

GMACC NEWS

200 Webster Street
Montgomery, IL 60538
Office 630.897.8137
Fax 630.897.6747
www.chamberofmontgomeryil.org
gmacc@montgomery-illinois.org

May 2009

Stretch your marketing dollar and advertise for FREE in the GMACC News! Call today to place your next FREE ad or article for June!

About the Chamber:

The Greater Montgomery Area Chamber of Commerce (GMACC) is a volunteer driven organization committed to helping improve the economic viability of the greater Montgomery area.

We provide opportunities for members to promote their businesses, share ideas and to meet other business leaders. The relationships that are built in the chamber can mean *increased sales*, tips on new business opportunities and a voice in the growth and economic health of Montgomery.

The GMACC is also a member of the Illinois Chamber making additional information and services available to you.



You are Invited
Chamber 3rd
Annual Dinner -
Tribute to
Alice Sutcliff

5/21/09

Ralph's Place
2245 Kennedy Rd
Bristol, IL

\$35/person
RSVP by 5/14/09
(630.897.6748 X10)



2009 MEMBER
www.iacce.org



Ribbon
Cutting

Radioman Communications, Inc.
2086 Orchard Rd.
Montgomery, IL 60538
FRIDAY 5/15/09 4:30PM

Bliss Creek Golf

7/16/09



2009 Scheduled Events

- Chamber 3rd Annual Dinner - May 21
Ralph's Place, Bristol, IL
- Chamber 10th Annual Golf Outing - July 16
Bliss Creek Golf Course, Sugar Grove, IL
- Montgomery Fest - August 8 & 9,
Montgomery Park
- Oktoberfest - October 2 & 3
Montgomery VFW
- Montgomery Tree Lighting Ceremony - December 6
Village Hall

Welcome New Member April 09

Radioman Communications, Inc.
2086 Orchard Rd.
Montgomery, IL 60538
630.801.0600 0
630.801.0606 f
Jose Reyes

Marketing Calendar Greg Siebert, President



PROforma

May – 5 Tips for Marketing in a Recession

(written by Proforma)

June – Is Your Brand Working for You?

When we think of branding, we often think of our business cards and letterhead, but that's not the only place branding is important. Greg Siebert, President of Proforma explains how you can make your brand put in overtime to get great results.

July – It's Easy Being Green

With increased product offerings and many creative promotional items, eco-friendly marketing is easier than ever. Greg Siebert, President of Proforma highlights five great products to promote your business green-friendly.

August – Credibility 101

In today's uncertain market, credibility is more important to consumers than ever before. They are looking to buy their goods and services from a reputable source that will still be around next year. Greg Siebert, President of Proforma discusses the important role of marketing in establishing credibility.

September – Here Come the Holidays

Christmas trees may not be hitting store shelves yet, but September is the perfect time to begin thinking about your holiday gifts. Greg Siebert, President of Proforma shares four gifting strategies to ensure a profitable fourth quarter.

October – Card Me

Holiday cards are a time-honored tradition and a great way to make contact. Greg Siebert, President of Proforma with prospects and clients over the holiday season discusses four creative holiday card ideas that will keep you top of mind this holiday season.

November – I'll Trade You

Trade show season is fast approaching, and to be honest, isn't every season trade show season? Marketing and promotions are key when it comes to making your tradeshow a success. Greg Siebert, President of Proforma shares six tips for getting the most bang for your tradeshow buck.

December – This Award Goes To...

Awards are an important part of any employee incentive program. Is your company using awards to build employee loyalty and motivation? Greg Siebert, President of Proforma tells you how...



5 Tips for Effective Promotions During the Tough Economy

By: Greg Siebert, Owner of Proforma Awards Print & Promotions

When times are tough, it is more important than ever to receive the maximum return on investment for every dollar spent. Cutting back on marketing and advertising spending to reduce costs seems like the way to go, but in fact, it is more important to promote smarter to grab the attention of your customers and prospects. These five tips are geared at helping you create impactful promotions that keep you top of mind with your target audience.

1. **Practical Promotions Pay Off** – According to a 2008 study by the Advertising Specialties Institute, 62% of respondents did business with an advertiser after receiving a promotional product from them. Consider using a practical item such as a desk calendar, sunglass visor clip, or a USB drive, these products can be used by recipients on a daily basis which keeps your business top-of-mind.
2. **Forge Forward** – While your competitors are cutting back, do the opposite! Think about it, less companies advertising means less noise preventing your message from being heard. This is your time to forge forward and capitalize on the endless possibilities that the economy creates.
3. **Choose a Dependable Partner** – It is always important to be partnered with a reliable, dependable and creative solutions provider for your promotional program needs. Pick a company that can provide you with competitive pricing, quality customer service and access to innovative products.
4. **Incorporate Technology and Multimedia** – Combine technology and multimedia solutions for an effective campaign that will enable you to reach your audience through multiple platforms.
5. **Adapt your Message to the Times** – The economy has taken over as the main focus of the news and conversations alike. Adjust your message to become relevant during the times. Launching a sales promotion such as a gift with purchase or discount coupon can be the incentive your customers need to purchase.

Greg Siebert is the Owner of Proforma Awards Print & Promotions in Montgomery, IL. He has more than 20 years of experience providing businesses with total solutions for all of their graphic communications needs. Greg can be reached at (630) 897-9848 or greg.siebert@proforma.com.

Thank YOU!

Defining Logistics In The New Millennium

UNITED FACILITIES, INC.

HELPED TO STAMP OUT HUNGER!

United Facility donated approximately 20 cases of canned soup and vegetables for the STAMP OUT HUNGER food drive last week. Thanks to everyone for your generosity last week. You have made a difference in the lives of many people.



Do your windows need cleaning?
Support a fellow chamber member....
Bakers Window Cleaning & Janitorial Services
Call Art or Todd at 630.859.7716

ANNUAL DINNER

Greater Montgomery Area Chamber of Commerce

3rd

Annual Dinner

Join us for a retirement celebration dinner in
honor of

Alice Sutcliff

Thursday, May 21, 2009

Cash Bar 6:00pm

Dinner 7:00pm

Ralph's Place

2245 Kennedy Road

Bristol, IL 60512

\$35 per person

RSVP by 5/14/09

contact Trisha Wirth with any questions at

630.897.8137

You are welcome to pass this invitation onto others who know
Alice and would also like to be included in this celebration.



You're Invited!

Montgomery Police Department

Open House

Saturday, May 16, 2009

10 Civic Center Ave. Montgomery, IL

9:30 am – 12:00 pm

**2009 National Police
Week**

**"Never Alone Never
Forgotten"**

Call MPD if you have any
questions 630 897-8707
x2217

Or email:
meyers@ci.montgomery.il.us
Thanks!

Agenda includes:

- **Police Department Facility Tours**
 - **Safety Car Seat Checks**
 - **Bicycle Safety and Rodeo**
 - **DARE and Squad Car Displays**