

LARGE ENOUGH TO SERVE YOU
SMALL ENOUGH TO CARE

Hoffman Estates

CHAMBER of Commerce and Industry

NEWSLETTER

September 2009

The Arboretum of South Barrington and the
Hoffman Estates Chamber of Commerce

present

Hallo Wings

Friday October 30, 2009

The Stonegate Conference and Banquet Center

It is time for our annual Fall Fashion Show/Scholarship Luncheon Event on Friday October 30, 2009. The theme for this year will be **HalloWings**, as we will be supporting our local **WINGS** (Women In Need Growing Stronger) **Program**. A portion of each ticket sale will be donated to this wonderful cause as well as raising money for the Hoffman Estates Chamber Scholarship fund.

We are excited to announce a whole new concept for this very popular event. The committee has decided to use all of our local talent and local fashions for this year's show. **The Arboretum** will be providing fashions from Amazing Gracie's, Chicos, Coldwater Creek, Claires, Soft Surroundings and Francesca's. **Cabela's** will be introducing their great line of casual wear as well as showing us what is new in sporting attire. **WINGS Resale** will also be providing designer and name brand fashions. The idea is that you can come to the show, fall in love with these great fashions and drive only a few short blocks to make a purchase from our Chamber members.



There are great opportunities to get involved this year. Sign up to be a sponsor, donate an item for our silent auction and be listed on our web site and the program, take out an ad in the program, purchase a ticket to the show for \$50 or a table for \$475, or contact the chamber office if you are interested in being a model. Don't miss out on the event of the season it promises to be "Spooktacular!"

Many thanks to our Benefactor:

 **The Arboretum**
OF SOUTH BARRINGTON



Member News

Sears Centre Arena, (847) 649-2222, is hosting American Idol winner and Grammy-nominated Jordin Sparks on September 19. Sparks rose to fame as the winner of the sixth season of American Idol. She won an American Music Award for Favorite Artist- Adult Contemporary Music, an NAACP Image Award for Outstanding New Artist and a Teen Choice Award for Choice Music "Hookup" song. She also received a Grammy nomination for "Best Pop Collaboration with Vocals" as well as two nominations at the MTV Video Music Awards for "Best Female Video" and "Best New Artist." Sparks joined other notable music artists in performances at the Commander-in-Chief's Inaugural Ball hosted by President Barack Obama. Be one of the first to catch her live, debuting new songs from her sophomore album "Battlefield."

The event will also feature reigning World Champion Evan Lysacek, 2009 Ice Dancing World Silver Medalists Ben Agosto & Tanith Belbin and other contenders for the upcoming 2010

Winter Games featured in Disson Skating's "Skate for the Heart." Tickets range in price from \$30 - \$187 and are available at Sears Centre Arena Box Office, all Ticketmaster outlet locations, online at www.ticketmaster.com or by phone at 1-800-745-3000. Visit www.dissonskating.com for more information.

Admin and Beyond, (800) 850-3907, has just received an accreditation by the Better Business Bureau. Congratulations!

District 15 Educational Foundation, (847) 963-3160, is sponsoring the Ken Miller Circus on September 18 and 19, rain or shine, at the Rolling Meadows Park District Community Center, 3705 Pheasant Drive. Tickets are \$12.00 per person. Enjoy the circus midway, pony rides, elephant rides, and live entertainment under the big top. Order by phone at (847) 963-3160 or email husst@ccsd15.net. Pick up ordered tickets at the District 15 office building, 580 N. 1st Bank Drive, Palatine.

Cabela's, (847) 645-0454, is sponsoring Scout Day on Saturday, September 12, with challenges from 9:00 a.m. until 3:00 p.m. Challenges include GPS geocaching, tent raising, casting, metal detectors, topography/map reading, archery shot, knot tying, duck & goose calling, laser gallery shoot, and fire safety. The day also includes special pro appearances. Youth lunches will be available for \$2.50. All participants will receive a gift for participating, a Cabela's Scout Challenge patch, and special shopping discounts during the day. All troops must be registered by September 7. Visit www.cabelas.com/hoffmanestates for more information.

The Village of Hoffman Estates, (847) 882-9100, announces that its on-duty Fire Department personnel will be wearing commemorative shirts on November 9, 10 and 11 in honor of those who have served in the United States Armed Forces. These shirts will have the same HEFD Maltese on the left chest, and the same "Hoffman Estates Fire" on the back. The change will be the inclusion of the words "Honoring those who served" on the back and a blue (firefighters) or white (officers) camouflage pattern.

To raise funds for the organization, Hoffman Estates Firefighters Local 2061 is currently selling a similar shirt in both blue and pink camouflage. These shirts have the Union logo on the left front the left chest and the words "IAFF Local 2061" on the back along with the Wounded Warrior Project logo. You can view photos at <http://tinyurl.com/local2061wwp>. The cost for a shirt is \$20 and all proceeds will go to the Wounded Warrior Project, <https://www.woundedwarriorproject.org>

Brilliant Event Planning, Inc., (630) 468-2237, is bringing The Home Improvement and Remodeling Expo back to Hoffman Estates, October 2-3-4, 2009. Chamber members are being offered a huge discount to participate in the event, which includes remodeling, contracting, kitchens, baths, landscaping, additions, refinishing, windows, roofing, siding, basements, sunrooms, patios, home theaters, decorating, painting, handyman and others. Call for information.

Comfort Inn Comes to Hoffman Estates



A ribbon cutting to celebrate the grand reopening of the **Comfort Inn in Hoffman Estates** (formerly the Baymont Inn) was held on July 29. The hotel has been beautifully transformed with a \$2 million dollar renovation. A bountiful "Comfort Sunshine Breakfast" was provided and a drawing was held for a weekend stay. The winner of the drawing was Joy Welker of Bright Hope International. Pictured above are Mayor McLeod and General Manager Mohammed Allahiakha, Village Trustees Karen Mills and Ray Kincaid and Director of Sales Steve Retz.

Join the Family Freedom Festival & Freedom Run

We Do Care, an Illinois 501 (C) (3) grass roots organization, founded in 2004 by concerned Illinois residents, is sponsoring its 6th annual Family Freedom Festival and 2nd annual Freedom Run on September 12 in Barrington.

The event will include:

- 9.11 Mile Run
- 5.6 Mile Run and Walk
- Finisher coin given by uniformed veteran or active duty soldier
- Simultaneous runs in Guantanamo Bay, Saudi Arabia and Illinois

Headliners are Jamie Buckley (1:00 – 3:00 p.m.), LTG Freakley, and Libido Funk Circus. Runners, volunteers, and sponsors are all needed.

Go to www.we-do-care.org for information.



Forest View Plaza is Home to New Edward Jones Office

Edward Jones Financial Services celebrated its grand opening on July 16. The office is located at 1732 W. Algonquin Road, in the Forest View Plaza.

"I am excited to be opening an Edward Jones office in Hoffman Estates," said William Ren, Financial Advisor, "because I really see a need for the type of service we provide. This firm concerns itself exclusively with the needs of individual investors and small-business owners, and I'm happy to be bringing that kind of personalized service to this community."

Check Out the New Blue Ribbon Hanging on Our Wall!

Pink ladies, poodle skirts, and plenty of personality were a winning combination for the Chamber's entry in this year's Hoffman Estates 4th of July parade. A letter of congratulations and a blue ribbon telling us that our Chamber 4th of July parade entry made it official - the Chamber's entry won first place in the theme category, "Celebrating the fabulous 50's!"

Chamber President Cheri Sisson found all the cool 50's stuff that resulted in the "Pink Ladies" do-whopping down Hassell Road with a walking jukebox, car hop on roller skates and wild tunes blaring!

The float featured vintage car murals on either side; jukebox balloons danced wildly overhead as walkers hand-jived and passed out candy-candy-candy to the delight of the crowds.

But candy isn't all we distributed - everyone enjoyed the really cool stickers provided by Cabela's - thanks Diane - and Sandy from Life Source

asked all to please give the gift of life.

In addition to celebrating the Village's 50th Anniversary, our parade entry also advertised our Business to Consumer Expo we will be hosting on August 29 from 10:00 a.m. to 3:00 p.m. at Poplar Creek Crossing Shopping Center, located

at Route 59 and Route 72 on the west side of Hoffman Estates.

Thanks goes out to everyone who helped with the decorations and all of the people who strolled down the parade route with us. Special thanks to **Signs Now** for the great banner and **Sam's Club** for the candy.



Good Customer Service Made Simple

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy – happy enough to pass positive feedback about your business along to others.

If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that an individual customer feels he would like to pursue.



- 1. Answer your phone.** Make sure that someone with a pleasant voice is picking up the phone.
- 2. Don't make promises unless you WILL keep them.** Reliability is one of the keys to any good relationship, and good customer service is no exception.
- 3. Listen to your customers.** Let your customer talk and show him that you are listening by making the appropriate responses, such as suggesting certain merchandise or how to solve the problem.
- 4. Deal with complaints.** Give the complaint your attention, you may be able to please this one person this one time – and position your business to reap the benefits of good customer service.
- 5. Be helpful -- even if there is no immediate profit in it.** The other day Jane popped into a local watch shop because she had lost the small piece that clips the pieces of her watchband together. When she explained the problem, the proprietor said that he thought he might have one lying around. He found it, attached it to her watchband – and charged her nothing! Where do you think Jane will go when she needs a new watchband or even a new watch? And how many people do you think she has told this story to?
- 6. Train your staff to be ALWAYS helpful, courteous, and knowledgeable.** Give every member of your staff enough information and power to make those small customer-pleasing decisions, so he never has to say, "I don't know."
- 7. Take the extra step.** Lead the customer to the item they asked about. Better yet, wait and see if he has questions about it, or further needs. Whatever the extra step may be, if you want to provide good customer service, take it.
- 8. Throw in something extra.** Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile – people love to get more than they expect.

If you apply these eight simple rules consistently, your business will become known for its good service. The irony of good customer service is that over time it will bring in more new customers than promotions and price slashing ever did!

– Information courtesy of Barbara Wold, International Speaker,
Author and Global Retail & Consumer Expert

Flu Pandemic Coming Our Way? Protect the Health of Your Employees

Be prepared for the Pandemic Flu (H1N1 Flu) and the Seasonal Flu this Fall by taking proper measurements such as: staying informed, practicing proper personal hygiene, and creating a plan for your home and workplace.

As employers and employees we can reduce the spread of the flu in the workplace and consider implementing the following recommendations:

- Stay home if you are sick. If you have symptoms of influenza-like illness, stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities (your fever should be gone without the use of a fever-reducing medicine). Keep away from others as much as possible. This is to keep from making others sick.
- Employees who are well but who have an ill family member at home with novel H1N1 flu can go to work as usual. These employees should monitor their health every day, notify their supervisor and stay home if they become ill. Employees who have an underlying medical condition or who are pregnant should call their health care provider for advice, because they might need to receive influenza antiviral drugs to prevent illness.
- Avoid close contact with sick people. If an employee suspects that they have been exposed to a sick person with novel H1N1 influenza they may continue to go to work as usual. These employees should monitor their health every day and should notify their supervisor and stay home if they become ill.
- Provide sufficient facilities for hand washing and alcohol-based (at least 60%) hand sanitizers* (or wipes) in common workplace areas such as lobbies, corridors, and restrooms.
- Provide tissues, disinfectants, and disposable towels for employees to clean their work surfaces, as well as appropriate disposal receptacles for use by employees.

For more information please visit www.kanehealth.com. Other resources: www.pandemicflu.gov, www.cdc.gov

State of Illinois Launches 'Microsoft Elevate America' Providing Free Online Job Retraining Vouchers

The Workforce Board of Northern Cook County in partnership with the Illinois workNet Centers located in Arlington Heights and Evanston is kicking off the Microsoft Elevate America program. Microsoft Elevate America a public-private partnership between the State of Illinois and the Microsoft Corporation to distribute online learning vouchers to eligible individuals. The Illinois workNet Centers in Northern Cook County are two of more than 150 facilities statewide where individuals can visit to qualify to receive free training vouchers.

"High unemployment is a major concern right now. One way to address the issue is to offer training opportunities that are relevant to the workforce and educational needs of the community. The Microsoft Elevate America program will help get people retrained and back to work in 21st century jobs," said Warren Ribley, Director of DCEO.

The Microsoft Elevate America program provides an opportunity for individuals at all skill levels to enhance information technology skills needed to compete for the jobs of today and tomorrow. Free vouchers can be applied to Microsoft online courses ranging from intermediate-level Office 2003 and Office 2007 to technology skills for IT professionals. Beginner technology skills training programs are also available for free without a voucher. There are a limited number of vouchers available between now and when the program ends October 31, 2009.

For more information please visit www.illinoisworknet.com or contact :

Arlington Heights Illinois workNet Center
723 Algonquin Road
Arlington Heights, IL 60005
(847) 437-9392
Jenny Olszowka, jolszowka@worknetncc.com



Precision Lock & Safe, Inc. 1053 W. Golf Road, celebrated its grand opening with a ribbon cutting on August 6. The event included promotional giveaways and discounts of merchandise and service calls. Precision Lock & Safe, Inc. serves residential, commercial and automotive locksmith needs, with more than 25 years of experience. Pictured above are Mayor McLeod and Precision Lock President Mike Terreault. Welcome!

Happy Anniversary!!!!

Please join us in recognizing the following organizations and individuals who are celebrating the anniversary of their membership in the Chamber during September.

Alexian Brothers Behavioral Health Hospital	19 years* **
American Cancer Society	19 years*
Dee's Catering Service	19 years*
RE/MAX Suburban/ Terri Hunt	19 years*
Red Roof Inn	19 years*
Tickets & Company	19 years*
Barrington Lakes Apts.	18 years*
Chicago Cornea Consultants	18 years*
Forest View Foot & Ankle Center	18 years
School District 54	18 years
Alfred Campanelli YMCA	16 years
Clearbrook	15 years
Palatine Public Library	15 years
Travelex International, Inc	13 years
Congo River Adventure Golf	12 years
Robin Realty & Mgt. Co.	12 years
Jenkins Custom Photography	10 years
Hoffman Estates Park District Foundation.	10 years
J.F. McKinney Assoc.	8 years
House Doctor's Home Inspections	7 years
LPL Financial Services/ Titus	5 years
Furniture Medic	5 years
Jjanusz Custom Jewelry Design	3 years
Poplar Creek Village Senior Apartments	3 years
Tom Rivera & Associates LLC	3 years
Village Park of Hoffman Estates	2 years
Great Northern Kitchen & Bath	1 year **
Interface Financial Group	1 year
Lily Garden	1 year
Jake Can Do	1 year
Precious Angels Childcare	1 year
ThoughtWorthi Solutions	1 year
The Tranel Financial Group	1 year
Wingate by Wydham Schaumburg/Conv. Ctr.	1 year

*Charter member

**Platinum member

LET'S SHOP!

From diamonds to doggie needs, Chamber members have just what you're looking for!

Check out what's available from these Chamber members!

Pet Supplies/Services

A+ Pet Massage & Dog Training	(630) 854-0365
Forest View Animal Hospital	(847) 934-0207
Wizard of Pawz	(847) 882-9894

Arts/Crafts

Sand Art Creations	(847) 490-1504
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Jewelers

Black Box Diamond	(847) 705-5006
Jjanusz Custom Jewelry Design	(847) 975-4765
Rahl Jewelers	(847) 765-3000

Gifts/Gift Baskets

PartyLite Candles & Gifts	(847) 542-2113
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Wholesale Merchants

Costco Wholesale	(847) 230-1002
DirectBuy	(847) 885-3508
Valli Produce of Hoffman Estates	(847) 252-7200
Sam's Club	(630) 213-8964

Video Productions/Services

All Moments in Time, Inc.	(847) 370-0934
360 Scenes	(224) 623-4145
Studio 2 Photography & Video	(847) 707-9490

Appliances/TV/Audio

Grant's Appliance TV & Audio	(847) 310-1800
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Retail/General Merchandise

Arboretum of South Barrington	(847) 426-6200
Babies 'n Beds 4 The Kids Room Too	(847) 592-5500
Cabela's	(847) 645-0400
Facelogic Essential Skincare Spa	(847) 844-3223
Lee Wayne Corporation	(847) 630-3055
Precision Lock & Safe	(847) 755-1023
Precision Lock & Safe NW	(847) 202-5246
Woodfield Mall, LLC	(847) 330-0220

Apparel/Accessories

Cutting Edge Apparel LLC	(847) 421-8536
Lee Wayne Corporation	(847) 630-3055
Wings Resale	(847) 884-7411

Art Gallery

Black Box Diamond	(847) 705-5006
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Electronics

Technic Consulting	(630) 479-8606
Verizon Wireless	(847) 645-0190

Florist Fresh/Silk Plants

Fabbrini's Flowers	(847) 885-2000
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Retail Merchants Headquarters

Claire's Accessories	(847) 765-1100
Sears Holding Corp.	(847) 286-1535

Chamber's 2009 Community Guide Now Online

The Chamber's community profile and membership directory commemorating the Village's 50th anniversary is now online on the Chamber's website, <http://www.hechamber.com>, as well as at <http://www.villageprofile.com/illinois/hoffmanestates/>.

The publication was produced in cooperation with Village Profile™. It can be downloaded in the form of a NewView

eBook® to computer desktops and most wireless devices.

In addition, the searchable mobile business directory can be accessed on-the-go at www.vpmobile.us via smartphones, web-enabled cell phones and most mobile devices.

To take a virtual tour of Hoffman Estates and the surrounding area, visit the Community Profile Network® website at www.villageprofile.com.

Clip & save



Clip & save



We'd Like You to Meet ...

Each issue of the Chamber newsletter includes an interview with two Chamber members whose names were selected at random. It's our way of helping our members become more acquainted and of saying "Thanks for being a part of the Hoffman Estates Chamber of Commerce." If you would like to be featured, please call the Chamber office.



Name: Connie McKeogh, Social Worker & Therapist, Connie McKeogh, MSW

Phone number: (847) 895-8033

How long in business: 5 years

Born in: Chicago, IL

Professional background: Certified Alcohol & Drug Counselor, Triton College; (CADC) Master of Social Work (MSW) from the University of Illinois' Jane Addams College of Social Work

I'd like you to know: All conversations are confidential. A skilled therapist will provide a safe, non-judgmental environment for a client to express his/her concerns, fears and/or frustrations. The potential for personal growth is enhanced as the client grapples with life stressors. Brief therapy consists of 3-5 visits. These sessions can continue if needed. Therapy is no longer needed once the issue is resolved. It is not uncommon for clients to return to therapy (to the same therapist) as other issues, concerns or stressors occur. I am not Sigmund Freud so there is no couch in my office!

Interesting facts: I treat adults. I bill insurance companies the way doctors bill insurance companies. LCSW means Licensed Clinical Social Worker and CADC means Certified Alcohol & Drug Counselor.

The best business advice I ever heard: Never look at the other guy's profit.

The best business advice I could give: Listen well. You can't hear what the other person is saying while you're talking.

My first job: General Accident Insurance Company when I was 16 years old.

The way I plan to participate in the Chamber is: To build professional relationships.

The best advice my mother ever gave me: Be truthful.

The last good movie I saw was: *Mama Mia*

My idea of a great meal is: Any meal with fish as the main course....or venison.

If I've learned one thing in life, it's: never let the bad guys get you down.

If I won the lottery I would: Be a philanthropist.

Nobody knows: The depth and breadth of my life experience.

My prized childhood possession: My sled and my wagon. And I still have them.

I have always wanted to: Be a philanthropist.

If I could drive any vehicle it would be: The vehicle that would get me from Point A to Point B....and back.

Three words that describe me: Fair, honest, truthful

Name: Jack A. Harrison Studio Owner, Studio 2 Photography & Video

Phone number: (847) 707-9490

How long in business: 15 years

Born in: Evanston, IL

Educational background: B.S. in Marketing-Product Development, University of Central Missouri

I'd like you to know: We are a full service photography and video studio focusing on (no pun intended) providing brides and grooms with exceptional quality photography images and video that tells the story of their marriage day. At Studio 2, you own all your images! No strings attached, no joke!

Interesting facts: Our clients love the fact that they own all the images of their event. We are proud of our service to our industry and dedication to excellence.

The best business advice I ever heard: Do the right thing, not for the reward, but realizing that doing the right thing is in itself is the reward.

The best business advice I could give: Never lose sight of who you are and never settle for less. Be accountable to yourself!

My first job: A darkroom technician when I was 16 years old.

The way I plan to participate in the Chamber is: Be part of planning events.

My idea of a great meal is: Meatloaf, baked potato and sour cream.

The best advice my mother ever gave me: Change your underwear every day.

My goal in life is: Not to sweat the small stuff.

The last good movie I saw was: *Last Chance Harvey*

My prized childhood possession: My car magazines.

To me, a really good day is: A big hug from my daughter and my wife and a "slurp" from my dog Kelly???????

I have always wanted to: Fly in an F-18 with my son.

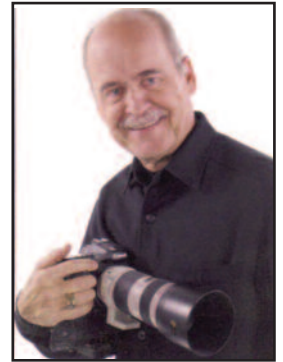
If I've learned one thing in life, it's: It's not the toys you own but the values you live that matter.

The best time of my life: Now.

If I won the lottery, I would: Pay off bills, kick back, and enjoy life.

If I could drive any vehicle it would be: A 1969 Corvette Stingray.

Three words that describe me: Honest, loyal, caring



Board of Directors

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Mike Hanson Alliance for Affordable Health	(847) 401-6049
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Allen Gabe, Legal Counsel Gabe • Calzaretta LLC	(847) 241-5000
Cheri Sisson, President Hoffman Estates Chamber of Commerce	(847) 781-9100

Opportunity Knocking: Calendar of Upcoming Chamber Events

September 2009

Tues., Sept. 1	Expo Committee Wrap-up	8:30 A.M.
Tues., Sept. 1	AM Business Connection Committee	10:00 A.M.
Mon., Sept. 7	Labor Day – Chamber Office Closed	
Thurs., Sept. 10	The Exchange	7:30 A.M.
Mon., Sept. 14	Chamber of Commerce Week Begins	
Mon., Sept. 14	New Member Reception/Jersey's Pizza	11:30 A.M.
Tues., Sept. 15	Open House Breakfast/Chamber Office	7:30-10:00 A.M.
Tues., Sept. 15	New Member reception/Chamber Office	8:00-9:00 A.M.
Wed., Sept. 16	New Member Reception/Hilton Garden Inn	4:00-5:00 P.M.
Wed., Sept. 16	Business After Hours/Hilton Garden Inn	5:00 P.M.
Thurs., Sept. 17	Chit & Chat/Eiffel Bistrot	11:30 A.M.
Thurs., Sept. 17	Fashion Show Committee	12:30 P.M.
Fri., Sept. 18	Legislative Luncheon	11:30 A.M.
Tues., Sept. 22	AM Business Connection/ Harris Bank Roselle Road	7:30 A.M.
Thurs., Sept. 24	The Exchange	7:30 A.M.
Mon., Sept. 28	Board of Directors	7:30 A.M.

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2200 W. Higgins Road, Suite 201
Hoffman Estates, Illinois 60169
847-781-9100 FAX: 847-781-9172

Hours: Monday-Thursday -- 9:00 AM-4:30 PM

Friday - 9:00 AM-1:00 PM

Website: <http://www.hechamber.com>

E-mail: info@hechamber.com

Cheri Sisson, President

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Our Mission Statement: "To effectively promote and advocate for the interests of the Hoffman Estates area business community."

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