

# 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

- President:**  
Dale Ashcraft • Lin-Mar Motors
- 1st Vice President:**  
Christina Marino • Century 21 Marino Realtors
- 2nd Vice President:**  
Jocelyn Ochonicki • First Financial Credit Union
- Secretary:**  
Cindy Kopczyk • Cambridge Bank
- Immediate Past President & Treasurer:**  
Mary Lynch, CPA, CFP
- Past Presidents Club:**  
Nicholas Marino • Century 21 Marino Realtors  
Ron Lundin • Lin-Mar Motors
- Richard Block • On Time Promotions
- Deborah Gallas • LaSalle Bank
- Margaret Hagerty • State Farm  
– Hagerty Insurance Agency
- Teresa Hoffman Liston • Attorney & Counsel at Law
- Gail Kachoyeanos • Attorney at Law
- Cindy Kopczyk • Cambridge Bank
- Bea Lipski • Minuteman Press
- Matt Mitchell • State Farm  
– Mitchell Insurance Agency
- Evangeline Pintang • Prime Care Resource, Inc.
- Debra Sloan • J Care Home Medical Supplies

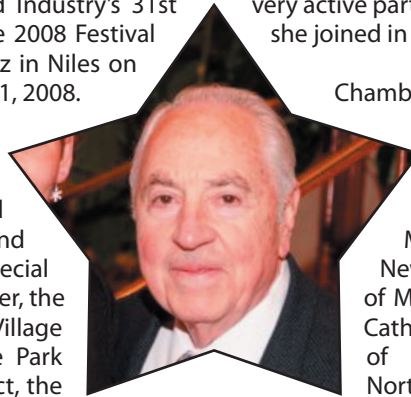
## Chamber Staff

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

## Festival of Stars

Over 200 guests braved heavily falling snow and bad traffic to attend the Morton Grove Chamber of Commerce and Industry's 31st Annual Awards Dinner – the 2008 Festival of Stars - at the Chateau Ritz in Niles on Thursday evening, January 31, 2008.

The Awards Dinner honored the **2007 VIP, Gabriel S. Berrafato**. Surrounded by colleagues, family and friends, Gabe was given special recognition from the Chamber, the Village of Morton Grove, the Village of Niles, the Morton Grove Park District, the Niles Park District, the Morton Grove Historical Society, and the Morton Grove Foundation. Gabe received the Key to Morton Grove, a Lifetime Achievement Award, and a donation made in his honor. Matt Berrafato, one of Gabe's seven children, gave a wonderful, loving tribute to both his dad and to his recently deceased mother, Irene Berrafato. Gabe's daughter Annie Berrafato and sons Gabe, Jr., Mark, Mike, Andrew, and Chris joined Gabe and Matt at the podium. When it was Gabe's turn to speak, he thanked everyone and sang a portion of his thanks accompanied by guitar.



Past MGCCI VIPs were recognized and those in attendance included: the evening's Master of Ceremonies Nick Marino (1993); Mary Jo LeBeau (1993), Steve Kropp (1994), Jeff Fougerousse (1997), Mayor Dan Scanlon (2000), John Slater (2004), and Awards Committee Chair Teresa Hoffman Liston (2006). Unfortunately, the weather kept away past VIPs Father Eugene Faucher (1983) and Gary Balling (1988), and we're sorry we missed them. Father Faucher was scheduled to give the invocation, but thankfully Father Dennis O'Neill, St. Martha Roman Catholic Church, stepped in and gave a wonderful invocation, making light of the bad weather and letting the audience know that "tomorrow's the first day of Spring in Ireland."

In addition to honoring the VIP, the **2007 Member of the Year** was revealed. This award is given to one of the year's "Members of the Month," and is chosen based upon the most votes from fellow chamber members. With over 140 votes, this year's winner was **Gail Kachoyeanos, Attorney at Law!** The award

was well-deserved, as Gail's been an active member of the community for years and a very active participant in the Chamber since she joined in 1993.

Chamber members who reached 5-year anniversaries were awarded, and those in attendance included: JCare Home Medical Supplies, the Bugle Newspaper, the Action Party of Morton Grove, and St. Martha Catholic Church. An entire table of representatives from the Northwest Suburban Jewish Congregation were there to receive their 10-year membership award. 20-year anniversary members in attendance included: LaSalle Bank and On Time Promotions, Inc. Gene Eich, Attorney at Law, was on hand and looking good to accept his 30-Year Anniversary award.

The **2008 Morton Grove Chamber of Commerce and Industry Board of Directors** were sworn in and **2008 President Dale Ashcraft** of Lin-Mar Motors presented 2007 President Mary Lynch with a Gavel Plaque to commemorate her year of service as the Chamber President.

Fresh from their state championship win, the Gemini Junior High School Jazz Band provided cocktail hour music, some jazz and salsa and the theme song to The Incredibles movie. Niles North High School students Matt and Rachel Gliebe led the room in singing the National Anthem at the start of the evening's program.

The food and service at the Chateau was excellent. The music was good, and old and new friends alike mingled and networked and had a nice night out. A night that made braving the elements worth it. The Morton Grove Chamber hopes to see you out at the Festival of Stars next year!



## Meet JCare Home Medical Supplies

*February Member of the Month*



The Morton Grove Chamber of Commerce and Industry is proud to name JCare Home Medical Supplies its February 2008 Member of the Month.

JCare Home Medical is a full service home hospital equipment company specializing in providing help for wound care, colostomy care, ventilator/tracheotomy care, care of the elderly, terminally ill, and people with disabilities and needing oxygen therapy. Their goal is to work one-on-one with each customer to meet their specific personal needs.

Debra Sloan, the company's owner, is sensitive to her customers, taking time to listen and to find the right solution for each customer's particular need. She knows what it's like to on the opposite side of the medical supply counter and realizes that this personal care makes a great deal of difference in the life of her customer.

The reason Debra knows what it's like on the other side is because Debra has been caring for her son Jason Sloan at home since he was released from the hospital four months after his birth. This young man with a "zest for life" is ventilator/oxygen dependant, mentally challenged, and has had chronic seizures. Debra

says, "He's the oldest person on a ventilator since birth." Jason, Deb's inspiration for life and business, is now thirty years old.

Debra has been heavily involved in medical advocacy. She's testified before Vice President and Mrs. Al Gore, and she's given speeches for groups such as the Continuity of Care Organization, the National Spinal Cord Injury Conference, and the Office of Rehabilitative Services. Her concern for medical care led her to run as a Republican candidate for Representative in the Illinois General Assembly of the 13th Representative District in 2000.

Debbie is actively involved in many community organizations, both medical and business, and has been on the Board of Directors of the Morton Grove Chamber of Commerce and Industry since 2003. JCare Home Medical was a major sponsor of the 2007 Golf Outing, the 2008 Awards Dinner, and is always a very active silent auction bidder at the annual MGCCI Holiday Party.

**Debra Sloan**  
**JCare Home Medical Supplies**  
**8064 N. Milwaukee Ave.**  
**Niles, IL 60714**

### Quote of the Month:

*"Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them."*

*W. Edwards Deming*

## Reaching The Real Decision Makers

*by Sarah Zdankeiwicz, Wilmette Chamber Intern*

She is woman, hear her shop—and pay attention to how she does it. That's right, rising female consumer power is changing the way companies design, make and market products. Women have become the apple of the marketer's eye because of their growing purchasing power and decision-making authority.

According to a February '05 BusinessWeek article\*, "Women earn less than their counterparts—78 cents for every dollar a man gets. But they make more than 80% of buying decisions in all homes." Women also shop differently from the way men do: Females research more extensively and are less likely to be influenced by ads. For this reason, many businesses are turning away from traditional ads and using nontraditional means to emphasize their products' attributes.

So how can a business start reaching out to

these women? The key is for businesses to forge ongoing relationships to keep women coming back.

One suggestion to start building these lasting relationships with this vital market sector is to exhibit at the **Women's Conference on Friday, May 2 at the Holiday Inn North Shore**. By exhibiting at the Conference, your business will have the opportunity to personally network one-on-one with the hundreds of women in attendance.

If you're interested in presenting at the expo, don't delay! Complete the enclosed registration sheet and fax or mail it right away. We expect that Chamber members will be eager to participate, and space is limited. Call the Chamber for more information.

### In this Issue...

|   |     |
|---|-----|
| Members of the Month .....                      | 2-3 |
| Welcome New Members.....                        | 4   |
| Member Spotlight.....                           | 4   |
| Your News & Events .....                        | 5   |
| Photo Highlights.....                           | 6-7 |
| Event Details<br>& Registration Form.....       | 9   |
| Ad Rates, Membership Plus<br>& Biz Ed Info..... | 10  |
| ?.....  | 11  |
| Event Calendar .....                            | 12  |

## Northwest Suburban Jewish Congregation

*March Member of the Month*

Northwest Suburban Jewish Congregation marks 50th anniversary

"The special celebration of a 50th anniversary or 'Jubilee' goes back to the Bible itself," observed Rabbi Kenneth S. Cohen, current spiritual leader of NSJC. "The Book of Leviticus describes the Jubilee, or yovel, year as the culmination of seven sabbatical-year cycles of seven. The 50th year was announced with great solemnity, with the sounding of the shofar, or ram's horn, on the Day of Atonement, in the presence of the assembled multitude. NSJC's observance of its yovel will similarly begin at the High Holy Day season, with the sounding of the shofar, ushering in a yearlong reflection on its history, a return to its roots."

The congregation was formed by young Jewish families that had made their way to the western edge of the developing suburb in the summer of 1957. Twenty-five families became charter members by each paying a \$25 fee.

"They were tired of commuting to neighboring suburbs for the educational needs of their children and their own spiritual and religious needs," Eve Wenet Weiss, a founding member, wrote of those early years.

The first High Holiday services were held in a founding member's recreation room, with no rabbi. "One of the men led the service. We had 75 people attend," said Henriette Piel, a founding member and the first Sisterhood president. Later High Holiday services were held at a motel, area schools, the former Morton Grove Theater and even a Glenview church. The fledgling synagogue held Sabbath services in a rented Lincoln Avenue storefront, and after-school Hebrew and religious classes in area public schools.

The congregation bought 2.5 acres in "the middle of nothingness" – in then-President David Cohen's words – where a synagogue building was opened in January of 1963. The Men's Club spearheaded a Buy-A-Tile campaign, a fund-raising drive that paid for the building's interior floors, recalled Jules Gershon, the

club's first president. Services were held in an all-purpose room until a sanctuary was added in 1974. Chairs with needlepoint covers that were created by members of the Sisterhood in those early years remain today on the bima, or synagogue platform.

The membership grew to more than 700 families, and over the years included among them six Morton Grove trustees, a Morton Grove village attorney, a village clerk and four members who served on village advisory panels.

"We accomplished so much and influenced so many people," remarked Lillian Charney, wife of the late Rabbi Lawrence Charney, the first full-time rabbi, and head of the anniversary committee. "We were not unto ourselves. We were part of the community."

The congregation was one of the first sponsors of an interfaith Thanksgiving service in 1965, a tradition among Morton Grove religious organizations of all faiths that continues today. A 24-hour Write-a-Thon in 1973 to support efforts by Jews to leave the Soviet Union attracted state and national lawmakers. And for the last six years, the synagogue building's school wing housed the Chicagoland Jewish High School.

Since its second year, the congregation has honored one of its own at an annual dinner dance, the year's major social event. The years have also been filled with picnics, talent shows, bazaars, auctions, breakfast programs and various life-cycle events.

**Northwest Suburban Jewish Congregation**  
**Danielle Sandler - Executive Director**  
**7800 W. Lyons St.**  
**Morton Grove, IL 60053**  
**847-965-0900**  
**Fax: 847-965-0976**  
**nsjc@earthlink.net**



**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](mailto:office@mgcci.org).

**Perry Danos, D.D.S.**

5700 Dempster,  
Morton Grove, IL 60053  
847.965.6223  
fax 847.967.5700  
[www.procaresdental.com](http://www.procaresdental.com)

## Ad Space Available

see page 10 for further details.

## Welcome New Member!

### *World of Tees*

World of Tees screen printing and embroidery has been a staple in Morton Grove for the past eight years and is run by Marc Kessler. World of Tees specializes in promotional wearable s like outerwear, golf shirts, and much more. All their work is done on the premises here in Morton Grove. World of Tees is currently working with many local businesses, schools, and clubs within our community.

Besides his business, Marc's son goes to Golf Middle School, and Marc is very active as a volunteer in Morton Grove athletics. He has been lucky to have worked with many children in the village as a baseball manager for the past six years, as a soccer head coach and referee for the past five years, and now a basketball head

coach for the 2008 season. A few years ago, a parent once asked Marc, "How does it feel to be a non-paid baby sitter?" Marc says he never looked at it that way and never will. He feels that every child that he has ever coached will hopefully be a better person because of the direction that was given to them.

**World of Tees**  
**Marc Kessler**  
**847-581-1830**  
**[mktees1@aol.com](mailto:mktees1@aol.com)**

## Member Spotlight

### *Ask Lon! The Handyman*

#### *How long have you been in business?*

We are entering our 21st successful month.

#### *What is the nature of your business?*

Ask Lon! is a Professional Handyman Service dedicated to assisting commercial and residential clients.

#### *What is the favorite part of your job?*

Having a completely satisfied customer!

**What makes your business stand out in your industry?** I'm the 3rd and my son's are 4th generation tradesmen. We have grown in both commercial and residential markets and the amount of referrals and repeat business has been exciting and somewhat surprising. We professionally accomplish jobs as small as putting up pictures in a house and as large as handling the bi-monthly service needs for 13 area storefronts within the Westfield Mall Group. It's about listening to the needs of the customer and presenting cost-effective solutions. We enjoy what we do and the positive response has been tremendous.

**Who is your best customer?** Professionals looking for creative and practical solutions to help keep their homes or businesses running smoothly. It's exciting to think that

21 months ago about 75% of our business was new business. 15% of that was word of mouth advertising – now it's about 75% is word of mouth. Ask Lon! is being referred four customers down! How exciting...

#### *Do you have a motto or a mission statement?*

"Need a Helping Hand? Ask Lon! The Handyman"

#### *Is there something that you'd like to say to your fellow chamber members?*

I look forward to having the opportunity to direct my clients to member services and being available to each of you; when the right time comes.

#### **Lon Thomas**

**Ask Lon! The Handyman**

**847-636-0771**

**[ask\\_lon4help@asklon.com](mailto:ask_lon4help@asklon.com)**

**[www.asklon.com](http://www.asklon.com)**



## Your News & Events

### **Green Business Conference at Oakton Community College**

The environment has become an extremely popular issue, as pressure builds on every sector of society to reduce pollution and waste, conserve energy and water, and reduce greenhouse gas emissions to combat global warming. Many small and medium businesses in our area are asking what they can do to help that won't cost too much or take too much time away from their core business.

To help local businesses answer that question, The Business Institute at Oakton Community College will host the region's first **Green Business Conference from noon - 3 p.m. on March 28, 2008**. Sponsored by The City of Des Plaines, Oakton Community College, DEEP GREEN (Des Plaines Environmental and Energy Program) and Green2B/Green2C Marketing, this event is the first effort to highlight green programs, products and services designed to help businesses from Chicago's northwest suburbs improve their environmental footprint.

The three-hour conference will include presentations from local business leaders, who will share their experiences implementing green business strategies, combined with brief presentations by environmental experts, resource organizations and suppliers of green business products and services from our region. **Cost for the business conference is \$35 and includes lunch and handouts. Space is limited. To make a reservation, call the Business Institute at (847) 635-1934.**

The business conference will be followed by a free community expo for area residents from 3 - 7 p.m. To find out more about sponsorship and exhibiting opportunities for the business conference and the community expo, contact Green2B/Green2C Marketing at (847) 827-8456 or email [jen@popelyco.com](mailto:jen@popelyco.com). For news and updates about this event, visit [www.oakton.edu](http://www.oakton.edu).

### **Affordable HR Compliance Training**

Illinois Chamber of Commerce has teamed with emTRAIN to help businesses provide effective and affordable HR compliance training. These are online courses available for about \$26.00 per seat on the Illinois Chamber of Commerce Website: [www.ilchamber.org](http://www.ilchamber.org)

The Courses available are:  
 Preventing Harassment in the Workplace  
 EEO/Preventing Discrimination  
 Lawful terminations  
 Fostering Diversity  
 Disability Discrimination

### **Photos By Jes Wins Local Awards**

Jessica Gwozdz, owner of Photos By Jes, is a member of the Chicagoland Professional Photographers Association (CPPA). Some of you may know that her silhouette photo "Red Light District" won Best of Show at the CPPA's 2007 Winter Print Competition. Well, in January 2008, at the CPPA's annual awards banquet, this photo also won Unclassified Print of the Year (unclassified because it is not a portrait or a wedding or event photo). Jes also had two prints tie for Portrait of the Year: "Old Friends," a portrait of her daughter and "You Gonna Eat that Cookie?," a portrait of one of her favorite clients, EB.

Congratulations, Jes, and here's hoping you create more award winning images in 2008! If you'd like to see the original versions of these award-winning photos or other photographic artistry, please check out [www.photosbyjes.com](http://www.photosbyjes.com). Or contact Jes at [jes@photosbyjes.com](mailto:jes@photosbyjes.com) or 847-965-2518.

### **Bethany Terrace Open House**

In celebration of the grand opening of their Sylvester Luxury Private Suites, the Bethany Terrace will be holding an open house on Friday, February 22, 2008, from 1:30 PM to 3:30 PM. Hors d'oeuvres, wine and beautiful music will be served. Complimentary valet parking available. Please RSVP by February 14, 2008, to Lourdes Johnston at 847-965-8100 or via email at [ljohnston@bethanymethodist.org](mailto:ljohnston@bethanymethodist.org).

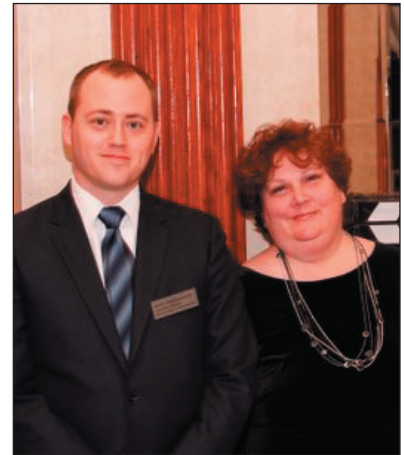


# 2008

# Festival of Stars



# highlights



*Special thank you to all those who made*

## 2008 FESTIVAL OF STARS

*a Night to Remember!*

### *Our Main Sponsors*

Century 21 Marino Real Estate  
 JCare Home Medical Supplies  
 McDonald's of Morton Grove  
 State Farm – Margaret Hagerty Agency  
 Teresa Hoffman Liston, Attorney and Counselor at Law

### *Our Awards Dinner Committee*

Teresa Hoffman Liston, Chair  
 Nick Marino, Master of Ceremonies  
 Rich Block  
 Deborah Gallas  
 Gail Kachoyeanos  
 Cindy Kopczyk  
 Christina Marino  
 Jocelyn Ochonicki  
 Debra Sloan

### *Table Sponsors*

Action Party of Morton Grove  
 The Berrafato Family  
 Cambridge Bank  
 Century 21 Marino Real Estate  
 Lin-Mar Motors  
 MB Financial Bank  
 Morton Grove Park District  
 Morton Grove Public Library  
 Morton Grove Woman's Club  
 Niles Township Government  
 North Suburban Jewish Congregation  
 Village of Morton Grove

### *Government Officials in Attendance*

John D'Amico, State Representative  
 Jeff Fougerousse, Morton Grove Park District  
 Lee Tamraz, Niles Township Government Supervisor  
 Mayor Dan Scanlon

Carol Fritzshall, Morton Grove Village Clerk  
 Mayor Rick Krier & Christy Krier, Village of Morton Grove  
 Paul & Rita Minx, Morton Grove Village Trustee  
 Joe Wade, Village of Morton Grove Administrator

Maine Township  
 Carol & John Teschky

The Honorable Martin Ashman & Betty Ashman  
 The Honorable Sheldon Garber

The Honorable Tom & Elaine O'Toole  
 Benjamin Schapiro, Director  
 Renee Miller, Board President  
 Estelle Cooperman, Board Treasurer  
 Jan Sykes, Board Member  
 Sadiqua Ahmad, Board Member  
 Art Goldstein, Board Member  
 Mrs. Art Goldstein

### *The Berrafato Family & Friends*

Gabriel Berrafato, 2007 VIP  
 Mark Berrafato  
 Matt & Laura Berrafato  
 Annie Berrafato  
 Mike & Julia Berrafato  
 Andrew & Barbara Berrafato  
 Chris & Cynthia Berrafato  
 Gabe Berrafato, Jr.  
 Paul Tobin, Morton Grove Public Works  
 Neal Walter  
 Robert & Janet Birkenhler  
 Carol Halloran  
 Jim & Darlene Wrzala  
 Mandy Zinger

### *Morton Grove Public Library*

Sue Braubach, Morton Grove Park District  
 Betty Fergus, Morton Grove Park District  
 Liz Goodwin, Morton Grove Park District  
 Kelly Norris, Morton Grove Park District  
 Frank Tennant, Attorney, Wolf & Tennant  
 Barbara Gruenke, Century 21 Marino Real Estate  
 Mary Marino, American Family Insurance  
 Christina Marino, Century 21 Marino Real Estate  
 Lee & Joe Moll, Century 21 Marino Real Estate  
 Judy Weyhrauch, American Family Insurance

### *Village of Niles*

Bob Callero, Trustee  
 Luella Preston, Trustee  
 Denise McCreary, Village of Niles  
 Joe Annunzio

### *Niles Park District*

Mr. & Mrs. Walt Buesse,  
 Elaine Heinen, Niles Park District

Scott Bagnell, Niles Township Government Assessor  
 Charles Levy, Niles Township Government Clerk  
 Dina Modi, Niles Township Government Collector  
 Ada Rabonowitz, Niles Township Coordinator  
 Van Schwab, Niles Township Government  
 Pramrod Shah, Niles Township Government Trustee

Eileen & Keith Harford  
 Father Dennis O'Neill, St. Martha Catholic Church  
 Andrzej Rzaca

Tom Friel, Morton Grove Fire Chief  
 Jeannie & Tony Hofeld, Morton Grove School District 70  
 Terry & MaryJo LeBeau, Morton Grove Fire Department  
 Gary Zabilka, Morton Grove School District 70

Mary Helen & John Slater, Past VIP  
 Harlene Dunitz, Village of Morton Grove  
 Edward & Chris Hildebrandt, Village of Morton Grove  
 John & Kathy Hill, Morton Grove ESDA  
 Sheldon Marcus, Morton Grove Village Trustee  
 Bill Neuendorf, Morton Grove Economic Development  
 Dan Staackmann, Morton Grove Village Trustee  
 Marian & John Thill, Village of Morton Grove







# EVENT REGISTRATION & SPONSORSHIP SHEET

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

- 2/6/08 - Biz Ed @ Morton Grove Public Library**  
12 PM – 1:30 PM  
6140 Lincoln Ave, Morton Grove  
Topic: Free Internet Advertising  
Speaker: Mark Collins, Sign-A-Rama  
FREE
- 2/20/08 - Women's Power Lunch @ Giordano's of Morton Grove**  
11:45 AM – 1 PM  
5990 Dempster Rd, Morton Grove  
\$10 members, \$15 non-members; women only
- 2/21/08 - Joint Business After Hours w/Skokie Chamber @ Sign-A-Rama** • 5 PM – 7 PM  
9241 Skokie Blvd, Skokie, IL • FREE
- 2/27/08 - Multi-Chamber Progressive Networking Lunch**  
11:30 AM – 1:30 PM  
Radisson Hotel, 2875 N. Milwaukee Ave., Northbrook  
\$25 members, \$30 non-members; \$35 for table sponsorship
- 3/5/08 - Biz Ed @ Morton Grove Public Library** • 12 PM – 1:30 PM  
6140 Lincoln Ave, Morton Grove  
Topic: The Basics of Email Marketing  
Speaker: Steve Robinson, Constant Contact • FREE
- 3/18/08 - Joint Business After Hours w/Skokie Chamber for First Financial Credit Union** • 5 PM – 7 PM  
Bonefish Grill, 9310 Skokie Blvd, Skokie, IL  
FREE
- 3/19/08 - Women's Power Lunch @ Giordano's of Morton Grove**  
11:45 AM – 1 PM  
5990 Dempster Rd, Morton Grove  
\$10 members, \$15 non-members; women only
- 3/27/08 - Biz Ed @ Morton Grove Public Library**  
12 PM – 1:30 PM  
6140 Lincoln Ave, Morton Grove  
Topic: Free Internet Advertising  
Speaker: Mark Collins, Sign-A-Rama • FREE
- 4/2/08 - Biz Ed @ Morton Grove Public Library** • 12 PM – 1:30 PM  
6140 Lincoln Ave, Morton Grove  
Topic: Networking Made Easy  
Speaker: Terry Bass, Chadons Resources • FREE
- 4/16/08 - Women's Power Lunch @ TBA**
- 4/30/08 - Multi-Chamber After Hours @ Oakton Community College** • 5 PM – 7 PM  
Skokie Campus, Rooms P103 & P104  
7701 N. Lincoln Ave • FREE

**Business & Consumer Resources Networking Group**  
February Wednesday Mornings – 8-9 AM -  
March Wednesday Mornings – 8-9 AM -  
April Wednesday Mornings – 8-9 AM -

## 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
- Sponsor BIZ ED
- Submit an ARTICLE
- Be a MEMBER IN FOCUS

## 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!*



6101 Capulina Ave • Morton Grove, IL 60053

Phone: 847-965-0330 • Fax: 847-965-0349

E-Mail: [office@mgcci.org](mailto:office@mgcci.org)

## Enhance Your Membership with Membership Plus for only \$200 & Save \$215 Annually

Chamber of Commerce members can save money on advertising & sponsorship opportunities by taking advantage of our Membership Plus Program.

|  |              |
|--|--------------|
| <b>Total Value of Membership Plus Benefits</b> | <b>\$415</b> |
| <b>Membership Plus Cost</b>                    | <b>\$200</b> |
| <b>Advertising and Sponsorship Savings =</b>   | <b>\$215</b> |

### Here's what you get with Membership Plus:

- 1 Insert in Chamber Monthly Newsletter (reg. \$75)
- 1 Set of Member Labels (reg. \$30)
- 1 Goodie Bag Sponsorship for Concert in the Park (reg. \$10)
- 2 \$50 Promotion/Event Coupons \*
- 2 \$100 Promotion/Event Coupons \*

\*Coupons may be applied to any of the Advertising & Sponsorship Opportunities listed on the Advertising & Sponsorship Opportunities List. Coupons may not be combined for any single Advertising or Sponsorship expense. For example, Golf Outing Hole Sponsorship is \$150. A sponsoring member could use either a \$50 coupon which would reduce the cost to \$100 or a \$100 coupon which would reduce the cost to \$50.

Member labels and coupons will be mailed to participants. Coupons will expire at the end of the calendar year of membership. It is the member's responsibility to notify MGCCI that coupons will be used.

### LOW COST ADVERTISING!

Reach a growing audience - we're increasing our circulation to 500 this month & next, with the goal of 1000 plus!

#### Business card size ads

- 1 month - \$50
- 3 months - \$135 (save 10%!)
  - 6 months - \$360 (save 20%!)

#### Inserts\*

- 1 month - \$75
- 3 months - \$200 (save over 10%!)
  - 6 months - \$360 (save over 20%!)

\* You supply the inserts - call us for current count.



## BIZ ED:

A MONTHLY EDUCATIONAL PROGRAM @ THE MORTON GROVE PUBLIC LIBRARY

**12 PM - 1:30 PM • 1st Wednesdays of the month (none in December and July)**

MGCCI, with generous support from the Morton Grove Public Library, will hold a monthly business education seminar. Topics will include: Networking, Business Strategy, Developing Customer Loyalty, etc.

⇒ **Bring your own lunch**

⇒ **Free and open to the public**

**Sponsor BIZ ED!** \$50 gets you an audience for 10 minutes prior to the seminar and pays for drinks and desserts. Display your materials for free. See enclosed insert for more details.

## Five Stumbling Blocks To Successful Networking And How To Overcome Them

The ability to connect with people is essential to success in any business. Professional networking events present opportunities to interact with others on a personal level and to develop profitable relationships. These occasions are critical for anyone who wants to grow a business or promote a career.

Many people are simply not comfortable walking into a room full of strangers and striking up conversations. Here are five common stumbling blocks that you may face and tips to help you overcome them.

### A RELUCTANCE TO TALK TO STRANGERS.

You were taught at an early age not to speak to people you don't know. It's not safe. In certain situations today this is still good advice. In business, however, talking to strangers is a way to generate interest and support for your products and services. If you only talk to the people you already know, you will miss out on opportunities to make new connections and establish valuable contacts.

To get past your discomfort in talking to strangers, set a goal for yourself before you attend any networking event. Decide how many new contacts you want to make or how many strangers you want to meet. In some cases, you may specifically target individuals whom you'd like to know.

Next come up with some icebreakers or conversation starters. Have questions prepared that you can ask anyone you meet at the event. You may want to inquire about other people's business, their connection to the sponsoring organization or their opinion of the venue.

**LACK OF A FORMAL INTRODUCTION.** It's much easier to make a new contact when there is someone else to handle the introduction and pave the way. If you wait for another person to make the move you may not meet anyone. At networking events, the goal is to meet as many people as possible.

This is the time to take the bull by the

horns, walk up to people you don't know, introduce yourself and start a conversation. You can do this if you have prepared your self-introduction in advance.

You will not introduce yourself the same way on every occasion. Perhaps it is your first time to attend an association meeting. In that case, you might want to say that as part of your introduction. Let people know who you are, why you are there and give them a reason to ask more about you.



**FEAR OF BEING SEEN AS PUSHY.** You may think that you will turn people off if you are assertive and that if they want to talk to you, they will make the first move. If this is your line of thinking you will find yourself spending your time alone at the reception or meeting function and leaving without a single new connection. Being open, friendly and interested does not turn people off.

You will not come across as overly aggressive if you seek out the "approachable" people. These are the ones who are standing alone or who are speaking in groups of three or more. Two people talking to each other are not approachable because they may be having a private conversation and you would be interrupting.

**THINKING THAT OTHER PEOPLE MAY NOT LIKE YOU.** There is always the risk that the other person is not interested in you and doesn't want to meet or talk to you. It happens. If that is the case, don't take it

personally. Nothing ventured is nothing gained. When you get a cold shoulder, smile, move on and say to yourself, "Next?"

**HAVING YOUR INTENTIONS MISUNDERSTOOD.** Approaching someone of the opposite sex to begin a conversation may seem more like flirting than networking. This is more of an issue for women than men. Women have an equal place in the work arena and need to make professional connections the same as men do. Women in business can no longer afford to hold back when there is opportunity at hand. Neither men nor women will have their motives misinterpreted if they present themselves professionally in their attire and if they keep the conversation focused on business issues or topics that are not personal or private.

Whatever your stumbling blocks, face them before the next networking event and devise a personal plan for getting past them. Once you do, you will find yourself connecting with confidence and courtesy on every occasion and the results will be reflected in your bottom line.

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### About the Author:

Lydia Ramsey is a business etiquette expert, professional speaker, corporate trainer and author of *MANNERS THAT SELL - ADDING THE POLISH THAT BUILDS PROFITS*. She has been quoted or featured in *The New York Times*, *Investors' Business Daily*, *Entrepreneur, Inc.*, *Real Simple* and *Woman's Day*. For more information about her programs, products and services, e-mail her at [lydia@mannersthatsell.com](mailto:lydia@mannersthatsell.com) or visit her web site <http://www.mannersthatsell.com/>



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**INSERTS ENCLOSED  
IN THIS ISSUE:**

- Taste of Morton Grove – Taste of History
- North Shore Women’s Conference
- Pasta and Pops
- Multi Chamber Networking Luncheon
- Biz Ed
- Business After Hours
- Women’s Power Luncheon



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**February 2008**

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**Events at a Glance**

**2/20/08**

Women’s Power Lunch @ Giordano’s of Morton Grove

**2/21/08**

Business After Hours @ Sign-A-Rama, Skokie

**2/27/08**

Multi-Chamber Networking Lunch @ Radisson Hotel, Northbrook

**3/5/08**

Biz Ed @ Morton Grove Public Library  
Board Meeting @ Village Hall

**3/18/08**

Joint Business After Hours w/Skokie Chamber for First Financial Credit Union @ Bonefish Grill

**3/19/08**

Women’s Power Lunch @ Giordano’s of Morton Grove

**3/27/08**

Biz Ed @ Morton Grove Public Library

**4/2/08**

Biz Ed @ Morton Grove Public Library  
Board Meeting @ Village Hall

**4/16/08**

Women’s Power Lunch @ TBA

**4/30/08**

Multi-Chamber After Hours @ Oakton Community College, Skokie

Wednesday Mornings – 8-9 AM  
Business & Consumer Resources  
Networking Group

**April 2008**

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