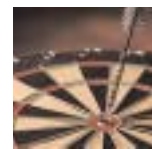


Published by the



August 2004 Newsletter
News That Hits the Mark
Building Businesses One Referral at a Time



Chamber's Website Get a Makeover!

The Chamber's website, www.mgcci.org, was recently re-designed by Chamber member Velkat IT Solutions. The newly designed site is now easier to navigate and offers new advertising opportunities for high visibility. Members can now register for events, download the newsletter, search the member directory online and much more.

All members are listed in the member directory both categorically and alphabetically. Members who have their website on file will have their company listing linked to their website free of charge. If you have a website and you are not sure if the Chamber has it on file, please call Vicky at 847-965-0330. The Chamber will also be communicating with members via e-mail more often so please be sure to give us your e-mail address.

Most importantly, the newly designed site has advertising space throughout the site. The ads vary in size and are placed prominently on the pages that receive the most traffic. Watch your newsletter for more information on pricing and availability.

All members should visit the site and check their company listing. Your feedback & comments about the new design and content are encouraged. Your input helps us provide you with the tools you need to grow your business.

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SHOWCASE
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if you are interested in
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CALENDAR OF EVENTS

August 4, 2004

8:30 - 9:30 a.m.

Sales Vantage 2 Meeting

Sponsored by MGCCI
Morton Grove Village Hall
6101 Capulina Ave.

August 24, 2004

8:00 a.m.

**Property Tax Reassessment
Seminar with Cook County
Commissioner Larry
Suffredin**

Morton Grove Village Hall
6101 Capulina Ave.

August 26, 2004

8:00 -10:00 a.m.

**Multi-Chamber Progressive
Networking Breakfast**
Double Tree Guest Suites
1400 N. Milwaukee in Glenview
* Reservation deadline is
August 16.

August 26, 2004

11:45 a.m. - 1:00 p.m.

Women's Power Lunch
Morton Grove Village Hall
6101 Capulina Ave.

A screenshot of the Morton Grove Chamber of Commerce website. The header features the MGCCI logo and the tagline 'Where Membership Grows Your Business'. A navigation menu includes 'Home', 'Chamber Events', 'Membership Benefits', 'Membership Application', 'Member Directory', 'Newsletters', and 'Contact Us'. The main content area has a large banner that says 'Looking to expand your business? START HERE' with a 'Join Today!' button. Below this are sections for 'UPCOMING EVENTS' listing 'Women's Power Lunch with the Lincolnwood Chamber' and 'Sales Vantage 2 Meeting Hosted by the Morton Grove Chamber'. There is also a 'Shop' section for members and an 'ADVERTISE HERE' section with a phone number. A sidebar on the right asks 'Why should I join the chamber?' with three reasons: '1. Reach new customers', '2. Make important business contacts', and '3. Be part of the community'. A 'JOIN TODAY >>>' button is at the bottom right.

THANKS TO CONCERT IN THE PARK SPONSORS!

Co-Sponsors:



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Illinois State Senator
Ira I. Silverstein



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State Representative
Elizabeth Coulson



"Liz Goodwin of the Morton Grove Park District and Vicky Cosa of the Morton Grove Chamber dance to music performed by the Juke Box Band on the last night of the Concert in the Park Series 2004."

Goodie Bag Sponsors:

- The Appraisal Company
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- Lin-Mar Motors
- Mr. Zee's
- One Step Wireless
- Primerica
- Rowena Antonio-Garcia, D.M.D.
- Simpol Medical Equipment & Supplies
- Super Cup

Concert in the Park 2004

The Chamber would like to thank all of the co-sponsors and goodie bag sponsors for their support of the Morton Grove Park District's Concert in the Park Series. Almost 300 people turned out for a night of fun and musical entertainment. Despite the ever-changing weather, many people either braved the rain or huddled under the pavilion.

Thank you to all of the members who turned out to enjoy the music and show their support for the Chamber. Thank you to the Morton Grove Park District for making it all possible!

The Concert in the Park Series is an annual event and the Chamber sponsors a concert in the series to in turn give our members another opportunity to promote their business. Co-sponsorship of this event is great opportunity for consumer-based businesses to attract new customers and gain recognition from repeat customers. Keep an eye out for details on this event in the June 2005 newsletter.

New Members

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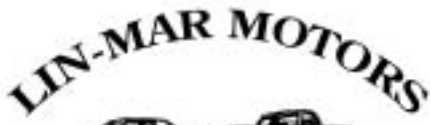
Bill Ashby
6410 W. Chestnut
Morton Grove, IL 60053
847-663-1940



Horton Chiropractic, Ltd.

Dr. Janet Horton
9820 N. Milwaukee Ave., Ste. D
Des Plaines, IL 60016
847-296-3877

BUSINESS OF THE MONTH



"We Meet By Accident"

Lin-Mar Motors Inc. is a family owned business, which was founded by Walter Lundin in 1958, and originally stood at the corner of Lincoln and Marmora. That is where the Lin-Mar name comes from. Lin-Mar has since relocated to their new 42,000 sq. ft. location at 7860 N. Lehigh and is still in Morton Grove.

Lin-Mar is a full service auto and truck repair facility doing everything including collision repairs, mechanical work, towing, glass and upholstery. Lin-Mar's employees are certified technicians and are committed to quality work. Their commitment to service is second to none. They will drop you

off, pick you up, arrange for rentals or for special circumstances, they have loaners on site. Even their tow drivers are certified. Not many companies can say that.

Lin-Mar Motors is available 24 hours a day, 365 days a year for towing and road service. They have 6 tow trucks, 1 semi tractor, a refrigerated trailer, a low-boy trailer, forklift and numerous pieces of equipment available to get the job done right, no matter what.

The body shop is a new state of the art facility with computerized measuring system to assure that the vehicle can be brought back to pre-accident condition, and the new spray booth assures them of coming as close as humanly possible to the factory finish.

Some of Lin-Mar's community involvement includes working with Morton Grove Police Department's Crime Prevention Bureau to help

deter auto thefts. In August, Lin-Mar will be part of the Niles Police Department National Night Out. They have been a sponsor for the Illinois State Police Special Fire and Rescue Trainings and have received an appreciation award for dedication & service to the MGF.D.

The red, white and blue Lin-Mar tow trucks have been part of Morton Grove, Skokie and Niles Independence Day Parades for years, passing out this year alone, over 1,000 hot dogs and 500 T-Shirts. They have donated their time and vehicles to St. Martha's Church (First place float for the past two years) and the MGCCI for their float this year.

Ron Lundin, owner of Lin-Mar motors, also sits on the Morton Grove Chamber of Commerce Board of Directors.

For more information, call Lin-Mar Motors at 847-965-4200.

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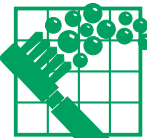
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MEMBER MENTIONS

OAKTON AT ARLINGTON, FUNDRAISER SET FOR AUGUST 21

Des Plaines, IL (July 20, 2004) - Enjoy a summer "perfect" day - good friends, great food, celebrity memorabilia, and exciting thoroughbred horse racing - on Saturday, Aug. 21, as the Oakton Community College Educational Foundation hosts its annual "Oakton at Arlington" fundraiser. Proceeds from this event are used to enhance scholarships and College programs.

In addition to a day a the races, featuring the \$150,000 Arlington Breeders Oaks (Grade III), guests will enjoy a fabulous luncheon in the International Room, open bar, raffle, and a chance to bid on hundreds of items in the "Make Dreams Come True" auction.

This year's auction features many one-of-a-kind celebrity items that are "odds-on favorites" to stimulate serious bidding competitions, including personalized donations from former First Lady Nancy Reagan; sports legends Michael Jordan, Brian Urlacher, Tiger Woods, and Mary Lou Retton; entertainers Elizabeth Taylor, John Travolta, Jim Belushi, and Joan Baez, and authors Walter Cronkite, Tom Clancy, and Dean Koontz.

Tickets for "Oakton at Arlington" are \$85 (trackside, window seats) and \$70, and may be reserved by calling the Office of Resource Development at 847-635-1893.

COMMISSIONER SUFFREDIN ANNOUNCES NILES TOWNSHIP PROPERTY TAX SEMINARS

Cook County Commissioner Larry Suffredin, 13th District, announces that property tax seminars have been scheduled for commercial properties in Niles Township who will receive Notices of Proposed Reassessment as part of the Cook County triennial assessment during the week of August 2, 2004. This township was last reassessed in 2000. Participating in these seminars will be Cook County Assessor Jim Houlihan, Niles Township Assessor Scott Bagnall and local legislators including State Senators Ira Silverstein and Jeff Schoenberg and State Representatives Lou Lang and Beth Coulson.

Seminars are specifically addressing the questions associated with commercial property have been scheduled in conjunction with the Morton Grove, Skokie and Lincolnwood Chambers of Commerce. All Niles Township business property owners are welcome to attend.

Thursday, August 19, 2004 - 8:00am
Skokie Chamber of Commerce
Conference Room - 5006 Oakton St. in Skokie

Tuesday, August 24, 2004 - 8:00am
Morton Grove Chamber of Commerce & Industry
Morton Grove Village Hall - 6101 Capulina Ave., MG

Wednesday, August 25, 2004 - 8:00am
Lincolnwood Chamber of Commerce
Lincolnwood Community Center
6900 N. Lincoln Ave. in Lincolnwood
(corner of Lincoln and Morse)

Taxpayers are encouraged to bring their assessment notices with them to the seminar. Staff from the Assessor and Commissioner Suffredin's offices will be present to assist property owners individually in filing assessment appeals and exemptions.

A short presentation will open each meeting to provide general information on the assessment process, avenues for assessment appeals, and resources available for verifying an assessed value is fair and accurate. Appeal forms are included with the assessment notices and property owners have 45 days to appeal if they have doubts about the accuracy of their assessment.

Commercial property owners who would like more information about the property tax seminars may contact Commissioner Suffredin's office at 312-433-7550. The Assessor's office has staff to assist commercial property owners with their appeals.

Networking Tip for August from Lisa Williams:

Think twice before you say no to donating or getting involved with a local charity. I have made valuable connections from my involvement in the Morton Grove Foundation and The Cradle, two charities I support. Not only have I received business from the organizations themselves, but also referrals!

Lisa is the networking Chair and is full ideas to help grow your business. Join the networking committee to learn more tips for your business.

Call Vicky for details 847-965-0330

MEMBER MENTIONS & ECONOMIC NEWS

CORPORATE OWNED LIFE INSURANCE LEGISLATIVE UPDATE

Glenview, IL - Representative Elizabeth Coulson (R-Glenview) reports a recent successful effort in the State Legislative to stop a proposed tax on the death proceeds of employer- owned life insurance.

"I strongly opposed this tax increase and will continue to work against any suggestion of raising taxes in Illinois," Coulson said, "There is plenty of bureaucracy in Springfield that needs to be cut first."

House Bill 848 initially passed in House without the tax/fee increase provisions in it. It then passed the Senate, with the tax/fee provisions added. Since the bill had been substantially changed, it returned to the House for a "concurrence vote." That vote was held May 26th and the amendment containing the tax/fee increases failed with 23 members voting "Yes" and 81 voting "No."

"The idea of taxing such death benefits ignored the genuine business reasons for employer-owned life insurance policies as well as current federal income tax law," Coulson said.

For instance, such life insurance proceeds are often used to reduce the impact of the loss of key employees, allowing an employer to search and train a replacement without suffering undue economic loss and hardship.

In addition, the federal income tax code excludes such proceeds from an employer's income tax liability.

Last year, the State of Illinois saw \$420 million in tax/fee increases on businesses. Employers are just now beginning to feel the impact of those fees.

"I believe we cannot afford to impose fees on companies that are the key to the turnaround of our economy ." Coulson said, "Businesses can help by remaining vigilant of their proposed increases and making their Representative aware of the impact these tax increases would have on their company."

For further information contact Rep. Elizabeth Coulson at (847) 724-3233.

Another Benefit From Your Chamber Membership

If you have interesting business news you want to share with other Chamber members, email us a quick press release to be printed in our
MEMBER MENTIONS

MORTON GROVE FORMS EDC

A nine-member Economic Development Commission (EDC) was formed by the Village of Morton Grove at a recent village board meeting. The new EDC is comprised of residents and local business owners and will help review economic development goals for the village.

Chamber members, John Pietron of J.P. Associates Marketing Services, Carol Meyer of Super Cup, and Karen Johnson of Roughneck Concrete Drilling & Sawing Co. were named to the Commission, which will advise the village of matters of economic development.

The EDC will advise the village staff and board on economic development.

"We're going to run ideas past them on ways to enhance the village," said Morton Grove Administrator Ralph Czerwinski. "We're hopeful that they'll be able to assist us."

ILLINOIS CHAMBER REPORT

INSURANCE- BIGGEST CONCERN OF SMALL COMPANIES

Insurance has emerged as the top problem faced by small businesses. A survey conducted by the National Federation of Independent Businesses (NFIB) reported that 28% of respondents cited insurance as their biggest problem. This is up from only 19% last year- a 47% increase!

Other problems? Taxes (18%) came in second and poor sales (16%) took third place. There were followed by government regulations, competition from large business, labor quality and labor costs. The NFIB predicts that insurance will continue to be a major problem for the foreseeable future.

ECONOMIC INDICATORS

NATIONAL

National Unemployment Rate-Remained unchanged at 5.6% in June 2004.

ILLINOIS

- Illinois Unemployment-Dropped down to 5.9% in June 2004 from 6.4% in May 2004.
- U of I Flash Index-Remained unchanged at 100.3 in June 2004

REFERRALS

THIS MONTH WE *REFERRED*
THE FOLLOWING MEMBERS:

- Atlas Heating Service, Inc.
- DiMaria Builders
- Gartner Heating & Cooling
- Gibbs Plumbing & Sewer Service, Inc.
- Minuteman Press
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- Pure Air & Heating
- Trademark II, Inc.
- Welter Plumbing, Inc.

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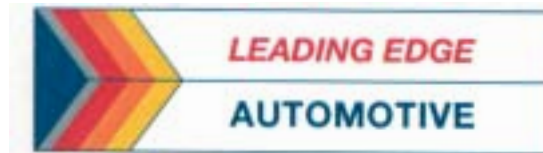
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NETWORKING OPPORTUNITY

July Women's Power Lunch a Huge Success!

With over 35 women in attendance, ladies from the Morton Grove and Lincolnwood Chambers networked up a storm at the July Women's Power Lunch. The ladies enjoyed food catered by Corner Bakery, Dominick's and Giordano's and a short presentation about "What a CPA Can Do for You" by Chamber member Mary A. Lynch, CPA CFP®.

This monthly networking group for women is a proven opportunity for Chamber members to exchange leads. If you are female business owner or a company representative, this is a must-attend event. Meet other business women eager to do business and share new ideas.



Join us on: Thursday, August 26, 2004 • 11:45am-1:00pm
Morton Grove Village Hall • 6101 Capulina Ave.
Guest Speaker: Dr. Shahnaz Khavidi, TLC Healthcare, Ltd.



There is a \$10.00 charge for this event and lunch is included. See the enclosed insert to sign up. Speaking opportunities are available. For more information, contact Vicky at 847-965-0330.

Check Out Sales Vantage August 4!

Are you looking for a new way to drum up business? Stop by the Morton Grove Village Hall on Wednesday, August 4 from 8:30am to 9:30am to check out Sales Vantage 2! Your membership in the Morton Grove Chamber gives you the benefit of Sales Vantage 2 (SV2). SV2 is a networking and leads-sharing group that conducts a structured meeting EVERY Wednesday morning from 8:30am-9:30am to discuss business topics, exchange leads, and to learn more about other members of the group in order to build a strong referral base. The group is industry-exclusive and is comprised of members from the Niles, Morton Grove and Skokie Chambers of Commerce.

For more information, please contact the Chamber office at 847-965-0330 or SV2 President Rich Burghraef at 847-676-1050.

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DIRECTOR'S MESSAGE

As we approach the final days of summer, many people are getting ready to shift into high gear for the fall. The warm sunny weather and lazy days on the beach will soon be behind us. Now's the time to get your 30-second introduction and business cards ready for the many networking opportunities lined up for last half of 2004. Keep watching your newsletter for more information on how you can get involved.

For those who like to stay ahead of the game, there is a Multi-Chamber Progressive Networking Breakfast on Thursday, August 26 at the Double Tree Guest Suites in Glenview. This is your chance to beef up your prospect list by networking with members from SEVEN different area chambers. Use the enclosed flyer to reserve your space today. Reservations must be received and paid by August 16.

Be sure to check out the Chamber's newly re-designed website at www.mgcci.org. Thanks to Chamber member Velkat IT Solutions, the new design is now easier to navigate and will provide more advertising opportunities for your business. Members will now be able to RSVP for events, download the newsletter and find member information both categorically and alphabetically. Watch the September newsletter for more information about advertising on the website.

Lastly, I'd like to thank all of our sponsors of the Concert in the Park series. Almost 300 people turned out for a night a fun and musical entertainment. Although there were a few sprinkles of rain here and there, many people braved the rain. I'd also like to thank all of the members who turned out to enjoy some tunes and show their support and the Morton Grove Park District who made it all possible.

We hope that everyone has enjoyed their summer and are ready to dive back into the networking scene. We are always looking for ideas and suggestions on how to get the most out of your membership. Feel free to call, e-mail or stop by the office to let us know how we can serve you better.

Vicky Cosa



Have a great summer!

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The Morton Grove Chamber of Commerce & Industry is a business organization dedicated to the advancement of the economic, commercial, industrial and civic interest of Morton Grove.

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