Contact: Rosie Ni
rni@ucbridgeintl.com
www.ucbridgeintl.com
Phone: (630) 730-3673 Fax: (630) 682-9375

Copy That, Inc.

956 Army Trail Rd., Carol Stream, IL 60188
Contact: Tressa Platania
copythatinc@aol.com
Phone: (630) 540-0250 Fax: (630) 540-0634

Lawn Doctor

P.O. Box 72011, Roselle, IL 60172
Contact: Bob Mickow
Phone: (630) 351-1713 Fax: (630) 351-1714

Rick Gieser Productions

796 Pawnee Dr., Carol Stream, IL 60188
Contact: Rick Gieser
geezball@aol.com
Phone: (630) 681-7562

Academy Awards and Engraving

148-110 S. Bloomingdale, Bloomingdale, IL 60108
Contacts: Paula Kafitz & Mike Schane
pins@ngrav.com
Phone: (630) 539-7299 Fax: (630) 539-5969
www.ngrav.com

GMS Financial

373 S. County Farm Rd., Wheaton, IL 60187
Contact: Gregory Sells
Gregory.sells@lfl.com
Phone: (630) 784-9232 Fax: (630) 784-9233
www.lfl.com/gmsfinancial

LucidLine

7804 College Dr. Ste 2SW, Palos Hts, IL 60463
Contact: Mike Othman
mike.othman@lucidline.com
Phone: (847)322-4968 Fax: (708)323-1020
www.lucidline.com

Custom Carpet Prof. Cleaning & Dyeing, Inc.

926 Valley View Trail, Carol Stream, IL 60188
Contacts: Christine Eorio & Thomas Baran
ceorio@hotmail.com
Phone: (630) 462-9620 Fax: (630) 462-9697
www.carpetspecialties.com

Executive Tans

330 W. Army Trail Rd., Carol Stream, IL 60188
Contact: Joe Trippiedi
jttrips67@cs.com
Phone: (630) 681-8267
www.exectan.com



Village of
Carol Stream



150 S. Gary Ave
Carol Stream IL

Village Corner

By Bob Glees
Community Development Director
(630)871-6231
bglees@carolstream.org

Natural Gas Use Tax

During recent conversations with several different people, I have had occasion to discuss the Natural Gas Use Tax enacted by the Village of Carol Stream on April 21, 2003. I would like to make sure the business community fully understands the nature of this use tax, and the reasons the Village found it to be necessary.

Deregulation of the natural gas industry allowed customers to purchase gas from out-of-state suppliers. Recent information provided by Nicor showed that the purchase of gas from out-of-state suppliers had increased, and that 55% of the gas purchased by Carol Stream customers was coming from out-of-state suppliers. However, out-of-state gas is not subject to the Municipal Utility Tax imposed by Article 4 of the Carol Stream Village Code. The experience in Carol Stream was not unique. For example, we learned that 39% of the gas purchased in Glenview and 53% of the gas purchased in Wheaton was escaping utility taxation.

The ability to purchase natural gas competitively on the open market is desirable. Unfortunately, because the gas obtained from out-of-state suppliers was escaping the utility tax, serious inequity existed between customers in Carol Stream. Customers utilizing in-state suppliers were paying the Village's 5% utility tax, while customers utilizing out-of-state suppliers were not.

It is important to note that, because the Village of Carol Stream has no municipal property tax, it must rely on other revenue sources, such as sales tax and utility tax. The utility tax is a key revenue source for the

delivery of services in Carol Stream, and the same services must be provided by the Village regardless of the source of natural gas. Before the Village passed the Natural Gas Use Tax, customers purchasing gas from in-state suppliers were subsidizing the delivery of essential services to customers utilizing out-of-state suppliers. Given the degree of out-of-state suppliers being utilized, the subsidization was significant. Savings attributable to marketplace competition is one thing, but savings based solely upon the source of the gas is entirely another.

The best means of addressing the tax inequity was the imposition of the Natural Gas Use Tax. Information provided by Nicor identified communities that have a natural gas use tax, including two of our home rule neighbors – Hanover Park and Wheaton. As a home-rule community, Carol Stream is able to impose a use tax on all natural gas purchased in the Village, or in the alternative, only on those customers purchasing gas from out-of-state suppliers. The former is the current uniform method of taxation that was chosen by the Village, while the latter would have resulted in a dual system of a utility tax for in-state gas and a use tax for out-of-state gas. The use tax is a flat charge per therm, as opposed to the utility tax, which is a percentage of a customer's bill.

In order to restore equity to the taxation of natural gas purchases, the Village repealed the utility tax on natural gas and imposed the Natural Gas Use Tax in the amount of 2½ cents per therm in its place. Besides restoring equity to the taxation system, the Natural Gas Use Tax benefits customers in that it is a flat tax, and will not fluctuate with gas prices.

I hope this provides an understanding of the reasons behind the change to the Natural Gas Use Tax. The Village believes the change has been a benefit to those residents and business who had been paying the former utility tax, in that the use tax restored fairness to the system. We also believe the use tax is beneficial to all gas customers, in that the tax will not fluctuate with gas prices but with usage. As always, anyone with further questions should feel free to give me a call or e-mail me.



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Wood Floor Masters uses Bona's Atomic truck-mounted dust containment sanding equipment to create beautiful hardwood finishes, completely evacuating the dust from your home. Our system eliminates the usual nightmare of dust throughout your home and air ducts.



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Forever flashlight is an energy-saving, environmental friendly product. No batteries, no light bulbs needed forever. It is designed to replace the traditional battery flashlight and for anywhere you may need for emergency lighting. This patented product uses a high technology concept of converting the energy generated by your hand to electricity that is stored in a capacitor. The capacitor releases the energy to a light emitting diode for light. Simply, just shake the flashlight for 15 to 30 seconds; it will give up to 5 or 10 minutes light depends on the different model. You will never experience out-of-batteries again.

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- ✓ RV's
- ✓ Boats
- ✓ Homes
- ✓ Hunting
- ✓ Emergency

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2. Price table

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			1-9	10-99	100-199	200+
216	9 10/16	5	\$24.95	\$19.95	\$16.95	\$14.95
216A	6 11/16	5	\$19.95	\$15.95	\$13.95	\$11.95
216B	9 10/16	10	\$29.95	\$23.95	\$20.95	\$17.95

Perfect gift!!! Ideal for promotion!!!

Distributed by: UCBridge International, LLC 1N205 Darling ST, Carol Stream IL 60188 Tel: (630) 730-3673, (630) 681-9498 Fax: (630) 682-9375 E-mail: sales@ucbridgeintl.com

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About UCBridge International, LLC

UCBridge International, LLC provides a full range of market entry services between US and China. Our mission is to help organizations in these two countries to establish strategic business partnerships. We act as an agent to develop markets for products in China and US and to provide basic services such as interpretation, travel arrangement, and business setup. Our services are accomplished by providing high quality and efficient communication linkage between these two countries.

UCBridge International, LLC was formed to cater to current market trends. Since China entered into WTO, companies in North America have been changing the supply chain concept and shifting their sourcing to China. This is especially noticeable in the manufacturing industries. This industrial environment shift brings golden opportunities to companies both in United States and China.

Our Services

To provide services to whom wants to do business in China:

- Locate business partners (JV) or acquisition targets
- Offshore outsourcing in China for US manufacturers, distributors, wholesalers and retailers
- Establish distribution or sales network
- Negotiation with/for you to ensure you get the best deal
- Basic services such as interpretation, information collection and survey
- Fast training for culture, safety, geography, and survival in China
- Travel and meeting arrangement
- Fulfill your specific needs

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Fun Sunday Brunch with Santa

Celebrate the season at the area's most popular event during December served in Sedona Grille restaurant. Enjoy a festive holiday brunch with dozens of delicious hot and cold selections including our iced seafood bar, carved turkey and ham, fresh made Belgian waffles, omelets to order, fresh made crepes, our children's knee high buffet, endless sweet table and much more.

December 7, 14, & 21, 10am thru 2pm
December 25 - Christmas Day Brunch
(Santa off that day)
\$26.50 for adults, \$12.95
for children 5-12, under 5 eat free

Celebrate New Year's Eve with us for a memorable start to 2004

- Early check in on December 31
- Overnight accommodations for two in a deluxe guest room
- Enjoy a cocktail reception with butler passed canapes and hot hors d'oeuvres
- "Chef Table" featuring prime rib
- Select wines served throughout dinner
- Live entertainment by the Bobby Schiff Band
- Champagne toast and balloon drop at midnight
- Open bar until 1am and midnight sweet and coffee table
- New Year's breakfast buffet

Deluxe package is \$164.50 per person,
double occupancy required plus tax.
For reservations Call 630-529-0200



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