

Your CHAMBER Matters

OUR MISSION

To unite, improve, promote, and advocate for the business community in and around Morton Grove.

2008 MGCCI Board of Directors

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Dale Ashcraft • Lin-Mar Motors

Vice President:
Christina Marino • Century 21 Marino Realtors

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Cindy Kopczyk • Inland Bank

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Matt Mitchell • State Farm
– Mitchell Insurance Agency

Evangeline Pintang • Prime Care Resource, Inc.

Debra Sloan • J Care Home Medical Supplies

Chamber Staff

Mark Pendergrass • Executive Director
Claire Sherman • Assistant to the Director

Our Golf Outing Turns 30 This Year & We Need Your Support

The Morton Grove Chamber of Commerce and Industry's Golf Outing turns 30 this year, and we need your support to replenish our General Fund. Our Golf Committee (Matt Mitchell, Margaret Hagerty, Dale Ashcraft, Rich Block, Deborah Gallas, and Christina Marino) is working hard to make this the best golf outing we've had, so it will be a great event to bring friends, co-workers,

One way we're celebrating the 30th Anniversary of our Outing is by giving away 1 Raffle Ticket to 1 random Chamber member per day for 30 days before the Outing. We'll start this on August 18, and, if you win a Raffle Ticket, the Chamber office will give you a call.

Our Raffle's Grand Prize is \$1,000.00, with



business partners, or clients out for a day of golf and fun!

Our Outing will have lots of great contests out on the course. At one green, every golfer will get a chance to putt for \$5,000 cash. At our hole-in-one contests, our golfers will have chances to win a cruise, a set of Callaway Irons, a resort stay at Hilton Head, and, in honor of our 30th Anniversary, \$30,000 cash. One lucky golfer will get the chance to shoot for \$1,000,000.

If you'd like to support the Chamber, there are 4 ways you can help through our Golf Outing:

1. Sign up to golf and bring golfers
2. Sponsor a hole, a cart or one of the other sponsorships we have available
3. Buy raffle tickets
4. All of the above!

the chance to win many other great prizes, prizes like: tickets to the Chicago Wolves, the Northlight Theater, Zanies Comedy Club, the MCA, and gift certificates from Abt Electronics, Wildfire Restaurant, and East Bank Club. Plus many more.

Raffle tickets are on sale for \$10 each, 3 for \$25. You can contact the Chamber office or one of our Board of Directors to buy your tickets. Ticket holders do not need to be present to win, and the prize drawing will take place during the Dinner portion of our Outing,

Our 30th Annual Golf Outing will be held at Traditions at Chevy Chase Golf Course, 1000 N. Milwaukee, Wheeling, on Wednesday, September 17, 2008. See our enclosed flyer for more details, or to fill out and fax back for golfing and sponsorship.





Quote of the Month:

***"If you break 100,
watch your golf. If
you break 80, watch
your business."
~Joey Adams***

Meet Avon Products, Inc.

Our July Member of the Month

The Morton Grove Chamber of Commerce and Industry congratulates Avon as being voted the July 2008 Member of the Month.

Avon's proud history began more than a century ago when David H. McConnell, a door-to-door book seller, discovered that people were more interested in free samples of his rose oil perfumes than in his books. So in 1886 he founded the California Perfume Company, Inc. and hired Mrs. P.F.E. Albee as a "General Agent" to sell perfumes in her community and to recruit other women to do the same. Thus began Avon's rich heritage of empowering women - 34 years before women had the right to vote.

In 1939, McConnell renamed the company Avon, in tribute to his favorite playwright, William Shakespeare, who hailed from the town Stratford-On-Avon in England. In 1946, after 60 years of consistent growth, the company went public. Avon continued to grow and opened operations in Chicago in 1945 at Navy Pier. Avon moved those operations to their current location in Morton Grove in 1957. Avon joined the Morton Grove Chamber of Commerce and Industry in 1971.

In 2005 the Avon Foundation reached half a century committed to improving the lives of women. From an initial scholarship of \$400 in 1955, in 50 years the Avon Foundation has exceeded \$500 million raised and awarded for women's empowerment and health. Since its inception, the Avon Foundation has funded more than 13,000 grants and scholarships. Since 1992, the Avon Breast

Cancer Crusade raised and donated over \$400 million in 50 counties worldwide for medical research, access to treatment, screening, and education. In 2004, the Avon Foundation partnered with Salma Hayek to launch a new partnership to tackle the issue of domestic violence called Speak Out against Domestic Violence. Avon is committing \$5 million for long-term reconstruction efforts in the aftermath of the devastating earthquake in Sichuan Province in China; the money will be disbursed to priority rebuilding initiatives as needs are identified.

Avon, the company for women, is a leading global beauty company, with \$10 billion in annual revenue. As the world's largest direct seller, Avon markets to women in well over 100 countries through 5.4 million independent Avon Sales Representatives. Avon's product line includes beauty products, fashion jewelry and apparel, and features such well-recognized brand names as Avon Color, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals and Mark. Learn more about Avon and its products at www.avoncompany.com

Avon has sponsored many programs, such as the MGCCI Golf Outing and The Concert in the Park and has been a stabilizing economic business in Morton Grove.

Avon Products, Inc.
6901 W. Golf Rd.
www.avon.com

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2008-09 Morton Grove Community Guide Update

Printing and distribution for the 2008-09 Morton Grove Community Guide has been postponed a bit but is scheduled to go out between mid-to-late August, as opposed to the initially-planned timeframe of mid-June. To those that advertised, please bear with us

and thank you for your patience. We have made some major changes to our Guide as compared to previous issues, and we think it will be worth the wait, especially for our Morton Grove residents – your customers!

Meet Lin-Mar Motors

Our August Member of the Month

In addition to being honored as “Business of the Year” in 2004, LIN-MAR has, for the second time, been chosen as “Business of the Month” for August, by the Morton Grove Chamber of Commerce & Industry Board of Directors. LIN-MAR has been a consistent supporter of local charities, civic events and the chamber of commerce. This year is no exception, but it is noteworthy that, as of August, LIN-MAR will have been doing it for 50 years. That’s a lot of support.

In June, the Village of Morton Grove showed its appreciation by honoring LIN-MAR with the Key to the City, and by proclaiming June 7th. as LIN-MAR Motors Day in Morton Grove.

The MGCCI Board of Directors salutes LIN-MAR for this important achievement.

Lin-Mar Motors
7860 N. Lehigh Ave.
Morton Grove, IL 60053
847-965-4200
www.linmarmotors.com



Welcome New Members!

Done Deal Promotions

Family owned business specializing in custom logo apparel and promotional supplies. Embroidery and screen printing on site for fast reliable service. No job is too big or too small. We will make sure your organization’s identity is promoted in the most cost-effective and appropriate manner. We pride ourselves on reliable shipping, low prices, and complete customer satisfaction.

Call Tom for promotional ideas and pricing. He will put his 15 years of promotional experience to work for you.

Done Deal Promotions
Tom Levy
7900 N. Nagle St., Ste. 500
Morton Grove, IL 60053
847-324-1900 phone
312-415-1525 cell
tom@donedealpromotions.com

Frank “K” and Company

Let the big band sound of Frank “K” and Company entertain your guests with a multitude of customized performances.

- Our strolling musicians will create an elegant atmosphere for any social event.
- The Duo of Fran and Frank will entertain guests with Fran on drums and vocals and Frank on synthesizer and accordion.
- Our Dance Band with up to five musicians will get your guests moving with a variety of swing, classic rock, ballroom, country and polka.
- We specialize in traditional Oktoberfest celebrations complete with Lederhosen.

Frank Yakoubek
5511 Keeney
Morton Grove, IL 60053
847-967-1184
frankKco@cs.com
www.ourworld.cs.com/frankco



Chamber Seeks Leaders & Volunteers for 2009 & Beyond - Get Involved!



Board of Directors

There are a handful of open spots on our Board of Directors, and, in October of this year, our Nominating Committee will be proposing and selecting the incoming Board of Directors for 2009. If your business is a member in good standing and has been a member of the MGCCI for at least 1 year, we invite you to get involved with the Chamber on a higher level.

Some requirements for being a Board member include attending and participating in monthly Board meetings (1st Wed of month, 4-5 PM), attending Chamber events, and participating in/with Chamber committees.

Committees

One of the main reasons people and businesses join Chambers of Commerce is to get involved in the local community and work with other business and community leaders. And one of the best ways to do this is to participate and get involved with committees that YOU have an interest in. Networking takes place in these environments, and relationships are built and strengthened. With that said, all Chamber members are encouraged to participate!

Marketing & Member Service Committee

First Assignment: Join our AMBASSADORS PROGRAM and be assigned a handful of members and non-members to contact and

invite to join the Chamber or attend one of our events. A great way to personally market your business and meet people. Other things will be focused on in the coming months and year are reviewing ways to market the Chamber and its businesses better in the community and refining member benefits. If you like networking, or have a knack for marketing and sales, we need you!

Social & Networking Committee

First Assignments: Task Forces will be created to schedule our Women's Networking Lunch and our Business After Hours for 2009 and beyond. Want to host a Business After Hours? Please let us know. If you like to plan parties or networking events, we need you! This is the Committee that plans our Annual Awards Dinner, so we'll be meeting soon.

Legislative Committee

Current assignment: The Legislative Committee is organizing a "State of the Village" lunch with the Mayor that we could use your help with. For those of you interested in law, the government and how they affect your business, this is the committee for you.

Please contact Mark Pendergrass at director@mgcci.org or 847-965-0330 for more information.



Perry Danos, D.D.S.

5700 Dempster,
Morton Grove, IL 60053
847.965.6223
fax 847.967.5700
www.procaresdental.com

MAGGIANO'S
LITTLE ITALY®

Save The Date! State of The Village Lunch in the Works

The Chamber's Legislative Committee is currently planning a State of the Village Lunch, wherein the Village of Morton Grove will be giving business-focused presentations, followed by Q&A. Our local legislators and public officials will be invited, and it will be a great event to meet, network, and get to know our Village officials and legislators better.

Here are the details we have at this time:

*The Morton Grove Chamber's
State of the Village Lunch
Friday, October 24, 2008
11:30 AM – 1:30 PM
Maggiانو's at Old Orchard*

Sign Code Survey to Continue

If you have a storefront and you're in Morton Grove, then you've probably already received a brief survey call from Mason, our summer intern. Mason has made calls to all our Chamber members that have storefronts and has started to call non-members as well, seeking specific feedback about the Village's current Sign Code.

The Village's Sign Code is currently in its first phase of revision, which is to reformat/restructure the actual document, to make it easier to read and access. The second phase will be to update the actual Code, and this is where we want to make an impact, with your help. You can help with specific feedback about the Sign Code and a commitment to attend any future meeting or discussion of the Sign Code with the Village. Nothing's been scheduled right now, but we will keep you posted.

Our reasons for wanting the Code changed are to better reflect the needs of our businesses and to make the Code more "business-friendly." Many of you that we've talked with have said

you want to be able to include pricing and phone numbers, to be able to make your signs and store more visible, and to be able to put signs in your windows and to be able to use temporary banners more. Many of you have said that you think there are inconsistencies in the Code and the enforcement of fines. We wish to correct all these issues, and we wish to work well together with the Village of Morton Grove to make this happen, so that we achieve balance with both businesses and residents.

As we state in our By Laws, the purpose of the Chamber is to be organized to advance the general welfare and prosperity of Morton Grove and its surrounding community, so that all areas of its business community and residents shall prosper.

If you didn't speak to Mason and you'd like your opinions recorded, please call the Chamber office, and we'll be happy to take down your comments. The more specific your feedback, the better.

Sign Code Changes Requested by Our Businesses

- To allow more signs and information (business address and phone number) in windows and on existing signage.
- To allow window decals and pole signs.
- To allow banners, streamers, and temporary signage to be used more frequently.
- To allow taller signs and more visible signage overall than currently permitted.

Chamber Partners With Local Seniors For Home Services Guide

In the spring of 2008, Chamber Executive Director Mark Pendergrass was asked to visit and participate with the Village of Morton Grove's Advisory Commission on Aging. The Advisory Commission on Aging, which is run mostly by committed, local Morton Grove seniors, wanted to put together a "Home Services Guide" for the 500 members of the Morton Grove Senior Center.

The Commission wanted their "Home Services Guide" to focus on all aspects of home care, from plumbers to handymen to roofers, etc. They also wanted it in an easy to read format. Mark Pendergrass, on behalf of the Chamber, agreed to participate, as it was a win-win-win situation for all involved. Chamber members benefit from exposure and referrals, the Commission gets a handy Guide for their members that need these services regularly, and our community partnerships are strengthened.

We put together a simple and attractive layout for the Guide, and we included all Chamber members that fell into the categories requested by the Commission, in addition to businesses that the Commission itself requested to be included, based on referrals from members of the Senior Center.

The Home Services Guide will be printed within the next couple of months, with a generous contribution from Niles Township Government, and the Senior Center will then distribute it to their 500+ members. For those businesses that were included in the Guide, we will send you notice of your inclusion before going to print, and we'd like to remind you to consider a "Senior Discount" for those seniors that come to your business this way.



YOUR NEWS & EVENTS

New Address for GPG & Associates LLP CPAs

Chamber member GPG & Associates LLP Certified Public Accountants has got a new office at 8430 Gross Point Rd., Suite 202, Skokie. Owner Gerald Gangloff says the phone numbers will remain the same at 847-965-9707. Visit GPG's website at www.GPGAssociates.com

Sponsors/Vendors Needed for Second Annual Morton Grove Family Fest

Mayor Krier is pleased to announce the 2nd Annual Morton Grove Family Fest, the follow-up to last year's celebration for Morton Grove being named one of the Top Ten Places to Raise a Family as awarded by Family Circle magazine. The event will take place from morning until night on Saturday, September 20, 2008.

Over 1,000 residents attended last year's event, with participation from over 50 local businesses and organizations. Your support is needed this year. Please see the enclosed flyer for more details, or contact the Village at 847-470-5220. The deadline to sign up is September 1, 2008.

Niles West High School Still Going Strong at 50

Save the dates of Oct. 3-5, 2008 to celebrate Niles West's 50th Anniversary. All graduates of NW High School in Skokie and former faculty and staff members are encouraged to join the celebration.

Friday, Oct. 3: Homecoming Game, Niles West Wolves vs. Glenbrook South Titans.

Saturday, Oct. 4: All-Class Reunion celebration 6p.m – 11p.m. at the Holiday Inn Chicago North Shore at 5300 W. Touhy in Skokie. Music by the

Buckinghams, a silent auction, and much much more. Tickets are \$75 in advance, \$85 after September 15.

Sunday, Oct. 5: Niles West will host an Open House from noon to 3 p.m. featuring tours, student entertainment, and more.

For more information, see the enclosed flyer, go to www.niles219.org, or call 847-626-3959.

Morton Grove Fire Department Picnic Seeks Raffle Donation

The Morton Grove Firefighter's Association is holding their annual family picnic on Saturday, August 30th, 2008. Fellow firefighters from the Niles Fire Department and the North Maine Fire Department will join them. Each year the MGFA organizes a raffle to raise money for the Illinois Fire Safety Alliance Burn Camp. This charity is strongly supported by Fire Departments throughout the state.

The Illinois Fire Safety Alliance Burn Camp is free to any child between the ages of 8 and 16 who have been hospitalized for a burn injury. Besides medical and emotional counseling, Burn Camp also provides the setting for burn survivors to share their common experiences while being able to play and not feel self-conscious about their scars. The cost incurred by the Illinois Fire Safety Alliance Burn Camp is roughly \$1100 per child.

Because of caring community members like yourself, our Firefighter's Association has been able to cover the cost of over twenty children to attend Burn Camp. This year the MGFA would like to exceed past years' totals and make the Burn Camp available to even more children.

Here's how you can help. The MGFA is asking for donations to be used as raffle prizes, such as merchandise, promotional

products, gift certificates, or monetary donations to the Illinois Fire Safety Alliance. As a donor, your name will appear on our raffle literature and you will receive the satisfaction of making a difference in the life of a young burn survivor. Of course, your donation is tax deductible.

The MGFA Raffle Prize Chairperson, Tom Goodwin, will be contacting you soon or you may send a donation into the Firehouse to Joe Fasolo's attention. The Morton Grove Firefighter's Association thanks you for your anticipated generosity. They welcome and encourage your support. If you have any questions about their picnic, feel free to contact Joe Fasolo, Picnic Committee Chairman, at the Morton Grove Fire Department (847) 470-5226, or you may call Tom Goodwin (847) 530-0842 for donation assistance. If you would like more information about Burn Camp or the Illinois Fire Safety Alliance, please visit their web site at <http://www.ifsa.org/>.

Contour Landscaping Manager Receives Prestigious Certification

HERNDON, VA, May 28, 2008 – The Professional Landcare Network (PLANET) announced today that Jeff Hufnagel, CLT, who is employed by Contour Landscaping, Inc. in Skokie, IL, passed the Certified Landscape Technician (Exterior) exam. The test was offered through our partnership with Illinois Landscape Contractors Association.

This day-long hands-on test challenges the candidate to use mental and physical ability under time constraints. Jeff Hufnagel completed the Softscape Installation module. As the General Manager of Contour Landscaping, Inc., he oversees many of the company projects from beginning to end.

continued next page...

YOUR NEWS & EVENTS

The objectives of the program are to:

- Raise the standards of the profession;
- Encourage self-assessment by offering guidelines for achievement;
- Identify persons with acceptable knowledge of principles and practices of the profession;
- Award recognition to those who have demonstrated a high level of competence in the profession; and
- Improve performance within the profession by requiring participation in a continuing program of professional development.

Contour Landscaping, Inc. is proud of Jeff's dedication to the landscape industry. He also has "increased Contour Landscaping, Inc.'s ability to provide better service to our clients."

In addition to receiving his certification in May, Jeff became a first time father in April. Congratulations, Jeff!

Stephen Kropp of Kropp Insurance Agency Honored

Stephen A. Kropp, CIC, of Kropp Insurance Agency was recently recognized for professional leadership and advanced knowledge by the Society of Certified Insurance Counselors (CIC), a leading national insurance professional organization.

Mr. Stephen A. Kropp was awarded a certificate marking more than twenty-five years of participation as a designated CIC, which requires annual completion of advanced education and training.

"Stephen A Kropp's ongoing allegiance and support of the CIC Program is a testament to the value he places on "real world" education and customer satisfaction. Your clients, associates, and the insurance profession as a whole will benefit from such dedication," cited Dr. William T. Hold, CIC, CPCU, CLU, President of the Society of CIC.

The CIC program is nationally recognized as the premier continuing education program for insurance professionals, with programs offered in all 50 states and Puerto Rico. Head-quartered in Austin, Texas, the Society of CIC is a not-for-profit organization and the founding program of The National Alliance for Insurance Education & Research.

Access Oakton

College isn't just for those seeking degrees anymore. Offering a variety of classes designed with your business needs in mind, Oakton will give you a fresh perspective on what is available at your local college. The emphasis on "going green" continues to grow, and Oakton now offers credit classes addressing this popular topic. Introduction to Green Business focuses on how to implement environmentally responsible practices in your business while still being fiscally accountable. Green Policy, Law and Government Regulations also examines environmental issues by covering government regulations in regard to green procedures in business. Keep your business compliant by learning about the most recent eco-friendly laws and regulations. To register for fall classes, call 847.635.1700 or visit www.oakton.edu.

If you don't have the time to devote to a full semester, Oakton's Business Institute offers training sessions to develop crucial business skills in just a few hours. The "Lunch and Learn" Leadership for Managerial Success Series is a four-part, brown bag program that explores different leadership styles and provides insight into performing more effectively. Leadership Skills for New Managers: Becoming a Leader also focuses on leadership, concentrating on the traits that make a good leader and the possible challenges of transitioning from "coworker" to "boss." Chamber members will receive a \$5 discount for Business Institute programs.

Call 847.635.1934 for details.

Business Update for Chambers from State Rep Coulson

As you know, today's weak economy is putting a strain on businesses, both small and large. The unemployment rate in Illinois jumped one percentage point from April to May. During the legislative session, the General Assembly considered several proposals which would have increased fees and taxes for the business community. These were not passed in the House.

Representative Coulson opposed the Structural Work Act which placed a huge cost on businesses and was repealed in 1995. The Structural Work Act is an obsolete law that would drive up the costs of doing business for contractors, architects, homeowners, businesses, and even municipalities. The legislation was originally designed to protect employees working high up on scaffolds, but was eventually used for many other injuries. Since the Workers Compensation Act already compensates employees for injuries sustained on the job, the Structural Work Act would be duplicative.

Additionally, Representative Coulson voted against legislation that would have asked voters to double the income tax for individuals or couples who earn more than \$250,000. The plan was estimated to generate \$3 billion in state revenue, but would have negatively impacted more than 85% of small business owners that file personal income taxes because of the way their companies are structured. The legislation failed in the House.

"I will continue to fight against tax and fees that make it difficult for small businesses to succeed in an already tough business climate," Rep. Coulson said.

For more information, do not hesitate to contact Rep. Coulson at (847) 724-3233.

Recent Chamber Photos



Banner from **Concert in the Park, June 10, 2008**

MGCCI Executive Assistant Claire Sherman with MGCCI Board Member Cindy Kopczyk (Inland Bank) and **500 Goodie Bags** for Morton Grove residents. All 500 were given away!



North Shore Women's Expo from May 2008
Therese Machaj of Edible Arrangements at the May 2 North Shore Women's Expo

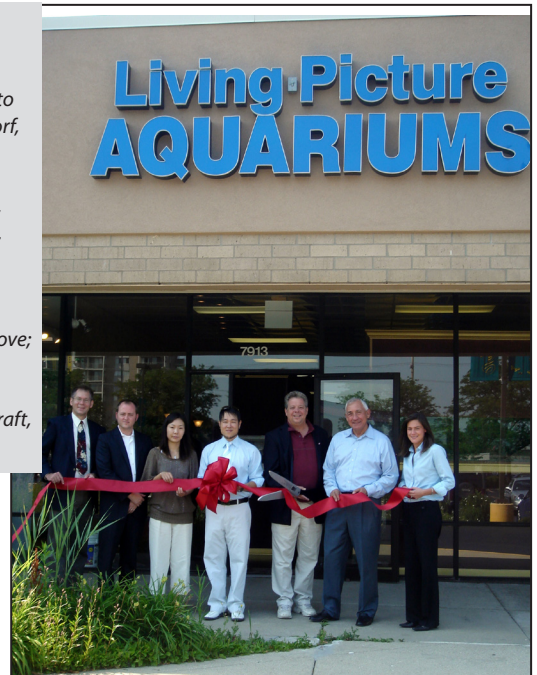


Morton Grove Food Mart Grand Re-opening – May 17, 2008, Morton Grove Food Mart, 5900 Lincoln Ave, held a Ribbon Cutting and Grand (Re)Opening Celebration to celebrate the interior remodeling of the store. Morton Grove Mayor Rick Krier and Chamber Vice President Christina Marino were on hand to honor Morton Grove Food Mart and owner Atul Desai.



New Member Ribbon Cutting at Paws Pet Place - left to right: Mark Pendergrass, Executive Director, MGCCI; Morton Grove Mayor Rick Krier; Kim Anderson, Owner, Paws Pet Place; Lindsay, family friend and new guardian of abandoned kitten, Kitty (Lindsay is holding Kitty); Nicole Anderson, Owner, Paws Pet Place (holding her little K9, Ace); Dale Ashcraft, 2008 President, MGCCI; Christina Marino, Vice President, MGCCI

New Member Ribbon Cutting at Living Picture Aquariums - Left to right: Bill Neuendorf, Director, MG Comm & Eco Dev; Mark Pendergrass, Executive Director, MGCCI; Heidi Kim, owner; Dae Kim, owner; Rick Krier, Mayor, Morton Grove; Christina Marino, Vice President, MGCCI; Dale Ashcraft, President, MGCCI





EVENT REGISTRATION & SPONSORSHIP SHEET

Please fax this page back to us 847-965-0330

- 8/6/08 – Marketing & Membership Services Committee**
4 PM – 4:30 PM
Village Hall
- 8/15/08 – Multi-Chamber Progressive Networking Breakfast @ Holiday Inn North Shore**
7:30 AM – 9:30 AM
5300 Touhy, Skokie
\$25 for Chamber Members
- 8/20/08 – Legislative Committee Meeting**
5 PM – 5:30 PM
Village Hall
- 9/3/08 – Board of Directors Meeting**
4 PM – 5 PM
Village Hall
- 9/10/08 – Business After Hours @ Morton Grove Historical Society Annex**
5 PM – 7 PM
Dempster
FREE for Chamber Members
- 9/17/08 – 30th Annual Golf Outing Fund Raiser @ Traditions at Chevy Chase Golf Course**
1000 N. Milwaukee, Wheeling
Price varies by package

Business & Consumer Resources Networking Group

August Wednesday Mornings – 8-9 AM
3000 Glenview Rd, Wilmette, IL

September Wednesday Mornings – 8-9 AM
Morton Grove Park District
6834 Dempster St, Morton Grove, IL

EVENTS

YES! Please sign me up for the above event (please check box).

SPONSORSHIP & NEWSLETTER SUBMISSIONS

YES! I want to:

- Advertise with an AD
- Advertise with an INSERT
- Sign up for MEMBERSHIP PLUS
- Submit an ARTICLE
- Be a MEMBER IN FOCUS



6101 Capulina Ave • Morton Grove, IL 60053
Phone: 847-965-0330 • Fax: 847-965-0349
E-Mail: office@mgcci.org

CONTACT INFORMATION:

Contact Name: _____

Company Name: _____

Phone #: _____ Email: _____

Amount to Bill: \$ _____ Payment Options: Check enclosed Money order Cash at door

Credit Card: Visa MasterCard Card# _____

Expiration Date _____ V# (3 digit code on back of credit card) _____

Name on Card: _____

Please notify us at least 24 hours in advance if you cannot attend an event. If not, the fee will be billed to you. Thank you!

CURRENT MEMBERS

of the Morton Grove Chamber of Commerce and Industry

- A Friend Electric
 A-Lectric Contracting LLC
 A-Alert Lock and Alarm, Inc.
 Action Party of Morton Grove
 Affordable DJ and Karaoke Service
 Aflac Insurance - Robyn Weinstein
 Alden Management Services
 All Smiles Family Dental Center
 Alyce Designs, Inc.
 Amcore Bank, N.A.
 American Cancer Society
 American Family Insurance
 American Legion Memorial Civic Center
 Anthony Hofeld, Attorney at Law
 Art & Beyond Studio
 Arthur Murray Dance Center
 Ask Lon! The Handyman
 Atlas Heating Service, Inc.
 Avon Products, Inc.
 Avon Representative - Elaine Powell
 Avon Representative - Susan Anderson
 Bank of America
 Best Western of Morton Grove
 Bethany Terrace Nursing Centre
 Bob's Gift Baskets, Inc.
 Bringer Inn
 Bugle Newspapers
 Carl N. Graf Jr., Attorney at Law
 Carlson Wagonlit Morton Grove Travel
 Cartridge World
 Castle Motor Sales, Inc.
 Catered by Design
 Catering by Michael's
 Central United Methodist Church
 Century 21 Marino Real Estate
 Chadons Resources
 Charter One Bank
 Chateau Ritz
 Chicago Car Collection
 China Chef
 Chiropractic Arts Center
 City Truck Rental
 Classic Bowl
 Classic Design Awards
 Cole Taylor Bank
- ComEd
 Complete Travel and Cruises, Inc.
 Contour Landscaping, Inc.
 Costco Wholesale
 Crossings at Morton Grove
 Dean Giuntoli's Bookkeeping Services
 Dempster Auto Service
 Dempster Eye Center
 Diversified Graphics
 Done Deal Promotions
 Edelheit & Edelheit, Ltd.
 Edible Arrangements
 Edward Jones Investments
 El Sol Restaurant
 Faust of Italy
 First Financial Credit Union
 First Reverse Financial
 Frank "K" and Company
 Gail Kachoyeanos, Attorney at Law
 Gartner Heating & Cooling
 Gaynor Communications
 Gene A. Eich, Attorney at Law
 Gibbs Plumbing & Sewer Service, Inc.
 Giordano's of Morton Grove
 Glen Morton Medical Center
 Glenview United Methodist Church
 Golf School District 67
 Good Karma Construction
 GPG & Associates
 H & R Block
 Harris Bank
 HL Development Inc.
 Holiday Inn Chicago North Shore
 House of Rental
 Inland Bank
 Ira Silverstein, Illinois State Senator
 J & D Instant Signs, Inc.
 Jan Schakowsky, U.S. Congresswoman
 JC Licht, Co.
 JCare Home Medical Supplies
 Jerrold Goldberg Prostate Cancer Foundation
 Jerusalem Lutheran Church and School
 John Baethke & Son Plumbing, Inc.
 John Crane Inc.
 K&G Superstore
 Kropp Insurance Agency
 Larry Suffredin, Cook County Commissioner
 Leading Edge Automotive
 Leonard J. Brown Plumbing Inc.
 Leonardo and Company, LLC
 LifeStorage
 Lily's & Boris's Beauty Salon
 Lin-Mar Motors
- Living Picture Aquariums
 Lou Lang - State Representative
 Magazine Memories
 Malko Electric Company
 Marcus Denture Studio, Inc.
 Marge's Flowers & Gifts, Inc.
 Mary A. Lynch, CPA, CFP
 Mary Ressler - Reverse Mortgage Specialist
 MB Financial Bank
 McDonald's of Morton Grove
 McGrath Acura of Morton Grove
 Merlin's 200,000 Mile Shop
 Metro Maintenance Service, Inc.
 Metropolitan Family Services
 Michael Harada, D.M.D.
 Minuteman Press
 Morton Grove Caucus Party
 Morton Grove Coins & Collectibles
 Morton Grove Community Church
 Morton Grove Dental Associates
 Morton Grove Fire Department
 Morton Grove Food Mart
 Morton Grove Foundation
 Morton Grove Historical Society
 Morton Grove Lions Club
 Morton Grove Moose
 Morton Grove Pharmaceuticals, Inc.
 Morton Grove Police Department
 Morton Grove Post Office
 Morton Grove Public Library
 Morton Grove Public Works
 Morton Grove School District 70
 Morton Grove Supply Company
 Morton Grove Woman's Club
 My Plumbing Contractor
 Nano's Pizza
 Nature's Hand Car Wash
 New Age Dental
 New Explode Construction
 Nicor Gas
 Niles Township Government
 Niles Township High School District 219
 Niles Township Schools Credit Union
 North Shore Center of Dental Health
 Northwest Suburban Jewish Congregation
 Northwest Suburban United Way
 Nutri-Lawn
 Oakton Community College
 OceanAire, Inc.
 On Time Promotions, Inc.
 Original Concepts, Inc.
 Orman Chiropractic
 Parkway Bank & Trust
- Paws Pet Place
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 Physicians at Morton Grove
 Pioneer Press Newspapers
 Powersports Chicago
 Prime Care Resource, Inc.
 Procure Family Dental
 Produce World
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 Purple Oak, Inc
 Rainbow Hospice
 Rivals Sports Bar & Grill
 Ronald Weiss C.P.A. Chartered
 Rotary Club of Skokie Valley
 Roughneck Concrete Drilling & Sawing Co.
 Royal Maids
 Saab Exchange
 Schwarz Supply Source
 Sell It Here!
 Seven Brothers Restaurant
 Sewing Center Unlimited
 Shari Mack - Century 21 McMullen Realtor
 Sharper Dot Printing
 SHORE Community Services
 Sign-A-Rama
 Simkins Funeral Home
 Simpol Medical Equipment & Supplies, Inc.
 Sko-Die, Inc.
 Skokie Valley Air Control
 St. Martha Catholic Church
 Staples
 State Farm Insurance - Margaret Hagerty Agency
 State Farm Insurance - Matt Mitchell Agency
 Subway - 9237 Waukegan
 Super 8 Motel
 Super Cup Coffee Shop
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 Temple Judea Mizpah
 Teresa Hoffman Liston, Attorney at Law
 The Appraisal Company
 Total Athleticare
 Trakside Tap
 Travel Medicine Source
 U.S. Cellular
 United Graphics & Mailing Group
 Univerpol, Inc.
 V & B Liquors
 Verlo Mattress of Skokie
 Village of Morton Grove
 Welter Plumbing, Inc.
 Wolf & Tennant
 World of Tees
 ZootCuts Family Hair Center



Member Article: Increase Sales with Your Website

By Mark Collins, Owner Sign-A-Rama Skokie

It is my intention in this article is to help explain how a web site owner can monitor the traffic to your site, increase the overall time a customer spends on your site, and develop a plan to convert more hits into sales. Also, I will introduce three simple tools you can use to help increase your overall ranking.

Google Analytics

Sign up today for Google analytics and start tracking your hits. This free software shows where people have landed, page views, pages per visit, bounce rate, key words, referral sources, keywords, landing pages, and average time spent on the site. I have found the bounce rate and keyword results to be some of the most beneficial information from this tool. For example, a high bounce rate means people are leaving your site from that page and something needs to be done to improve that page. Also, using the keyword results page will show you which keywords are working best on your site.

Google Webmaster

There are two types of visitors to websites today: humans and robots. The search engines today like Google send out armies of little robots to read and locate new links that they have not seen before. The information that is displayed on the result page for Google is information located by these little armies of robots called Googlebots. Google uses super mainframe computers spread throughout the USA to dispatch three armies of robots called Google bots who work 24 hours a day 7 days a week without a break. If you are not adding new pages, content, and have a static site then it will take months for you to get a visit from any of these robots. A good website is one that is written so that it can attract more visits from both humans and Google bots. I would recommend signing up for Google Webmaster. This way you can schedule visits to your site as soon as you have changed the content of a particular page.

Google PageRank

In order to increase website ranking of key word searches, website owners need to begin by knowing about Google PageRank. PageRank

is a measure of the importance Google places on that page on a scale of 0-10. All web sites are ranked on this scale and this is what they use in order to determine where you will be placed on key word searches. In order to find out your website ranking, you will have to download the Google Toolbar. Once the toolbar has been loaded onto your browser, you will have to click on the settings icon, then the options icon, then the more icons and choose Page Rank and Page info. Once this has been accomplished, you will be able see the page rank of every page you visit including yours and your competition.

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." For example, a link from a page with a ranking of 10 will have more influence than a link from a page with a ranking of 1. The more links you have from high ranking pages the higher your PageRank will be. For more information on PageRank: (<http://en.wikipedia.org/wiki/PageRank>)

So, as you can see, links are the basis of PageRank. The more links you have, the more you will rank on relevant key word searches. In order to determine the amount of links your site has, you can use the following simple tool to show you how many links you have. Go to Yahoo and type the following in the search field: link: www.yourdomainname.com. This will show you all the link and inlinks within your site. You can even sort this information to show only links pointing to your site. I have found this an extremely beneficial tool and recommend everyone to use it.

Once you start using these tools, you start focusing your efforts on items that are working and eliminate other that are not.



www.signaramaskokie.com

NEWS?

If you would like your news or event item featured in upcoming months, please contact the Chamber office at 847-965-0330 or via email: office@mgcci.org.

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September 2008

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Events at a Glance

8/6/08

Marketing & Membership
Services Committee

8/15/08

Multi-Chamber Progressive Networking
Breakfast @ Holiday Inn North Shore

8/20/08

Legislative Committee Meeting

9/3/08

Board of Directors Meeting

9/8/08-9/12/08

Illinois Chamber of Commerce Week

9/10/08

Business After Hours @ Morton Grove
Historical Society Annex

9/17/08

30th Annual Golf Outing Fund Raiser

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INSERTS ENCLOSED:

Chadons Resources Group

Morton Grove Family Fest

Niles West 50th Anniversary

Golf Outing Fundraiser