

GMACC NEWS

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Montgomery, IL 60538
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www.chamberofmontgomeryil.org
gmacc@montgomery-illinois.org

June 2009

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

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CALLING ALL GOLFERS!

Single/\$125 Foursome/\$400

Sponsor the 10th Annual Golf Outing:

Event Sponsor: Walmart

Exclusive Hole Sponsors:

Lunch Sponsor: Oswego Community Bank,
Bibby Financial Services

Beverage Sponsor:

General Hole Sponsors (17 available):

Oswego Community Bank, MEDC, Woodforest
National Bank, The Mill Tavern

Raffle Sponsors: The Lakone Company

For sponsoring opportunities, please contact:

[Melissa Riedy-Albach](#) at 630.844.9382 or

[Trisha Wirth](#) at 630.897.6748 x10

Full golf registration on page 13



2009 MEMBER
www.iacce.org



State of IL Chamber

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



GMACC NEWS

I would like to thank each and everyone who attended my retirement Chamber dinner. A special thanks to Trisha Wirth, Executive Director of the GMACC, who must have worked so hard to put it all together without a hitch. I will always have so many memories of my ten years as President of the Chamber; especially with the picture scrapbook that I received that covered so many phases of what the Chamber is all about.

A special thanks to Joe Henning, President/CEO of the Greater Aurora Chamber of Commerce, for his kind words regarding my tenure and the Certificate from the Illinois Chamber of Commerce he presented to me.

I was honored to have Marilyn Michelini, President of the Village of Montgomery, present me with a State of Illinois Certificate offered by Representative Kay Hatcher and signed by Michael Madigan, Speaker of the House and Mark Mahoney, Clerk of the House. These both will grace the walls of my house.

The President of the Chamber Leads Group, Jennifer Jones Sinnott, presented me with a gift basket from Fun in a Basket with all kinds of goodies. I thank Jennifer for all of her hard work in keeping the Leads Group thriving in our community.

I will forever cherish the crystal bowl donated by Greg Siebert of Proforma presented to me by Jeanne Felten, President of the GMACC, on behalf of the Chamber. It is beautiful. Thanks to all of my special friends and people who took time to toast and roast me during this occasion. Thanks also to Dean Kaus who took pictures of the event and these also will add to my memories. Thanks to the Oswego Community Bank and Rush Copley Medical Center for co-sponsoring this special event to me.

Sincerely,
Alice Sutcliff



Exciting News!!! Weblinx donated this entire Pad for Paddy website! They really put a lot of work into it and did a fantastic job! They went above and beyond with this awesome website that is going to make a huge difference in this project! Angela Howard, Kendall County Health Department—Kendall/Grundy Community Action. You too can make a difference. Please check out the website, and if you can help in one way or another, I encourage you to do so. Make a change in your community one step, one life, at a time. Thank you again to Weblinx, Inc.!



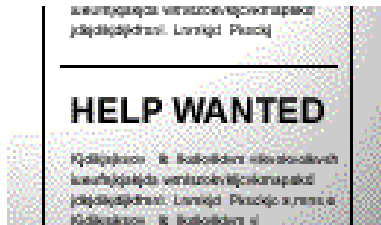
As you may remember, May 24, 2008, we requested the assistance of the Boy Scouts of America to help the Chamber and MEDC deliver the Montgomery Community Guides throughout the western part of Montgomery. They came to our aid, kept the pace going and we were able to deliver most of the guides door-to-door on one hot Saturday afternoon.



Three Fires Council, Boy Scouts of America is having their Friends of Scouting fund drive, and looking to us for assistance. If you work for a company that offers a matching gift program, your donation to Scouting can have double the impact. Contact your Human Resources Department, to see if they offer this service.

Invest in the future of scouting. [Donate online](http://www.threefirescouncil.org) (www.threefirescouncil.org)

SUMMER YOUTH PROGRAM



1st Item

Don't Just HOPE for Change, WORK for it!

Summer Youth Employment Program for Youth 14 - 24

Youth who meet eligibility guidelines can participate in a summer youth employment program to earn money, gain valuable work experience, learn life skills and job skills, meet new people, gain academic enrichment, work with a mentor, and learn interviewing tips.

Applications for employment are being accepted until all positions are filled. Applications may be obtained at <http://www.kcdee.org> or by calling the **Youth Hotline** at **630-208-1854**. Participants must be a resident of DeKalb, Kane or Kendall County.

Funds are administered by the Kane County Department of Employment and Education and are provided by stimulus dollars from the American Recovery and Reinvestment Act.

2nd item

Be a Mentor – Employers NEEDED for Summer Youth Employment

Do you have experience to share with a youth?

The Summer Youth Employment Program provides employers with interns and entry-level employees. Youth work between 15 and 40 hours per week for 6-12 weeks with the goal of building on their individual strengths and incorporating youth development principles, which include engaging the talents and interests of youth, developing their skills and competencies, and providing positive adult role models.

As a worksite, you would provide productive and meaningful work assignments, advise youth about opportunities they may pursue in your field of business, provide guidance and supervision, mentor the youth with feedback about their performance, and communicate with your assigned summer youth staff person to ensure accurate compensation is made for hours worked. **Wages will be paid** by an authorized agent of the Kane County Department of Employment and Education through American Recovery and Reinvestment Act funds.

For more information about becoming a worksite, contact: Lillie Glover at 630-966-1435 x 40079, or email at lillieglover@kcdee.org or access the application form at www.kcdee.org/employerworksites.html.

GMACC NEWS



The Greater Montgomery Area Chamber of Commerce is in the Business Ledger "Edge"! Check us out in..

People On The Move!



Perhaps you heard? On Friday, May 22 Montgomery Police Officers, Village Staff, Montgomery Chamber/EDC and the Aurora Township Fire Department were collecting donations for the Special Olympics during their "Dunkin' Donuts Cop On Top Fundraiser". I had the early morning shift, from 6:00-8:00am, and was amazed at the generosity of everyone for this very special cause. Montgomery raised \$1800!!

Beginning Sunday, June 7, law enforcement officers across Illinois will take to the streets, highways and roads of the state, carrying the Special Olympics torch to help raise funds for their hometown sports heroes – the athletes of Special Olympics Illinois. Approximately 3,000 officers representing every branch of law enforcement across the state from local police officers to FBI agents will carry the Flame of Hope nearly 1,500 miles, running through thousands of Illinois communities via 23 different legs (routes) to its final destination – the Opening Ceremonies of the Special Olympics Illinois Summer Games in June in Normal. On Friday June 12, legs of the run from all over the state will converge on Normal. That evening at dusk, in a dramatic moment during Opening Ceremonies of the Special Olympics Illinois State Summer Games, officers from every leg of the Torch Run will enter Illinois State University's Hancock Stadium with torches lit and hand off the "Flame of Hope" to Special Olympics athletes. When the cauldron is lit and the games declared open, 3,600 athletes will continue three days of competition and celebration.

Contributions can be mailed to:
Sergeant Linda Arnold,
Montgomery P.D., 10 Civic Center Ave., Montgomery, Illinois 60538.
Please make checks payable to: **Special Olympics Illinois**

Yes, I'd like to contribute to the Special Olympics! Please accept my donation of:

\$25 \$50 \$100 Other \$_____

Thank you for your support!

GMACC NEWS



Radioman Communications Ribbon Cutting

(Pictured from left to right: Brett Lewis, Harris NA; Natalie Hickey, RadioMan Owner, Jose Reyes, Store Manager; Jim Connon, Weblinx, Inc.; Adrian Pedraza, RadioMan Staff, Monica Venegas, Harris NA; Angela Arcuri, Ashley Hickey, Jeff Lopez, RadioMan Staff; Matt Brolley, Koziol Engineering Services; Dr. Neil Schlupp, Montgomery Chiropractic)



Radioman Communications
2086 Orchard Rd.
Montgomery, IL 60538
630.801.0600

\$25 off New Activation or Upgrade

See store for details. Some restrictions may apply.



Radioman Communications
2086 Orchard Rd.
Montgomery, IL 60538
630.801.0600

\$20% off Any Accessory

See store for details. Some restrictions may apply.



Radioman Communications
2086 Orchard Rd.
Montgomery, IL 60538
630.801.0600

**Free Car Charger with
Activation or Upgrade**

See store for details. Some restrictions may apply.

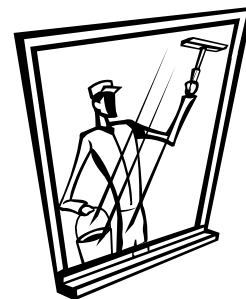


Radioman Communications
2086 Orchard Rd.
Montgomery, IL 60538
630.801.0600

**Free Case with
New Activation or Upgrade**

See store for details. Some restrictions may apply.

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



Do you know someone who could benefit from the Greater Montgomery Area Chamber of Commerce?
We LOVE referrals, and YOU will too!! Don't delay, your Membership is waiting.

[Download Membership Here!](#)

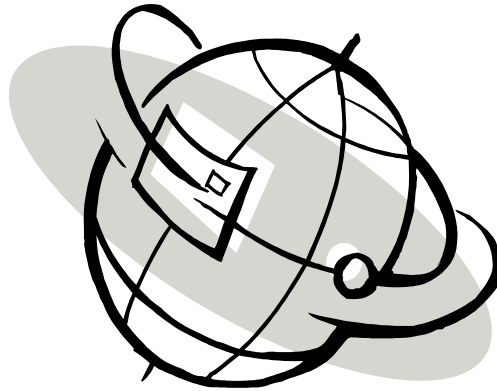
Does your business need support assistance?

Kendall Clerical Services

Specializing in...

- Word Processing
- Data Entry
- Invoicing
- Mailings

If you don't have the time to do the work, send it to Kendall Clerical Services!



Outsourcing your administrative work to Kendall Clerical Services is a cost-efficient alternative to hiring temporary employees.

No job is too large or too small! Whether you have a one-time project or weekly support needs, Kendall Clerical Services can take care of it accurately and efficiently utilizing over eight years of administrative business experience.

Kendall Clerical Services

3024 Iron Leige Lane
Montgomery, IL 60538

Phone: 630.608.2055

E-mail:

kendallclerical@comcast.net

Contact Kendall Clerical Services today for a customized solution to your administrative support needs!

It seems like common sense, if you advertise when everyone else stops marketing...

- 1.) Your message is more likely to be noticed due to fewer ads in the market
- 2.) Your business is more likely to be remembered when everyone starts advertising again

It *is* common sense but yet every recession one of the first things companies do is pull back on their marketing and advertising.

During the current economic downturn you have an incredible opportunity to **INCREASE SALES** and **BUILD MARKETSHARE**. But don't take my word for it ... there's almost a century of proof to back up common sense. Here's a quick summary:

1990's – A MarketSense study concluded the best strategy for coping with a recession is balanced long-term branding with promotion for short term sales. The study shows brands like Jif and Kraft Salad Dressing experienced sales growth of 57% and 70% respectively after increasing their advertising during the recession.

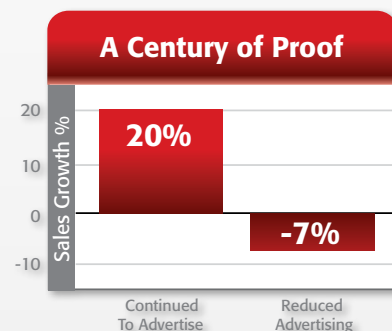
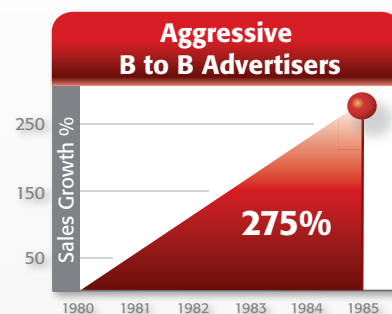
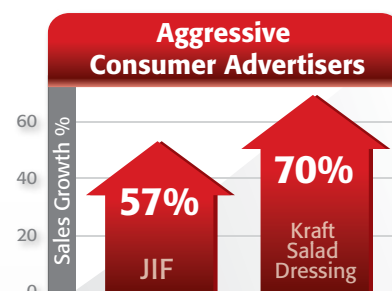
1980's – McGraw-Hill Research analyzed 600 B2B companies and found that those who maintained or increased advertising grew significantly ... both during the recession and *the following three years*. In fact, by 1985, sales of companies that advertised aggressively had grown 275% over those that didn't.

1970's – An American Business Press study showed that companies who advertise and market aggressively can maintain and increase sales during a recession and in the following years.

1940's, 50's, 60's – Buchen Advertising tracked advertising dollars vs. sales trends for the recessions of 1949, 1954, 1958 and 1961. They found that sales and profits dropped at companies that *cut back on advertising* and, that after the recession had ended, those same companies lagged behind the ones that maintained their ad budgets.

1920's – Advertising executive Roland S. Vaile tracked 200 companies through the recession of 1923. He reported in the April, 1927 issue of the Harvard Business Review that companies that had continued to advertise during the economic downturn were 20% ahead of where they had been before the recession, while companies that reduced advertising were still in the recession, 7% below their 1920 levels.

2009 – The results are up to you!



Need more?

Frankenberger and Graham, two Oregon professors, studied 2,662 firms over 16,000+ 'firm years' (1970 – 1991) to determine the effect of advertising on a company during a recession. The results? Firms that advertised during a recession increased in value and got more marketing bang for their buck ... in some cases for up to three years after the recession had ended.

Here's why promotional products deliver the *best return on investment* in an unsettled economy and why they should be a vital part of your marketing mix.

- **Increased sales.** 62% of customers do business with the company after receiving the promotional product.
- **Brand awareness.** 84% of customers remember the business that provided them with the promotional product.
- **Return on investment.** At \$.004/ impression promotional products have the best CPI of popular advertising media.
- **Improved relations.** 42% of customers view the business more favorably after receiving the item and virtually none indicate a negative feeling.
- **Frequency and repetition.** A key to advertising, promotional products are kept on average for 7 months and many are used every business day!

* Advertising Specialties Impact and Exposures Study – October, 2008. Visit www.asicentral.com/study for more details.

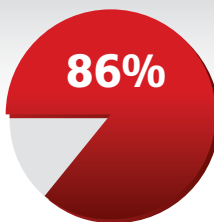


Straight from the buyer's mouth:*

When you see a company advertise in a down economy ...

86%

They are top of mind when it comes time to make purchase decisions



I feel better about their commitment to products and services

“ I have yet to see any study that proves timidity is the route to success. Studies consistently have proven that companies that have the intelligence and guts to maintain or increase their overall marketing and advertising efforts in times of business downturns will get the edge on their timid competitors. ”

Senior VP, J. Welsey Rosberg
Meldrum & Fewsmith

* Harris Interactive/ Yankelovich survey of 505 B2B executives regarding companies that advertise during a recession.

3rd ANNUAL FIREFIGHTER'S Pancake Breakfast



**SUNDAY JUNE 14, 2009
MONTGOMERY FIRE
STATION
198 S. RAILROAD
MONTGOMERY, ILLINOIS
6 A.M. TO 1 P.M.**

(\$5 Adult, children under 5 eat free)

The Montgomery and Countryside Firefighters Association wish to extend to you a cordial invitation to join us for a wonderful morning of eating and fun at our Annual Firefighters Pancake Breakfast.

This annual event provides us, your community fire and emergency personnel, with an opportunity to share with you, our friends and neighbors, a morning of eating, music and socializing. We sincerely hope that you will set this morning aside, June 14, 2009, to join us and support us in our efforts to provide our community with the most up to date fire and emergency medical assistance in the area. It is events like these, supported by the community, that provide us with additional equipment we need to keep pace with the ever changing technology in fire fighting and advanced life support. It is with your help that we can continue to improve our services in a time of need.

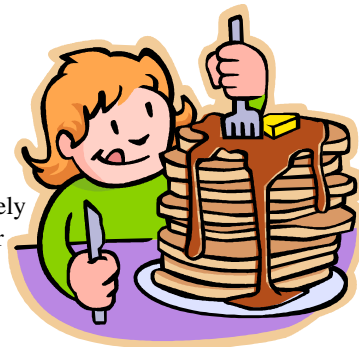
In addition to an all you can eat breakfast, we will be having a cash raffle. If you wish to enter the raffle, bring your enclosed ticket to the Montgomery Fire Station on the morning of Sunday, June 14, 2009. You can give your donation at the door when you arrive. If you find you cannot attend, just write your name, address and telephone number in the space indicated on your ticket and return it with your donation in the envelope enclosed. Your ticket will be eligible for the drawing of cash prizes. Additional tickets are available at the door, or by contacting the Montgomery Fire Department at 630-897-0622. There will be plenty of food, music and fun for all ages, so make a morning of it. Bring your friends and family and join us.

Take this opportunity to get to know the men and women who answer the call each time someone needs help. Every time you hear the siren here in Montgomery, you know that all over the community we are responding to the need of someone you may know. It might even be you or your family. So come and get to know us. And let's have fun together!!

The members of the Montgomery and Countryside Firefighter's Association sincerely thank you for the support you have so generously given in the past and for your continued support in the future.

Respectfully yours,

The Montgomery and Countryside Firefighter's Association Fund Raising Committee
Edwin Huellstrouk, Tom Meyers, Jr., Jim Touvell, Kim Albright, Josh Warner, Mike Williams, Austin Nillies,
Mike Getz, Chad Martin.



The Montgomery Economic Development Corporation
 Invites you to a Summer BBQ



Austin Park - Montgomery, IL

Located at Montgomery Road & Broadway Avenue

Catered by Reulands Food Service

Thursday 6/18/09

5:00 pm-8:00 pm

\$20.00 /person

RSVP to Trisha Wirth 630.897.6748 x10 by June 12

Raffle Prizes * Networking * \$5,000 Cash Raffle Drawing * Great Food!

Due to the increase of economic cut backs, this picnic is in place of our annual golf outing. We hope you will find this an outstanding opportunity to network with businesses, enjoy good food and company, and appreciate our after hour, economy friendly, networking event. Cash Raffle Tickets are available at the MEDC office for \$40/Ticket. (Max of 500 cash raffle tickets to be sold. Prizes based on total ticket sales. If less than 500 tickets are sold, prizes will be based on a percentage. Winner need not be present to win. Permit on file at MEDC office.)

MEDC, 200 Webster St., Montgomery, IL 60538 630.897.6748 x10
Because of the location of this event, no alcohol is permitted.



Business Name: _____

Contact: _____ Phone: _____

Reservations for : # _____ (\$20/person)

Yes, I'd like to be a sponsor : please circle sponsorship choice(s) (Sponsorship signage will be posted at the event)

Event \$750.00

(Limit 2)

- Heitkotter, Inc.
-

Dinner \$500.00

(Limit 4)

- Bank of Montgomery
- Gusto Packing Co., Inc.
-
-

Dessert \$250

(Limit 2)

-
-

Table \$125.00

(Limit 10)

-
-
-
-
-
-
-
-
-
-

Total Enclosed: \$ _____

Please make checks payable to MEDC and send to:

200 Webster St., Montgomery, IL 60538

Questions? Please call Trish at 630.897.6748 x10

Thank you for your continued support!



Save the date!

Opportunity Knocks 2009

A Free Economic & Community Development Workshop

Hosted By

Office of Illinois State Treasurer Alexi Giannoulis

Sponsored by

Harris Bank

&

City of Aurora/Aurora Economic Development Commission

Wednesday, June 24, 2009

8:30 a.m. – 12:30 p.m.

The Copley Theatre at North Island Center

8 East Galena Boulevard

Aurora, Illinois 60506

Breakfast provided

Please RSVP by June 17

By phone: (312) 814-1252

By email: dmeyers-martin@treasurer.state.il.us

Or online: www.treasurer.il.gov

Local Partners

*Greater Aurora Chamber of Commerce • Aurora Hispanic Chamber of Commerce
Quad County African American Chamber of Commerce • Quad County Urban League*

Help Support Your Local Volunteer Fire Department

AURORA TOWNSHIP FIRE DEPARTMENT



ANNUAL



Last Sunday In June

ICE CREAM SOCIAL

Sunday, June 28, 2009 12pm - 5pm

**ICE CREAM
KIDS GAMES
POPCORN
BRATS
COTTON CANDY**



**MANY RAFFLES
HOT DOGS
COOKIES
DRINKS
FUN, FUN, FUN**

FIRE TRUCK & PONY RIDES

*Aurora Township Fire Dept. Station #1
1312 Seventh Avenue, Aurora
Corner of Seventh & Calhoun*



Greater Montgomery Area Chamber of Commerce
 200 Webster Street
 Montgomery, Illinois 60538



10th Annual Golf Outing Registration Form

Date: Thursday, July 16, 2009

Location: Bliss Creek Golf Course, Sugar Grove

Time: 11:30 am shotgun start – scramble format

Fees: Single - \$125.00 (includes: golf, cart, dinner and beverage)
 Foursome - \$400.00 (includes: golf, cart, dinner and beverage)
 Dinner only is \$30.00

Dinner: Cocktail hour will be immediately following the outing, along with a steak buffet dinner at 5:00pm

Prizes for: (2) Longest Drives men and women; (2) Closest to the pin men and women and low team score. (Awards and door prizes immediately following the dinner)

Contact: Trisha Wirth at 630.897.6748x10 or Melissa Riedy at 630.844.9382 for information and questions. This event is limited to 144 golfers.

Deadline for Registration: July 10, 2009

Primary Contact Information: (Please fax registration to 630.897.6747 or mail to the above address) \$400/foursome
 \$125/single
 \$ _____

 (Primary Golfer Business) (Primary Golfer Name) \$ _____

 (Primary Golfer Phone#) (Golfer #2 Name) \$ _____

 (Primary Golfer E-mail)* (Golfer #3 Name) \$ _____

 (Golfer #4 Name) \$ _____

(Please print business name for sponsor signage/display)

I would like to be a Sponsor!

- \$150 Hole Sponsor: business name will be displayed on a hole \$ _____
- \$250 Exclusive Hole Sponsor: business name will be exclusive on hole \$ _____
- \$500 Lunch Sponsor: includes signage at lunch, sponsor board recognition and two free guest dinner tickets \$ _____
- \$500 Beer Sponsor: includes signage on the beer keg at half-way house, sponsor board recognition and two free guest dinner tickets \$ _____
- \$1000 Event Sponsor: includes foursome, cart and dinner \$ _____
- A door prize donator (explanation of prize) _____

*Invoices will be emailed to primary golfer as registrations are received.

Total Due: \$ _____