



October 2009 Newsletter

Where Commerce and Community Meet

10/2009

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Savings for the Season!

Register by
10-16-09

Don't miss the opportunity to drive traffic to your business by participating in a great promotion. For full details and registration information [click here!](#)

To advertise in this space Email or call Jennifer at 815-725-2900 for additional details and to reserve your spot today!

Advertising with the Chamber

Don't miss out on the reduced rates for e-blast and direct mailing services with the Chamber. Reduced rates expire 12-31-09.

Message from the President

Hello Chamber Members!

Fall is upon us and with that comes our Annual Meeting and Election for the Shorewood Area Chamber's Board of Directors. Our Annual Meeting and Election will take place at our November Membership Luncheon on November 10th at Louie's Chophouse.

We will have 3 board positions coming open and several candidates, including current Directors, running for those openings. Your Executive Director, Jennifer Dyluk, will be sending out a Special Edition of our Newsletter on Monday, October 12th with a short profile of all our Members running for a Board Position. Please be on the look-out for that and get familiar with your candidates. This is your chance to determine the leadership and direction of your Chamber. Be sure to R.S.V.P. to Jennifer for the November Luncheon NOW and show up to cast YOUR vote!!!

Since our November Luncheon is also our Annual Meeting, we will also be covering our year-to-date financials with everyone. While this information has always been available to our Members, no one during my tenure as Board Member has ever requested the information. Our current Board of Directors wants to share as much information as possible and we feel it is important that you, as Members, see where your Membership Dues are going. Hopefully this will give everyone an inside look at the Boardroom and help you when giving input or making recommendations. Your participation is appreciated and needed.

In closing, I would like to take a moment to thank one of our exiting Board Members, Linda Slabaugh. Linda has served 2 full terms(3 years each) as a Shorewood Area Chamber of Commerce Board Member and also completed a shortened term prior to that for a resigning Director. During her tenure, she served as President for the last 3 years and as our longest serving Director, has been an invaluable source of information. Linda still plans to be active with the Chamber, but the next time you see Linda be sure to thank her for her service.

Sincerely,
 Brad Easter
 SACC President

Sponsorship Opportunities - Community Business Expo 2010

The Chamber is seeking sponsors for the 2010 Business Expo.

The Chamber will host its second annual Community Business Expo on February 20, 2010. Being held at the William B. Orenic School on Theodore St., the Expo will feature 73 spaces for local businesses to

View our full menu of advertising opportunities [here](#).

Contact Jennifer or Lisa at 815-725-2900 with any questions or to take advantage of this offer.

exhibit their products and services to the Shorewood and surrounding communities. With performances from local community groups and much more to help draw in the crowds, the event will prove to be fun and exciting.

Various levels of sponsorships are available to fit every business need, some even include a **FREE BOOTH** space. For more information follow the links below or contact the Chamber office at 815-725-2900.

For a full list of sponsorship opportunities, [click here](#).

For a layout of the exhibit space, [click here](#).

Exhibit Booth Registration forms will be available on November 1, 2009.

Savings for the Season

The Chamber wants to help drive traffic to your business!

You spoke, we listened and we are taking action!

The Chamber is ready to roll out a new "Savings for the Season" promotion. We are looking for local businesses that are willing to offer a small discount or promotion to Shorewood residents.

The Chamber will print savings coupons that will be inserted into Shorewood water bills reaching over 5500 residents! We will further promote the savings on our website, through a link on the Village's website and in the Sentinel Newspaper.

For full details and information on how to participate, [click here](#).

New Members & Ribbon Cuttings September 2009

The Chamber would like to give special recognition to those Organizations that have joined as ***New Members of the Chamber in the month of September 2009***. You can find more information on each of the Organizations by visiting the [Member Business Directory](#) on the Chamber website or click on the links below. Please take the time to help us welcome:

[Benedetto's Pizza](#)
[Papa John's Pizza](#)
[Shorewood United Methodist Church](#)
[Will County Coins & Currency](#)

Congratulations to those businesses that celebrated their Ribbon Cutting Events in September.

[Faber Dental Arts](#)
[J&K Elite Cheerleading](#)
[Kumon Math and Reading Center](#)
[The Mailbox Store](#)
 Cannella's Pizza

Chamber takes Congresswoman Debbie Halvorson on Small Business Tour in Shorewood

On Friday, October 2, 2009 Executive Director, Jennifer Dyluk escorted Congresswoman Debbie Halvorson on a small business tour through Shorewood.

Starting at the Village Hall, Dylík and the Congresswoman met with Kurt Carroll, Village Administrator, Trustees Lea Stahr, Gary Fitzgerald and James McDonald and Nancy Roman, Economic Development Coordinator.



From Left:
Nancy Roman, Jim McDonald, Lea Stahr, Congresswoman Halvorson, Gary Fitzgerald, Jennifer Dylík.

Following a tour of the Village Hall and discussion on the

local economy, the Congresswoman, Dylík and Trustee Fitzgerald continued on to visit with:

Spencers Jewelry - Owner Susan Adrien
Faber Dental Arts - Owners Dr. Kurt Faber, Dr. Jonathan Faber and Virginia Faber
The Debbie Dudek Agency - American Family Insurance - Owner Debbie Dudek
Jimmy Johns - Co-Owner Chris Heemstra

The conversations ranged from customer service and re-inventing your business to meet your current clients needs to current economy and the proposed changes in health care reform. Thank you to Congresswoman Debbie Halvorson for spending time in our portion of her District and listening to the concerns of our local businesses.

Networking Tip - REINFORCE YOUR KEY WORDS

People aren't going to remember long descriptions of what you do, or likely even that 15-second intro that many experts teach you to make. People will at best remember a few key things about you:

- Your name
- Your company name
- Your business/industry (in three words or less)
- Your product
- Your location

What you want to do is find ways to unobtrusively increase the occurrence of these things in your conversation. For example, is there some kind of story behind your name? Have it ready to use if there's an opportunity. Does your business have an unusual name? What's the story behind it - what does it mean? Refer to your place of business when telling an incident that occurred ("I was driving down 17th Street leaving my store, when...").

Anything you say that reinforces one of the five items above helps make you more memorable. And if they can remember just three of them -- "Joe the barber from Soho" or "Maria the translator who wrote 'Spanish in Six Weeks'" -- you're doing great.

From : The Importance of Being Memorable, Five ways to help people remember you (in a good way!) by Scott Allen for About.com

Your feedback is always appreciated. Email the Chamber with any comments or suggestions that you have for the Newsletter, Chamber Events etc.

Sincerely,

Jennifer Dylak, Executive Director
Shorewood Area Chamber of Commerce

Brad Easter
President
Assistant Vice President, First National Bank (Shorewood location)

Andrea DiVecchio
Vice-President
Owner, PostNet

Keith Hanouw
Treasurer
Agent, State Farm Insurance

DIRECTORS

Adam Underhill, Assistant Vice President - First National Bank (Plainfield location)
David Rocci, Owner - Liberty Tax Services
Linda Slabaugh, Account Manager - Allied Waste of Joliet
Melissa Lee, Branch Manager - Bank of Shorewood
Rich Ponulak, Director of Advertisement - The Enterprise/Sentinel
Lois Maguire, Asst. to the Chief of Staff - State Representative Tom Cross, 84th District

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