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Learn more about becoming a Diamond, Platinum or Gold level Member - call the Chamber office at (815) 568-6680

Lisa's Mobile Pet Grooming
 Associated Electrical Contractors

CHAMBER INSIDER

MEMBER SPOTLIGHT



Buying a New Home?

The process can be very stressful; it seems like an endless series of critical, important decisions. When you find the right home, you need to find the right home inspector to educate you about the condition of your new home. Warren Casey of YOUR HOME INSPECTION CO. can help you get peace of mind.

Warren is an experienced professional who performs thorough home inspections. He enjoys putting homebuyers at ease about one of their major lifetime investments. Most inspections will contain maintenance recommendations, component life expectancies and minor imperfections. The main purpose of an inspection, however is to discover major defects or conditions that may lead to them and any safety hazards related to the home.

Warren is an ASHI Certified Home Inspector. (ASHI) The American Society of Home Inspectors is the oldest and most respected professional society of home inspectors. Members are committed to conducting inspections in accordance with the ASHI Standards of Practice; committed to abiding by the ASHI Code of Ethics and are dedicated to providing superior customer service. ASHI's goals have always been to build customer awareness of the importance of a quality home.

If you are buying or selling a home and want to utilize Warren's expertise he can be reached at (815) 568-7360

EVENTS at a glance

May

- 5-12 Golf Clinic at Marengo Ridge - 5-7 pm
- 5-13 General Member Lunch
Chicago 2016 Olympic Committee Breakfast at Joe's Place (New) - 7:30 am
- 5-19 Multi-Chamber Mixer 5-7 pm MCC
- 5-20 Board of Directors Meeting - 7:30 am
Marengo Auto Group
- 5-25 Chamber Closed - Memorial Day
- 5-26 Mixer at Donley's Old West Steakhouse 5-7 pm
- 5-28 WIB Lunch - Noon
Flatlander's Market
Survival for Small Business
- 5-29, 30, 31 Springfield Fling

June

- 6-10 General member Lunch
Police Chief Martin Podosek
Noon at Donley's
- 6-17 Golf Play Day
Marengo Ridge
- 6-23 Mixer at Remke's Garage 5-7 pm



116 South State Street
 Marengo, Illinois 60152
 Phone: 815-568-6680
 Fax: 815-568-6879
 www.marengo-union.com

CHAIRMAN'S MESSAGE

Lisa Rossow



Every day a member asks me, "How is my chamber doing?" I am happy to report your Chamber is holding steady with finances. Activities and requests for services is at a record pace. We have lost a few members due to the economy but we have picked up a lot of small business members interested in free referrals from our web site and low cost advertising in our chamber guide publication. Chamber event attendance has been very good as people begin to understand events and programming are inexpensive ways to meet prospects or renew old acquaintances.

The other question I often hear is... "How is business in Marengo?" The answer is the same. Steady as she goes! Some businesses are in a day by day, hour by hour, survival mode while others are reporting an increase in sales. One small business changed locations and increased profits by 100%. We suggest being creative every step of the way. Marengo is still a low cost place to do business where workers are skilled and you have abundant transportation and technology access. If you need someone to brainstorm with about your ideas, consider making an appointment with our Chamber President, Marlene. We are also looking at setting up workshops and programs to help small businesses. Stay tuned for more. For more information about business assistance, check out our web site at Marengo-Union.com

BOARD of DIRECTORS

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Lisa Rossow, *Century-21 New Heratage*

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Natalie Secor, *Executive Assistant*



Join the Chamber Women In Business Today

**Our Mission is to promote
and support opportunities for
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**Only \$25
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FROM THE PRESIDENT'S DESK

Marlene Slavin



I recently attended a Grant Seminar organized by Representative Jack Franks. The room was packed with individuals representing police and fire departments, municipalities in McHenry, Chambers of Commerce and more. The purpose for the meeting was to bring us all up to date on packages available to businesses, non-profits and the communities in our county.

Six government agencies made brief presentations providing an overview of monies now available through the State and Federal Government Stimulus program. There is money out there folks! (or it's on its way to us).

I have acquired a large pile of materials related to various programs that may be helpful to some of you. These are available in my office for our members to review. Over the next few weeks I hope to begin disseminating the appropriate information to our membership via eblasts and the newsletter. In the meantime, if you have a need for a specific project or are interested in finding out if there is something that can help your business give me a call, send an e-mail or stop in the office. We will help you get the information you want.

In addition, I have listed of the agencies with contact names and phone numbers along with the programs they mentioned at the meeting. Feel free to contact these people directly if one of the programs looks appropriate for your business.

Department of Commerce and Economic Opportunity – Bureau of Technology and Industrial Competitiveness. John Barr (John.Barr@Illinois.gov or 312-814-2259)

- Digital Divide Grant
- Stimulus Funds related to Broadband
- School to work & JTED Grants

Environmental Protection Agency – Elmo Dowd, Asst. Director (elmo.dowd@Illinois.gov or 312-814-5956)

- Waste water & Drinking water programs (grants & loans)
- Educational Programs for not for profits, school districts and municipalities

- Guide book for businesses on working with EPA for Land, water and air issues
- Grants for municipalities and school districts

Department of Commerce and Economic Opportunity – Carol Kulek, Outreaching & Marketing Manager, Energy & Recycling Bureau (Carol.Kulek@Illinois.gov or 217-785-2009)

- Stimulus funds administered by DCEO regarding energy & recycling
- Energy & Recycling Grants
- Energy Efficiency Portfolio

Illinois Small Business Development Center – Mary Margaret Maule, Director (mmaule@mchenry.edu or 815-455-6098)

- Available resources for small business
- Changes to the Small Business Administration loan programs
- Available micro-loan funds

Department of Natural Resources – Arlan Juhl, Division Manager of Water Resource Planning (Arlan.Juhl@Illinois.gov or 217-782-4637)

- Stimulus funds related to DNR that can benefit McHenry County

Illinois Department of Transportation – John Bartman (john.bartman@Illinois.gov or 847-705-4346)

- Enhancement Grant
- Stimulus funds related to McHenry County
- 5-year plan/projects planned for McHenry County

On May 28th Mary Margaret Maule from ISBDC will be speaking at the WIB luncheon regarding 'Survival for the Small Business'. Everyone who is interested in this presentation is welcome to attend by calling the Chamber to make a reservation. This will be a lunch meeting.

The chamber is working with ISBDC and others organizations to develop a Lunch n' Learn series which would encompass Small business survival in more detail. As we organize the program we will notify the membership.

Spring is here! Let's enjoy the fresh air and smell the flowers. It is a time of renewal and rejuvenation. Take a deep breath. Then put that new energy and spirit into our businesses and march forward towards economic stability and a brighter future for our communities!



Marengo EDC Update

Meet the new Marengo Economic Development Commission Coordinator, Dane M-W-F, who recently moved to the area from Hartford, WI. Dane holds a B.S. Public Policy and Administration and is currently attending classes

at Northern Illinois for his Masters of Public Administration. He has previously worked for the City of

Whitewater, WI and County of Walworth, WI and is a veteran of Operation Enduring Freedom. Stop in the MEDC office to visit Dane M-W-F from 8:00-Noon or by appointment.

He can be reached by phone at (815) 568-5105 or by e-mail at edc@cityofmarengo.com

MEMBERS IN THE NEWS

Hidden Path Arts

Kim Bauman owner Hidden Path Arts reports that Eight (8) team members recently qualified for the Nationals to be held in Ft. Lauderdale, Florida this summer. The team brought home four (4) Gold Medals, four (4) Silver medals and a bronze. Six of the team members also qualified for Junior Olympics which will be held in Des Moines Iowa in July.

The Team is working hard to raise the money for this trip and any corporate sponsorships are certainly appreciated.



Marengo welcomes new Police Chief

Police Chief Martin Podosek recently joined the Marengo Police Department after serving 30-years with the Harwood Heights police force, including 5-years as Chief.

Chief Podosek will be the guest speaker at the Chamber's general member luncheon

On June 10th, at noon. This will be a 'meet and greet' session and he is anxious to hear from local businesses about any issues or concerns they may have.

The Chief also encourages business owners interested in knowing how secure their facility is to contact the police department to arrange for a 'safety check'. Call the non-emergency number at 815-568-7231. For those not familiar with this program it provides local business owners an opportunity to find out the status of the security in their building. After an inspection the Department Representative will provide suggestions and tips that could increase the level of security.

Marengo Tool & Die

Announces they now have a new web site. See what's new at www.marengotool.com

Castle Bank Presents

Castle Challenge Proceeds to Marengo & Harvard Booster Clubs

Castle Bank was proud to present the Marengo and Harvard Booster Clubs with Castle Challenge checks for \$10,000.00 each at the January 16, 2009 basketball game at Marengo High School. In the Fall of 2008, Castle Bank "challenged" local area businesses and individuals to support the Marengo and Harvard Booster Clubs.

All proceeds from the September 26, 2008 Harvard/Marengo football game would be donated evenly to both clubs. The goal was to raise \$20,000 and was generously met. With over 2,000 people in attendance and over 30 sponsors, the joint fundraising venture was a huge success. The next Castle Challenge event is scheduled for September 2009 at Marengo High School.

Castle Bank Harvard Bank Manager, Tina Magnetta said, "We were excited to assist the booster club with the donation of \$10,000 as it was the first year the Castle Challenge was held in Harvard. We appreciated the support of both communities and hope to continue that support in 2009."

Castle Bank Marengo Bank Manager, Lesley Pace adds, "It's a great event that helps the Marengo and Harvard communities come together to support both schools."

Castle Bank has 14 banking offices with total assets of \$1.2 billion located in Boone, DeKalb, Kendall, Kane, and McHenry Counties in North Central Illinois. For more information about Castle Bank, please visit www.castlebank.com

For more information, contact:

Tina Magnetta
815-943-6441 ext. 7129



Steven G. Mortensen
Executive Vice President
Senior Credit Officer



800 West Grant Highway P.O. Box 255 Marengo, IL 60152-0255
telephone (815) 568-4100 fax (815) 568-4138
smortensen@prairiecommunitybank.com

MEMBERS IN THE NEWS

Centegra welcomes Finding Strength photo exhibit

Cancer survivors celebrate life

CRYSTAL LAKE — The Centegra Sage Cancer Center is displaying a photo exhibit on loan from partners at the Wellness Place Cancer Resource Center in Palatine. The photo narrative exhibit explores the unique experiences of those touched by cancer and will be on display in the center's front hallway from now through June 30. The Sage Cancer Center is located in Centegra Hospital-McHenry.

"Finding Strength," a photography and narrative exhibit, reveals the poignant experiences of those touched by cancer. It was unveiled in 2007 in Barrington in alliance with The Barrington Area Arts Council. The exhibit features cancer survivors, their families, caregivers and clinical professionals, all of whom are connected through Wellness Place, a cancer resource center in Palatine.

The exhibit drew more visitors on opening night than any other exhibit in the council's history. The Finding Strength exhibit is the collaborative work of Barrington photographer Susan McConnell and writer Mary Klest.

Amy Moerschbaecher, executive director of Centegra Health System oncology services, said, "We hope this exhibit will inspire viewers to examine life challenges in a new light as a result of learning about the heart-felt journey of cancer patients and their loved ones."

Centegra Hospital – McHenry is recognized as having one of a few cancer programs in the state to receive the 2007 Commission on Cancer (CoC) Outstanding Achievement Award from the American College of Surgeons Commission on Cancer. Additionally, all the Centegra Sage Cancer Center nurses are oncology certified.

Centegra's advanced cancer care services include: intensity modulated radiation therapy, High-Dose Rate Brachytherapy, on-site physician practices for chemotherapy, immunotherapy and biological response modifier therapy, clinical research protocols, a cancer resource library, cancer support services (massage therapy, stress management programs, meditation) and advanced equipment that allows radiation therapy treatment for most types of cancer.

Centegra Health System is committed to meeting the healthcare needs of the residents of greater McHenry County and to making services available in multiple and convenient locations, including hospitals in McHenry and Woodstock, Immediate and Primary Care centers, Centegra Sage Cancer Center, Health Bridge Fitness Centers and more. As the region's leading healthcare provider, Centegra Health System continues to bring the latest treatments and technology, along with the skills of nearly 4,000 medical professionals, to meet the needs of the growing McHenry County community. For more information on Centegra Health System visit centegra.org or call 877-CENTEGRA (877-236-8347).

The Growing Scene, Inc.

is hosting a Saturday Seminar Series this spring. A guest speaker will be presenting an educational gardening seminar each Saturday at 1pm. Each seminar is designed to provide insight into current gardening trends.

"10 'Must have' new plants for 2009" is the title of the seminar on Saturday, May 9th. Laurie with Bailey Nursery will unveil her favorite flowers and shrubs for this gardening season. Laurie has over 30 years of professional and personal gardening experience. She is truly an expert in her field. Many of the plants that will be discussed have been featured in national publications. These are the plants that everyone is talking about!

The cost of the seminar is \$5.00. Registration is required. You may register in person, by phone or email or through our web site. The deadline to register is the Thursday prior to each seminar. For a complete list of all the seminars please visit our web site www.thegrowingscene.com

The Growing Scene, Inc. is located at 17015 Harmony Road, near Route 20 in rural Marengo. For additional information call (815) 923-7322 or go to their web site www.thegrowingscene.com.

Phone:(815)923-7322 • Fax:(815)923-7319•E-Mail Address: tgsinc12@msn.com

"Specializing in Quality Plants and a Knowledgeable Sales Staff"

Family Service & Community Mental Health Center

Robert Martens, CEO of the Center recently announced that Dr. Elizabeth K. McMasters has officially accepted the position of Medical Director of Family Service. Dr. McMasters replaces Dr. Philip McCullough who stepped down to devote more time to his private practice in Chicago.

Dr. McMasters who specializes in Psychiatry, graduated from Northwestern University having earned her B.S.M. in the Honors Program in Medical Education. She earned her M.D. from Northwestern University and served her residency at Northwestern Memorial Hospital and served as Chief Resident.

Dr. McMasters joined Family Service in July 1995 as a staff psychiatrist. In addition, she served as Associate Medical Director of the Older Adult Program of the American Day Treatment Center from June of 1995 to April of 1996. Dr. McMasters was a Psychiatric Consultant to the Illinois Youth Center of the Department of Corrections in Warrenville, Illinois from 1993 to 1997.

Her qualifications include Board Certification, General Practice Psychiatry and Adolescent Psychiatry. (American Board of Psychiatry & Neurology) She is an Associate Member of the Northern Illinois Medical Center of McHenry and of Memorial Medical Center, Woodstock.

Her appointment as Medical Director of Family Service was effective March 1st, 2009.

RENEWING MEMBERS

The Chamber of Commerce would like to thank the following members who have renewed their memberships this month:

Renewing Members

Counter Creations
Hidden Path Arts

Kiney Computer
Dr. Manfred Strohschein

NEW MEMBERS

The Marengo-Union Chamber of Commerce welcomes our newest member:

NISRA (Northern Illinois Special Recreation Association)

Contact: Brian Shahinian
285 Memorial Drive
Crystal Lake, Illinois 60014
815-459-0737
www.Nisra.org

Provide year round parks and recreational programs for local children and adults with disabilities.

Rolling Thunder Entertainment

Contact: Jeanne Camp
5218 N. Union Road
Union, Illinois 60180
630-918-0430
www.zoomzoomrc.com
Micro-reality Nascar style R/C Racing



Did You Know..?

If you refer a new member to the chamber and they join us, your company will receive

\$25 of Advertizing FREE!

Past Mixers

Not Your usual Mixer at Corbin's Exotic Pets

Attendees at Tuesday night's mixer were entertained by Mark and Jennifer Corbin with a wonderful display of exotic and rare animals they use for their educational shows. It was an exciting event when the alligator snapping turtle 'snapped' off a huge carrot offer to him on a stick, or when the 20 lbs., 9' long Albino Burmese Python was introduced. We saw a few members take a giant step backward!

As visitors enter the new expanded Corbin's facility they are immediately greeted by a huge, beautiful, multi-tiered water display built by chamber member Frontier Ponds.

The facility now accommodates Lisa's Mobile Pet Grooming in-house center, a special room for educational demonstrations and children's parties. Once work is completed the Corbin's plan to display a rare Albino Alligator, "Ali", a Asian Palm Civet, Albino Snapping turtle, 150 lb. endangered Alligator Snapping Turtle and of course the 170 lbs. Albino Burmese Python.

Corbin's has become a major destination point for pet owners and pet lovers, bringing people from all over the country to Marengo. On October 10th, the Corbin's will join the Jack Hanna Show at MCHS gymnasium. More information about tickets and times will be available soon.



Past Mixers

A Rainy Day Mixer

In spite of the torrential rains and wind the Chamber mixer hosted by Jude Schmidt Custom Construction & Grand Rental Station on March 24th was a hit! Great food and libations were enjoyed by all the guests while they tried to figure out how many bolts were used to erect the building they were standing in. A wonderful basket of goodies was won by Dianna Tormann (Prairie Community Bank) who guessed the number within a couple of hundred bolts. Great Job Dianna!!

The Meyers family once again was successful in winning several other prizes given out that night. With their good luck they are a tough group to beat!

Attendees toured the New Grand Rental Station Operations Center for Gala Events and were offered a chance to view sample displays and videos of event plans and ideas. A cascade of tents hung in the Center; their bright colors adding a festive feel to the event. It was an entertaining evening! Thanks to all who made it possible and to those who braved the storm to come out and support two chamber member businesses.



Candidate's Forum a great success

About 130 people attended the Candidate forum held on March 31st at the MCHS Auditorium. All candidates running for Park District Board, Marengo District #2 Alderman and Union Village President participated in the forum. Kim Meyers of Pollock, Meyers and Eicksteadt was once again the narrator for the event while the committee of Pat Lawlor (Hyperstitch), Rita Beauchamp (Inside Staffing) and Lisa Rossow (Century 21-New Heritage) insured everything ran smoothly.

Candidates answered two prepared questions for each segment along with questions from the audience as time permitted. Opening and closing statements from each individuals were also allowed.

Candidates for office were:

Marengo Park District Directors – Steve Secor, James Bartell, Steven Mortensen, Julie Scianna, Donna Roney, Jennifer Kacprowicz.

Marengo 2nd Ward Alderman – Carole Bartman and David Bauman (for 2-year term);

Corey Brackmann and Larry Creamer (4-year term)

Union Village President – Bob Wagner and Matt Finzel

Past Mixers

USPS Lunch n' Learn

At the recent Lunch n' Learn program Joyce Desjardin from the Marengo Post Office discussed the criteria for using Bulk Mailing. Joyce provided information to the attendees about the different class of services, ideas for saving time and guidelines for usage of the USPS.com web site.



CHAMBER EVENTS

Sunday, May 10th
Mother's Day

Tuesday, May 12th
Golf Clinic Starts

Marengo Ridge Golf Club
5-7pm Reservations required.

Wednesday, May 13th
Chicago 2016 Olympic Committee

Multi-Chamber Breakfast
Presentation 7:30 am
Joe's Place (new)
Reservations Required.

Tuesday, May 19th
10-Chamber Mixer at MCC
MCC Commons/Café – 5-7pm
Hors d'oeuvres, networking,
raffle & MCC Promise
presentation

Tuesday, May 19th
Golf Clinic – 2nd Lesson
Marengo Ridge Golf Club
5-7 pm. Must be registered

Wednesday, May 20th
MUCC Board of Directors Meeting
7:30 a.m. Marengo Auto Group

Monday, May 25th
Memorial Day
Chamber Office Closed

Tuesday, May 26th
Mixer at Donley's Old West Steakhouse
Union – 5-7pm

Thursday, May 28th
Women in Business (WIB)
Lunch
Flatlander's Market – Noon
Speaker: Mary Margaret
Maule, ISBDC Coordinator

Friday, Saturday, Sunday
May 29th, 30th and 31st
Spring Fling
Downtown Marengo

Tuesday, June 2nd
Golf Clinic – 3rd Lesson
Marengo Ridge Golf Club
5-7 pm. Must be registered

Tuesday, June 9th
Golf Clinic – 4th Lesson
Marengo Ridge Golf Club
5-7 pm. Must be registered.

Wednesday, June 10th
General Membership Luncheon
Donley's – Noon
Speaker: Police Chief Martin
Podosek

Saturday, June 13th
Marengo Main Street
3rd Annual Putt-Putt Challenge
11:00 am – 4:00 pm

Wednesday, June 17th
Golf Play Day
Marengo Ridge Golf Club
Check-in 10 a.m. – Shot gun
start 11 a.m.
Reservations required.

Sunday, June 21st
Father's Day

Tuesday, June 23rd
Mixer at Remke's Garage
5-7 p.m. – Under the tent!

Upcoming Mixers

Mark your calendar

and plan to join us in supporting a fellow Chamber Member business.

If you want other members to visit when you showcase your business by hosting a Mixer, Keep in mind that you need to support theirs as well. Can't stay for the entire Mixer? That's ok. Stop in for a while, say hello to old acquaintances and meet some new members who are anxious to meet other local businesses. And bring your business cards! In these tough economic times, local business owners and managers need to stick together by offering encouragement, patronage when possible, referrals and general support.

Tuesday, May 26th 5-7 pm

May Mixer at
Donley's Old West Steakhouse

Route 20 & S. Union Rd., Union

Known for their warm hospitality and delicious food. Come relax with us for a while after your busy day. Find out what's new on the menu, what are the current specials and special events planned for the summer. Consider their beautiful Village Hall Banquet facility for your next big shindig or how about an outing with the kids at the Old West Town!

Won't you join us?

Tuesday, June 23rd 5-7 pm

June Mixer at
Remke's Garage

8122 S. Grant Hwy, Marengo

Look around and see what quality services the Remke's are offering their customers. You might discover this is the place you want to call the next time your car needs some work done. More and more people are holding on to their current cars instead of trading them in now, so check out the Remke's services, prices and reliability. Don't forget they offer a loaner car too.

Please join us for a pleasant evening under the tent in the front yard and welcome in the summer with old and new friends from the Chamber. Bring your business cards and let the other know what's new with your business.

Hope you can make it!



Chamber Annual 50/50 Raffle

Tickets are only \$50

(vs. \$100 last year)

10-Winners

Prizes From \$100 up to \$2,000

Only 200 tickets available

Call the Chamber Today

Limited Number of tickets available

To purchase your tickets

Call 815-568-6680

Winners will be drawn on June 17th at the Golf Play Day outing. Winners need not be present to win. Must be 21-years of age to play.

Small Business Survival Skills

Special Guest Speaker: Mary Margaret Maule
ISBDC Coordinator

NOTICE: The original luncheon date of June 4th has been changed to May 28th

You're Invited to join us at our next WIB Luncheon

On May 28th at Flatlander's Market Networking begins at Noon

Hosted by:

The Marengo-Union Chamber of Commerce

Women in Business

May 28, 2009

Pre-paid reservations are necessary. Call the Chamber at 815-568-6680

It's not to late!

The Marengo Community Guide is still accepting ads

It's not too late to include your business or organization in the 2009-2010 Annual Community Guide.

Due to so many projects taking place in the Chamber at one time we are running a little behind in organizing this year's new guide. That's good news for you. If you thought you missed this opportunity and still want to place an ad give us a call.

It's one of the best bargains around. You can't send out a 6,000 piece mailing for this price! Let's us help you market your business. Take advantage of low cost advertising offering a good return on your investment. Local residents and businesses use these guides everyday to locate a supplier, a restaurant, retail shop and more.

Call 815-568-6680 to be included.

2009 Chamber Connection

2nd Annual Chamber Connection

Chamber Members, non-members and local dignitaries joined together at the Union American Legion Hall on April 14th to network at the 2nd Annual Chamber Connection. The event included delicious food provided by member restaurants, information about chamber membership, business programs and events, games and ample networking. Money Tree Plants believed to bring good fortune to the owner were awarded to ten door prize winners. There must be something to this since Jan Cederlund sent an email to the Chamber saying, "I love my money tree!" Since winning the plant, the Lighthouse Foundation has received two outstanding grants and an unexpected large donation. Jan claims, "Color me happy!" Congratulations to all our winners!

Thank you to our event Sponsors:

- Associated Electrical Contractors
- Castle Bank
- Caufield & Flood
- Huntington Service Company
- Karsten's Service
- Law Offices of Schmitt & Filler
- Paveloc
- Prairie Community Bank
- State Farm Insurance
- Tri-county Garage Door
- Café 20
- Checkers II Restaurant
- Flatlander Market
- Joe's Place
- Rosati's Pizza & Catering
- Tastefully Simple
- Wildtree
- Wisted's Supermarket



**Lisa Rossow, MUCC Chairman
(Century 21-New Heritage)
Carl Griffith, MUCC Vice-Chairman
(Intren, Inc.)
Ryan Varney, MUCC Director
(Marengo Signs)**



**Rich Browne, Marengo
Auto Group**



**Sue Kirby, Associated Electrical
Contractors**



**Don Reinboldt, Century Spring
Bottling Company
Sheila Amiry, Franks, Gerkin &
McKenna**



**Libby Deskins, Century
21-New Heritage
Marlene Slavin, MUCC
President
Libby wins 50/50 pot!**

Tips For Success

How to Make the Most of "Business" Golf

Golf season is right around the corner. While you may be thinking of reducing your time on the course because of the "rough" economy, think again. Instead of rationalizing green fees and club membership as an expense, think of it as an opportunity to open and close more business. Here are some helpful tips on how to play effective business golf:

√ Know the etiquette of the game.

Try to move along and not hold everyone up – if you are having a bad hole, politely pick up your ball and start again on the next hole. Don't talk (or sell) while your client is preparing to play. Don't step in their line on the putting greens. Watch their ball until it stops – they will be pleased if you can find some of their stray shots! Know the game, but don't give unsolicited advice.

√ Have an objective for the day.

Think about what you'd like to accomplish. Are you using this as a closing opportunity, or a way to better get to know your client?

√ Get yourself ready ahead of time.

Prepare as if you are going to a big meeting – don't just think of it as a lark that gets you out of the office for a few hours. Strategize on how to best use this valuable time.

√ Stay ahead of the curve.

Arrive early and make sure everything is set up properly. Private clubs will usually provide the extra fine touches, but

a public course can be managed to your advantage as well. Does the pro shop have a bagboy that you can tip to get your client's clubs from their trunk? Can you get the cart stocked up with refreshments? How does the weather look? Do you need an extra umbrella or rain gear? Is there a range where you can have some practice balls ready?

√ Brand yourself and your business.

This is a great time to have some logoed giveaways – towels, golf balls, divot tools, etc. Think of what makes sense from a marketing standpoint: golf balls get lost, but a towel or hat will be used for many rounds to come.

√ Check out your client.

Golf is a great opportunity to measure your client. Do they like to keep score and count every stroke? Should you give them mulligans and concede putts? Do they cheat? Do they drink on the course? Should you?

√ Keep a cool head.

Golf can be frustrating at times, but losing your temper after a bad shot is like showing your hand in poker. Try not to linger too long after the round. If you use the time effectively on the course, you won't need to hang around the bar.

√ Remember to relax.

Don't forget to have a good time – the sooner you relax and enjoy the environment, the camaraderie, and the exercise, the better shots you will hit. The more relaxed you are, the more successful your business golf will be.

Start Practicing Your "Business" Golf Skills

Annual Chamber Golf Play Day on June 17th.

Invite your customers or prospects to join you for a day of fun! Complete the attached registration form and send it to the Chamber office before June 1st and get the "Early Bird Special" Discounted Rate.

If you have any questions, please give us a call at 815-568-6680



HOW TO CONTACT THE CHAMBER

Phone: (815) 568-6680

Fax: (815) 568-6879

E-mail: chamber@marengo-union.com

Web site: www.marengo-union.com

Office Hours: Monday - Friday 9 am - 4 pm

Note: There are times when it will be necessary to close the office during normal business hours due to special events, meetings or even illness. We apologize in advance for any inconvenience this may cause any of the members.

The Chamber office is looking for more information and announcements about member businesses and their staff. Please send us your news. Deadline for newsletter entries is the 15th of the preceding month of publication.

NEW ADVERTISING RATES in 2009

Deadline 15th of the preceding month

Current Rates for newsletter ads

	1X Insertion	6X Insertion	
Business Card	\$35	\$30	per issue
1/4 Page	\$45	\$40	per issue
Insert*	\$55	\$45	per issue
Calendar Sponsor	\$50	n/a	per issue

*8-1/2 x 11 sheet, one or two -sided. Advertiser must provide the Chamber with 300 inserts. Ads and inserts must be paid at time of reservation.

ADS MUST BE CAMERA READY

Typesetting/layout services available at additional charge. 6X rate applies to six ads running within a 12 month period.

For pricing on other Chamber media advertising, check our web site at www.marengo-union.com. Or call the Chamber at 815-568-6680.

MEMBER²MEMBER DISCOUNTS

If you have a discount you want to offer your fellow chamber members, please call the office to participate; (815) 568-6680



The Marengo-Union Chamber of Commerce
116 South State Street
Marengo, IL 60152

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