

BUSINESS Advocate

Connecting Businesses.

A publication of the Des Plaines Chamber of Commerce & Industry

July 2011

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1401 E Oakton

Des Plaines, IL 60018

847-824-4200

GROWING WITH PRIDE

Growing with Pride is a beautification program that helps businesses improve the **Image** of Des Plaines, creates a sense of community **Pride** and **Welcomes** new and returning customers. Thank you to **Pesche's Flower Shop and Garden Center** and **Lurvey's Garden Center** for once again supporting this program by offering our members discounted prices on plants and flowers for their businesses. And thanks to the following members for participating in the "Growing With Pride" program this year:

Alarm Security Inc.

All American Children Daycare Center

American Star Realty

B. R. C. Heating & Cooling

C.R.C. Painting & Decorating, Inc.

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Hughes Powers Company

JML Heating & Cooling, Inc.

Johanson Corp Painting & Decorating

Joseph Development Company

Maryville Academy

Two Men and a Truck

Why Not Complete Home Improvement

Yearwood & Associates, Ltd.



July 21 - 24

Music

Food

Beer - Soft Drinks

Art Fair

Children's Activities

5K Run/Walk

www.chicagospecialevents.com

Join the Chamber at the Summer Fling in the "Big Tent" at the Home, Health & Consumer Expo and reach thousands of area consumers.

Expo hours:

Saturday and Sunday July 23 & 24

Noon to 5 pm

Call 847-824-4200 to register today!

Happy Fourth of July

Join the Des Plaines community at the annual parade on July 4th at 10:00 am

The parade starts at Center and Oakton and goes down Center to Prairie.

The Chamber office will be



Spirit of Enterprise Award Summit

Presented by US Chamber and NIBAC

Tuesday, August 30

9:30 am

Westin Hotel

400 Park Blvd., Itasca

Congressman Peter Roskam will be receiving the U.S. Chamber's Spirit of Enterprise Award for voting in support of the Chamber's position on select legislation a minimum of 70% of the time.

Serving on the Ways and Means Committee and named Chief Deputy Whip of the Republicans, Congressman Roskam will share his unique perspective on events and the first session of 111th Congress.

This multi-chamber event includes a continental breakfast and the opportunity to meet and network with members of 18 area chambers.

Cost: \$20 members - \$30 non-members.

Registration Deadline: August 23rd.

Register on-line at dpchamber.com

Foundation Fundraiser

Thursday, August 25

5:00 to 7:00 pm

Giuseppe's La Cantina

1062 Lee Street, Des Plaines

Join us for a great evening of appetizers, networking, raffles and more!

The Des Plaines Chamber Foundation, founded in 1989 for the purpose of providing educational programs for the business community-at-large. The Foundation is a not-for-profit, (501) (c) (3) organization under the State of Illinois and is supported solely by contributions.

Each year the Chamber Foundation provides three \$2,000 scholarships to students of our members, supports professional development programs for our members and hosts the Fall Leadership series.

Please plan to attend this special networking event and support the Chamber Foundation.

Cost: \$10 - Registration Deadline: August 22

You're Not Just Another Account Number.

And We're Not Just Another Investment Firm.

We've always believed our personalized approach made sense for our clients – and they agreed. Edward Jones ranked "Highest in Investor Satisfaction with Full Service Brokerage Firms, Two Years in a Row," according to the J.D. Power and Associates 2009 and 2010 U.S. Full Service Investor Satisfaction StudiesSM. But investing is about more than numbers and rankings – it's about you.



Edward Jones received the highest numerical score among full service brokerage firms in the proprietary J.D. Power and Associates 2009-2010 Full Service Investor Satisfaction StudiesSM. 2010 study based on responses from 4,460 investors measuring 12 investment firms and measures opinions of investors who used full-service investment institutions. Proprietary study results are based on experiences and perceptions of consumers surveyed in May 2010. Your experiences may vary. Visit jdpower.com.

To learn how we can help make sense of investing for you, contact your local Edward Jones financial advisor today.

Scott M Seifert, AAMS®
Financial Advisor

926 Lee Street
Des Plaines, IL 60016
847-299-7233

Will Brown, AAMS®
Financial Advisor

999 E Touhy Ste 125
Des Plaines, IL 60018
847-391-9155

Dan Chervenak, AAMS®
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1577 Lee Street
Des Plaines, IL 60018
847-699-0304

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Edward Jones
MAKING SENSE OF INVESTING

Platinum Members

Accurate Auto Clinic, Inc.
1580 Oakton Street
Des Plaines, IL 60018
847-297-1330

Ace Hardware
1045 E Oakton Street
Des Plaines, IL 60018
847-824-7201

AlphaGraphics, Inc.
1583 Lee Street
Des Plaines, IL 60018
847-296-9225

American Star Realty.
2250 S. Devon Ave., #249
Des Plaines, IL 60016
847-375-9293

B&E Accounting Services, Inc.
119 S. Emerson Street #378
Mt. Prospect, IL 60056
847-818-1040

C.R.C. Painting & Decorating
1405 N. Phoenix
Des Plaines, IL 60018
847-824-3496

Des Plaines Office Equipment
1020 Bonaventure Dr.
Elk Grove, IL 60007
847-879-6400

Giuseppe's La Cantina
1062 Lee Street
Des Plaines, IL 60016
847-824-4230

Home Comfort Heating & Cooling
550 Busse Highway
Park Ridge, IL 60068
847-824-4336

Horton Wellness & Chiropractic
960 N Rand Road Suite 207
Des Plaines, IL 60016
847-296-3877

Johanson Corp.
Painting & Decorating
211 E. Rand Road
Mt. Prospect, IL 60056
847-577-6900

Katie's Kitchen
623 N. Wolf Road
Des Plaines, IL 60016
847-803-3544

Koelig & Associates
1336 Whitcomb
Des Plaines, IL 60018
847-299-4085

Lattoff YMCA
300 Northwest Hwy.
Des Plaines, IL 60016
847-296-3376

Paint Meisters, Inc.
1478 Van Buren
Des Plaines, IL 60018
847-471-6701

Pesche's Flower Shop,
Garden Center & Nursery
170 S. River Road
Des Plaines, IL 60018
847-299-1300

SHIFT
95 E. Bradrock Drive
Des Plaines, IL 60016
847-824-4400

Two Men and a Truck
2434 E. Dempster Street
Des Plaines IL 60016
847-544-5050

UOP
25 E. Algonquin Road
Des Plaines, IL 60017
847-391-2000

Working Capital Solutions, Inc.
2400 E. Devon Suite 211
Des Plaines, IL 60018
847-297-3957

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AlphaGraphics Celebrates Twenty Years in Des Plaines

This Fall AlphaGraphics will mark 20 years in Des Plaines and 20 years of membership in the Des Plaines Chamber of Commerce.

AlphaGraphics isn't your normal "mom and pop" print shop. It is part of a 300 member chain. Backed by state of the art technology, the world's highest quality standards and a global network, AlphaGraphics' trained and experienced team members are committed to delivering creative solutions that allow customers to communicate confidently and effectively.. AlphaGraphics offers everything from simple business cards to multicolored printing to banners and posters, and all the services in between. AlphaGraphics has just received FSC certification: supporting green initiatives.

And, AlphaGraphics is very proud to be a part of the Des Plaines Chamber and the Des Plaines business community.

AlphaGraphics, Inc. 1583 Lee Street, Des Plaines, IL 60018 847-296-9225

Getting Started With Facebook **A Guide for Your Small Business**

When looking for a new restaurant or something fun to do with my family on weekends, the first thing I do is ask my friends. Small business owners know that word-of-mouth endorsements passed from friend to friend are invaluable. On Facebook, you can achieve word-of-mouth marketing at scale. With more than 500 million people using Facebook every month, there are countless opportunities for your business to be part of the conversation. Here are a few steps to help you begin:

Create a page. Creating a page for your business is the first step to having a presence on Facebook. After you have 25 fans, you can choose a URL for your page. Make sure it's something that describes your business well (e.g., facebook.com/brandname). You should also upload a photo and add information describing your business. Think of the things that best represent your business and make sure this comes through.

Start and encourage the conversation. Ask yourself, "What is my goal for being on Facebook?" Is it to make people aware of your service? Sell more products? Form new relationships? Figuring out what you want to achieve can help you establish your tone and voice and give people an idea of what to expect from your business on Facebook. Connect with your audience by sharing your voice, providing meaningful information, asking questions, and participating in the conversation. Your page is a channel for instant and constant feedback from your customers. Interact, listen, and just be yourself.

Promote your page. Encourage people who visit your store to "like" your page by putting your URL on marketing materials and using Facebook ads. You can buy Facebook ads for as little as \$1 per day. Targeting with Facebook ads enables you to advertise to the right people based on their interests. You can even target people who are friends with people who already like your page. This social context will show up around the ad. A Nielsen study says that on average people are 68% more likely to remember seeing an ad with social context than without, twice as likely to remember the ad's message, and four times as likely to purchase. You can also use Sponsored Stories—our newest marketing tool—to help surface the word-of-mouth recommendations about your business that are already happening in the news feed. For example, you can sponsor stories about people checking in to your business or liking your page.

Try different things and don't be afraid to make mistakes. The best way to understand what people want from your page is to experiment and receive feedback.

By being authentic, listening, and interacting with your Facebook fans in a personal and meaningful way, you're on your way to creating long-lasting relationships with current and potential customers

Grady Burnett, VP Global Marketing Solutions, Copyright U.S. Chamber of Commerce

Quit Beefing EAT SEAFOOD

***Fried Seafood Freshly Breaded & Cooked In Non Trans Fat Oil
Grilled Seafood Homemade Clam Chowder & Crab Bisque
Maryland Crab Cakes Homemade Hush Puppies Salads***
To view our full menu go to donsdockseafood.com



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Seafood Market & Restaurant
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847.827.1817

Networking After Hours Creating Opportunities

The June After Hours gave Chamber members the chance to enjoy hamburgers, hot dogs, salads, desserts, beer, wine, soft drinks and oil changes! Host, Mike Charewicz, Accurate Auto, who provided the great summer bar-be-q, also offered to donate \$25 to the Self-Help Pantry for every oil change done at the After Hours. You won't want to miss our next After Hours hosted by the Frisbie Senior Center and members of the D.E. N. group.



(left) Chamber Board President, Scott Seifert, Edward Jones Investments, presents Mike Charewicz, Accurate Auto, with an appreciation plaque for hosting the June After Hours.



(above) Chamber member Tom Merlin, Home Helpers of Northeastern Illinois, took advantage of Accurate Auto's oil change special by making a donation to the Des Plaines Elf-Help Pantry.

July After Hours
Tuesday - July 12
5 to 7 pm
Frisbie Senior Center
and
D.E.N.
Des Plaines Executive
Network

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WHERE THE WORLD GOES FOR SIGNS



ADA Signs
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 Apartment Signs
 Architectural
 Banners
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 Engraving
 Lot & Site Signs
 Magnetic Signs



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 Channel Letters
 Custom Logos
 Decals & Labels
 Digital Imaging
 Directional Signs
 Electrical Signs
 Real Estate Signs
 Safety Compliance



Screen Printing
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 Trade Show Booths
 Trade Show Displays
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New Members

Member Anniversaries

Dentist

Dental Design Studio

1740 W. Algonquin Road
Mt, Prospect, IL 60056
847-439-6332
847-439-6639

Terri Cruz, Office Manager
www.meenagoeldds.com

Optometry

Eye Boutique

8800 W. Dempster
Niles, IL 60714
847-297-4593
847-297-4609

Joann Hubert, Center Manager
www.eyeboutique.com

Popcorn

Pop O Licious

1460 Miner Street
Des Plaines, IL 60016
847-390-7373
847-390-0808

Chris Limberopoulos
www.popoliciousinc.com

Restaurant Supply/Wholesale

Dennis Wholesale Foods

1215 W. Fulton Market Street
Chicago, IL 60607

312-737-2036

30 Years – 1981

Holy Family Nursing and
Rehabilitation Center

5 Years - 2006

Aflac – Scaletta Insurance Agency
Intersea Transport, Inc.
Viking Plumbing Services

1 Year – 2010

7Search
Des Plaines Auto Sales
Dump It
Emergency 24, Inc.
GoGoPak/DAS – Process Server
Go-Go Pak/Quarry Direct Quote
Illinois Swimming, Inc.
Siete7, LLC
Style Nails

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- Laser printing
- Wafer sealing
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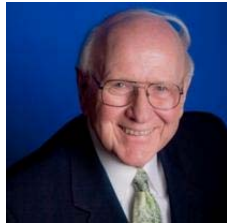


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Serving

Northwest Chicago &
Northwest Suburbs

Meetings and Events

Thursday July 7 - 8:00 am

Or

Thursday, July 14 - 11:30 am

Energy Savings Program

Chamber Offices

1401 E Oakton

Presenter: Vanguard Energy Services

This presentation is a must for any business that is looking to save on their electric and natural gas bills. This program offers our members a minimum of 11% savings on electric bills and there is NO up-front cost or contract fees.

Registration Deadline:

July 7 meeting - July 6

July 14 meeting - July 13

Friday, July 8 - 7:30 am

First Friday

Katie's Kitchen, 623 N. Wolf Rd

This popular event is a great way to start your month off right! Enjoy a continental breakfast while you obtain solid business leads at this structured networking event.

If you are interested in doing a 5 minute presentation on your business at First Friday, please contact Andrea Friedman.

Cost: \$10 Members Only

Registration Deadline: July 6

New Date

Tuesday, July 12 - 5:00 to 7:00 pm

Networking After Hours

Free Event

Hosted by:

D.E.N. Group and Frisbie Senior Center

52 E. Northwest Hwy, Des Plaines

Beat the heat and enjoy great appetizers, beer, wine and soft drinks at this popular monthly event. The evening also includes business card drawings and tours of the facility.

Registration Deadline: July 11

Friday, July 15 - 8:00 to 9:00 am

Young Professional Coffee Talk

Caribou Coffee,

90 E. Northwest Highway

Mt. Prospect

Join with young professionals from the Des Plaines and Mt. Prospect chambers and expand your network.

No registration necessary.

Saturday, July 23 and Sunday July 24

Noon to 6 pm

Home, Health and Consumer Expo

Library Plaza -Under the Big Tent

View products and services from chamber members, enter our free raffle and enjoy the "Summer Fling" with an art fair, children's activities, live entertainment, food, beer, carnival rides and more!

Tuesday, July 26 - 11:30 am to 1:00 pm

Women in Business Brown bag Lunch

Chamber Office, 1401 E. Oakton

Program: Organizing Tips

Presenter: Janice Obrand,

In Working Order

Join this great group of women to network and learn from this interesting program which will cover tips on organizing your life at home and work!

Cost: \$5

Registration Deadline: July 25

Thursday, July 28 - 11:30 am to 1:00 pm

Young Professionals "Greet and Eat"

Bogie's Ale House

303 E. Kensington Road, Mt. Prospect

Enjoy lunch with the young professionals of the Des Plaines and Mt. Prospect Chambers While you build relationships and gain solid business leads at this structured networking event.

Cost: \$10 - includes lunch

Registration Deadline: July 25

Benefit from YOUR Membership

Make sure you are getting the most out of your Chamber membership by taking advantage of these offers:

- **11% minimum savings** on your electric bill from Vanguard Energy Services
- **10% Discount** on commercial insurance from Auto Owners
- Free website advertising on the chamber website **Hot Deals**
- Free job posting on the Chamber website
- Free business advice from the SCORE Counselors of the Small Business Association
- Improved website listing with key words, hours of operation and direct link to your website
- Free event posting for your organization
- Free notary service

For complete information on ALL your Chamber membership has to offer your business, please call Nancy Kirsh at 847-824-4200.

Creating Opportunities Connecting Businesses

Annual Golf Outing

September 15
Old Orchard Country Club

Title Sponsor
RIVERS CASINO

Event Sponsor
Juno Lighting
Northwest Community Hospital

Beverage Cart Sponsor
Residence INN by Marriott
Chicago O'Hare

Driving Range Sponsor
Parkway Bank & Trust

Hole-In-One Sponsor
Napleton Chrysler Jeep Dodge Ram

*Join us for an exciting day on
the links.*

The day includes

- Driving Range
- Green Fees and Cart
- Lunch
- Hospitality Bag
- Dinner
- Contests
- Awards for Best Play

Early Bird Sign-up

July 30

\$145 Single

\$550 Foursome

After July 30

\$150 Single

\$580 Foursome

Golf Only \$110

Dinner Only \$45

Sponsorship

Event Sponsor \$1,200

*Includes complimentary Foursome,
event signage and inclusion in all
press releases and publicity*

Lunch Sponsor \$500

Beverage Cart Sponsor : \$400

Driving Range Sponsor: \$300

Hole Sponsor \$200

Saturday, July 23rd and Sunday, July 24th



Home, Health & Consumer Expo

Under the "Big Tent" in Library Plaza - **NOON to 6:00 p.m.** In conjunction with the "Des Plaines Summer Fling"

Exhibitors

- ✓ Increase Exposure to thousands of consumers
- ✓ Demonstrate your product/service
- ✓ Generate leads and future sales
- ✓ Cost effective advertising

Exhibit Space Includes:

- ✓ 6ft. Expo table, covered and skirted
- ✓ 3ft. piping and drape around booth
- ✓ 2 chairs
- ✓ Booth I.D. Sign

Cost:

Early Bird Special Before June 10th

\$300- 1 day  \$400- 2 days

Regular Rate:

\$400- 1 day  \$500- 2 days

Exhibitor Deadline:

June 24th, 2011

Sponsors

- ✓ Strengthen customer relationships
- ✓ Reach over 10,000 customers
- ✓ Gain new contacts, leads & referral
- ✓ Support a Chamber and community event

Sponsorship Levels:

Premier- \$1,000.00- Exclusive Sponsorship

- ✓ Complimentary double exhibit space
choice of Exhibit booth location
- ✓ Signage at Expo entrances
- ✓ Name and logo on all collateral Expo
materials

V.I.P. Sponsor- \$600.00

- ✓ Complimentary exhibit space in prime
location
- ✓ Signage at Expo entrances
- ✓ Name and logo on all collateral Expo
materials

Sponsorship Deadline:

For inclusion in all event materials
May 20th, 2011



Des Plaines Chamber of
Commerce & Industry



Announcement!

The Des Plaines Chamber of Commerce is happy to announce it has selected Vanguard Energy Services L.L.C. as the chamber's preferred energy supplier for both natural gas and electricity!

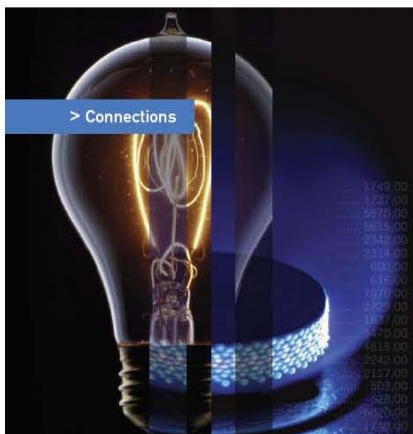
After an intensive look at multiple energy suppliers and their programs, the Des Plaines Board has elected to partner with Vanguard Energy Services as their recommended energy supplier for Chamber members. Vanguard has clearly demonstrated that their programs are specifically designed to help businesses control their energy cost with the overall objective of saving money for the Chamber members.

Vanguard Energy Services, L.L.C. is a regionally focused full service certified natural gas and electric provider dedicated to serving Midwestern commercial and industrial clientele.

Take advantage of the lowest electric prices in nearly a decade!

Vanguard's programs and services have been tailored to meet the specific requirements of Des Plaines Chamber members with NO up-front costs or contract fees.

Here are some of the programs:



- Electricity
 - Guaranteed 11% Savings Program
 - Fixed Price Programs
 - Market Index Programs
 - Block Pricing
- Natural Gas
 - Savings versus Utility pricing
 - Fixed Pricing
 - Index Pricing

To learn more , plan to attend a brief informative meeting at Chamber office on July 7 at 8:00 am or July 14 at 11:30

Or

Contact Mark Connolly at 630-955-1500 #103 or email mconnolly@vanguardenergy.net




Des Plaines Chamber of Commerce & Industry

July 2011

Activity Schedule

For Further Information Call 847-824-4200

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 <i>Independence Day</i> Chamber Office Closed 	5	6 7:30 a.m. Des Plaines Executive Network <i>Frisbie Senior Center</i>	7 8:00 a.m. <i>Vanguard Energy Services, L.L.C.</i> Workshop – Chamber Conference Room	8 7:30 a.m. – First Friday Networking – <i>Katie's Kitchen</i> 8:00 a.m. – 9:15 a.m. B to B Networking Group <i>Radisson Chicago O'Hare</i>	9
10	11 1:00 p.m. S.C.O.R.E. Chamber Conference Room	12 5:00 p.m. – 7:00 p.m. Networking After Hours – <i>Frisbie Senior Center and The DEN Group</i>	13 7:30 a.m. Des Plaines Executive Network <i>Frisbie Senior Center</i>	14 8:00 a.m. – Community Connections Networking Group, <i>Prudential Starck Realtors</i> , Mount Prospect, IL 11:30 a.m. – <i>Vanguard Energy Services, L.L.C.</i> - Workshop – Chamber Conference Room	15 8:00 a.m. – 9:00 a.m. Young Professionals "Coffee Talk" – Caribou Coffee, Mount Prospect	16
17	18 8:00 a.m. Ambassador Meeting – Chamber Conference Room	19	20 7:30 a.m. Des Plaines Executive Network <i>Frisbie Senior Center</i>	21	22 8:00 a.m. – 9:15 a.m. B to B Networking Group – <i>Radisson Chicago O'Hare</i>	23 Noon – 6:00 p.m. – <i>Home Health & Consumer Expo – Library Plaza</i>
24 Noon – 6:00 p.m. – <i>Home Health & Consumer Expo – Library Plaza</i>	25 1:00 p.m. S.C.O.R.E. Chamber Conference Room	26 11:30 a.m. – 1:00 p.m. Women in Business – "Organizing Tips" Chamber Conference Room Brown Bag Lunch	27 7:30 a.m. Des Plaines Executive Network <i>Frisbie Senior Center</i>	28 11:30 a.m. – 1:00 p.m. Young Professionals "Green and Eat" – Bogie's Ale House, Mt. Prospect. 8:00 a.m. – Community Connections Networking Group, Prudential Starck Realtors, Mt. Prospect, IL	29	30
31						