



2010: TWEAKS LARGE AND SMALL

2010 was a busy year for the LPCC in most of the key areas – Special Service Area (SSA) programming, communications, advocacy and events – that help us serve the needs of our membership. We made a commitment over the past year to provide programming, news and services that directly impact our membership. We built off of information gathered in our expansive membership survey to make important decisions moving forward. As part of this strategic study, the LPCC developed a new set of Core Values to represent the organization moving forward. These Core Values include: Relationships, Advocacy, Integrity and Innovation.

The stories below represent this dedication and aspects of our new Core Values:

Community and Government Relations

The landscape for business got a little more difficult for a couple of industries in 2010. While ordinances were passed to tax vacation rental properties and to restrict massage “parlors” from certain Chicago zoning codes, the LPCC was vocal with elected officials in Lincoln Park and beyond on the issues. Noting the importance of jobs and the danger in setting precedents based on specific industries, the LPCC was a strong opponent to these new laws and not afraid to highlight the effect they will have on businesses.

Luckily, it was not all doom and gloom for the LPCC’s advocacy efforts. The Government Affairs Committee worked to endorse Alderman Vi Daley’s “Artistic Bike Rack” Ordinance with a press statement and testimony to the City’s Transportation Committee. Alderman Daley’s ordinance will enhance the shopping experience in Chicago’s neighborhoods and provide artists further opportunity to showcase their craft.

Additionally, as the war rages on regarding Mobile Food Trucks (see page 11), the LPCC continues to share its support with

continued on page 10

THANK YOU FOR YOUR CONTINUED SUPPORT

The LPCC works hard to serve the needs of our approximately 550 members. While there were a lot of successes over the past year, there is always more that can be done. We work proactively with members, our Board of Directors, Ambassadors, community groups and elected officials to head off any issues that may be affecting local business owners at any given time; however, when we hear from members directly, we can act and react in an even faster manner.

At the same time, we recognize the time constraints of local business owners. Managing a location, human resources, accounting, marketing, ordering and more is a full-time job. Not only that, it is an expensive job. A difficult economy and consumer base still weary of the future has caused some businesses to see a decrease in sales. The past three years have forced business owners – and chambers of commerce – to change the way they conduct business. This forced adaptation has been both good and bad. Difficult decisions have been made while innovative new ideas rise from the ashes of programs that were once considered timeless.

With those issues in mind, we offer a sincere “thank you” to you, our membership, for your continued support of the LPCC. The support – financially, professionally and personally – provided to the LPCC by our members is what keeps this organization afloat, and as a result, membership services will always be at the top of our list. When an individual shares their time and passion with our organization we are humbled. It is with your passion for your own business and your neighborhood that we strive for the best service we can at every turn.

Chicago is unlike any other city when it comes to networking organizations. With so many dynamic individuals looking to grow their business, competition for companies’ networking dollars is difficult for chambers and other similar groups. As the largest neighborhood chamber of commerce in Chicago, the LPCC works to be a leader in the community and partner with as many appropriate organizations as possible throughout the year.

In 2011 the LPCC will continue to adapt its programming and sponsorship, marketing and advertising opportunities to remain competitive and beneficial for members. Event locations across the neighborhood have been selected to help bring more members together and promote interesting locales. Our advocacy work will continue to be pro-Lincoln Park and pro-business. We anticipate an interesting political landscape ahead with new leadership at all levels of government. We hope that these elected officials will see the efforts and dedication of chambers of commerce and, most importantly their members, when developing new policy and procedures.

At any time your business is faced with a dilemma or a question arises – no matter what the subject – feel free to give us a call at (773) 880-5200 and tell us how we can provide a solution. After all, that’s what we’re here for – thank you again for your support of the Lincoln Park Chamber of Commerce.



CHAIRMAN'S MESSAGE

Welcome to 2011!

At the LPCC we looked to evaluate every event, program, outreach tool and position to provide maximum value to our members in the past year. We asked our membership "What can the chamber do for you?" to further meet the goals and needs of businesses large and small.

Many of our long-term members may be scratching their heads about now. "Shouldn't we be welcoming a new Board Chair for 2011?" One of the many changes the LPCC went through in the past year was a comprehensive study of our Board of Directors, their strengths and the development of the Governance Committee. This Committee will be a driving force for the organization in the future, and a great step forward for the LPCC. After many meetings, dozens of emails and final approval from the Board, the position of Chairman is now a two-year term – something that will lead to further production and less transition phases.

As I enter my second year as Chairman, I welcome the opportunity to further many of the successes our Board, staff and membership accomplished over the past year. In addition to the development of the Governance Committee the LPCC took a strong position in support of the proposed Webster Square development on the site of Lincoln Park Hospital, organized two Candidates' Forums – one for the 43rd Ward and one for the 32nd Ward elections – weeks ahead of the election and saw unprecedented new programming along Clark Street.

While we are excited to celebrate these past successes, I welcome our vision to the future. We have another full year of networking events planned to ensure your business has access to the sales leads, service providers and thought leaders necessary to grow and succeed. Events are scheduled for some of the most unique spaces in Lincoln Park; don't miss this opportunity to discover another hidden gem in our neighborhood.

In 2011 we are also looking at an uncertain landscape in City Hall. With Mayor Richard M. Daley and Alderman Vi Daley announcing their retirement, two long-serving figures in public service have been replaced. In 2010 the LPCC, as well as chambers across Chicago, used their strong working relationships with elected officials to ensure that delegate agency funding remained in the 2011 City of Chicago Operating Budget. We used these relationships to have important discussions about issues affecting neighborhoods and businesses. We are already working to develop new relationships with political leaders in Lincoln Park and Chicago.

As the year continues, I urge you to attend an event, call the staff with questions about your business, the neighborhood or city and keep up with the materials distributed through email, mail and social media channels. This information will keep you motivated, interested and successful.

Thank you.

Christine Ramsey – Lincoln Park Massage Spa

2011 SPONSORS

GOLD SPONSORS



Gold Sponsors support the LPCC with a minimum \$5,000 special contribution.

CHAIRMAN'S CLUB MEMBERS

Jill Valentine Bridgeview Bank	Marilyn Labkon General Iron Industries
Anthony Nichols Central Federal Savings	David Wiercinski Juvenile Protective Association
Melissa Hayes Chicago History Museum	Bobby Burleson Kincade's
Ken Labok Children's Memorial Hospital	Christine Ramsey Lincoln Park Massage Spa
Chris Matern Christopher Matern Attorney at Law	James Stellas S. Group Properties, LLC
Gina Forcucci Diamond Bank	Beverly Millison St. Joseph Hospital
Joseph Utschig digitalife, LLC	David Schmitz Steppenwolf Theatre Company
Jerry Manikowski Digital Imaging Resources	

Chairman's Club members support the LPCC with a minimum \$1,500 special contribution.

2011 BOARD OF DIRECTORS

Executive Board

Chairman

Christine Ramsey
Lincoln Park Massage Spa

Secretary & Treasurer

Patrick Karpowicz
Graff, Ballauer & Blanksi, P.C.

Board Member At Large

Colette Rodon Hornof
Vesta & 2RZ

Chair of External Affairs

Carrie McAteer-Fournier
DePaul University – Career Center

Chair of Internal Affairs

Erika Kohler
Lincoln Park Zoo

General Board

Rickey Gold
Rickey Gold & Associates

Melissa Hayes
Chicago History Museum

Jim Kelly
Real Leaders Lead Business Coaching

Beth Kraszewski
Keating & Associates

Ken Labok
Children's Memorial Hospital

Christopher Matern
Christopher W. Matern Attorney at Law

Jim Pomposelli
Mortgage Direct

David Schmitz
Steppenwolf Theatre Company

Joseph Utschig
digitalife, LLC

Jill Valentine
Bridgeview Bank

Gail P. Zelitzky
Silver-Robins Consulting LLC



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Kim Schilf

Director of Member Services and Events
Katie Freese

Director of Special Projects
Loren Dinneen

Director of Marketing and Communications
Padraic Swanton

Special Projects Coordinator
Anne Kroemer

Administrative Assistant
Hillary Catrow

SPRING BANNER ORDERS DUE APRIL 30, 2011



Available exclusively to LPCC members, the street pole banner advertising program provides businesses a unique way to promote their location to literally thousands of individuals who travel Lincoln Park's busy commercial corridors every day.

Prices range from \$250-\$300 per banner, based on the quantity purchased. Banners are displayed for one year, at which point members may renew their order at a discounted price. The LPCC also performs quarterly maintenance checks and replaces damaged banners at no additional cost.

The LPCC currently has more than 400 banners on Lincoln Park streets, including Armitage, Halsted, Fullerton, Clybourn, Clark, Lincoln and Sheffield. Each blue banner is six feet tall, features the LPCC's name and information about your business. While we recommend large text, your logo or another design to stand out on the street, the LPCC is happy to work with any business owner to design the right look for their image. A proof is provided ahead of time to ensure the banner is approved.

The deadline to participate in – or renew – the street pole banner program is April 30. Please contact Katie Freese, director of member services and events, at (773) 880-5200 for more information.

DISCOVER LINCOLN PARK 2011: A KEY MARKETING OPPORTUNITY

After being adapted from the *Lincoln Park Residents' Guide* to serve a wider audience in 2010, *Discover Lincoln Park 2011* is back for another year. *Discover Lincoln Park 2011* will again be a valuable tool for businesses, residents and tourists looking for information on Lincoln Park shops, restaurants, service providers, entertainment and destinations.

For 2011's guide, the LPCC has partnered with the Daily Herald for production, sales and distribution. Utilizing a new vendor for *Discover Lincoln Park 2011* gives the LPCC access to a new and different approach and highlights a commitment to diligent analysis, research and execution of chamber materials. The same information on the Lincoln Park neighborhood and the LPCC will be included in the publication and the focus will of course remain driving traffic to our local business community.

Advertising sales for *Discover Lincoln Park 2011* began in the middle of January and will continue until March 21, 2011. Don't miss this unique opportunity to reach audiences key to your business growth. 10,000 copies of *Discover Lincoln Park 2011* will be distributed door-to-door to Lincoln Park residents and an additional 15,000 copies will be delivered to high traffic areas like banks, concierges at downtown and airport hotels, real estate brokers, apartment finding services, aldermanic offices, the City of Chicago's Office of Tourism and more.

Look for copies of *Discover Lincoln Park 2011* to land this Spring!



Lincoln Park Campus



Community Affairs

We serve as a link between the Lincoln Park Community and DePaul University

We can help you access university resources such as musicians; musical, cultural, and athletic events; and the Neighborhood Parking Program.

Phone (312) 362-8100 E-mail: cgia@depaul.edu
<http://cgia.depaul.edu/>

Office of Community, Government, and International Affairs

2011 BOARD OF DIRECTORS

At the State of the Ward Luncheon and Annual Meeting held on January 27, 2011 at DePaul University, the slate for the 2011 LPCC Board of Directors was approved by acclaim. But first, the following Board members were honored for their service over the years: Mary Kate Daly of Children's Memorial Hospital, Tim Lane from Goose Island BrewPub, Francine Pepitone of Francine Marketing/Innerworkings, and Mark Rogers of National City/PNC Bank.

Elected to fill the shoes of those departing members are: Ken Labok, also of Children's Memorial Hospital, Jim Pomposelli of Mortgage Direct and Jill Valentine from Bridgeview Bank.

The LPCC's Board of Directors is responsible for strategic planning and development for the chamber of commerce and its members. If you are interested in joining the Board in the future, or more information on the role of the Board of Directors, please contact Kim Schilf at (773) 880-5200.

Find us on the following social networking sites



EVENTS

UPCOMING EVENTS

RSVP FOR LPCC EVENTS AT WWW.LINCOLNPARKCHAMBER.COM/EVENTS

FEBRUARY

New Member Orientation

Come to this informal networking breakfast to find out how to best take advantage of your new LPCC membership.

Wednesday, February 16 **LPCC**
8:30 a.m. – 9:30 a.m. 1925 N. Clybourn, Suite 301

RSVP by February 14
Complimentary Admission

Please note: New Member Orientations are limited to new members who have joined within the past nine months, board members, ambassadors and new contacts at current member businesses.

Sponsored by Gilaad Matar of Morgan Stanley Smith Barney

Business After Hours

Business After Hours are held at some of Lincoln Park's most interesting locations and provide a relaxed, but professional environment for businesses to network, sample delicious hors d'oeuvres and enjoy a refreshing beverage.

Thursday, February 24 **Location TBD**
5:30 p.m. – 7:30 p.m.

Sponsor TBD

RSVP and pay online by February 22
\$20/member, \$30/non-member

Pay at the Door
\$25/member, \$35/non-member

SAVE THE DATE

At press time, the LPCC was still finalizing the location, sponsor and other details for the 2011 schedule of events. We are working to complete a full schedule of events at unique and engaging locations across the Lincoln Park community. Please continue to check our website – www.lincolnparkchamber.com/events - for more information. We encourage you to take this opportunity to save the time and date on your busy calendar before it fills up with networking and industry events. We look forward to seeing you in 2011 and working to develop lasting and meaningful connections to benefit your business!

MARCH

Class of 2010

The LPCC's Class of 2010 is a new event created to help members who joined in a particular calendar year to further develop a connection with their peers. Members who joined in 2010 will join together to celebrate their achievements from the past year and become further engaged with their fellow members and the LPCC.

Thursday, March 10 **Location TBD**
Time TBD

Coffee Connection

The LPCC's Coffee Connections are offered throughout the year to provide members and local business leaders an opportunity to promote their business and network with other professionals before the hit the office or the streets.

Wednesday, March 16 **Galt Baby**
8:30 a.m. – 9:30 a.m. 1901 N. Clybourn

RSVP and pay online by March 14
\$10/member, \$20/non-member

Pay at the Door
\$15/member, \$25/non-member

CAPS Hospitality Subcommittee Meeting

The LPCC, in cooperation with the Chicago Police Department, formed the CAPS Hospitality Subcommittee to provide information and address issues that affect the hospitality industry including liquor licenses, new ordinances, zoning and more.

Wednesday, March 16 **Goose Island BrewPub**
3:00 p.m. – 4:00 p.m. 1800 N. Clybourn

Please note: The CAPS Hospitality Subcommittee is open to any liquor license holder in the Lincoln Park neighborhood.

LPCC EVENTS HIGHLIGHT



The LPCC collected toys to benefit the Juvenile Protective Association as part of the Annual Holiday Party & Silent Auction held on December 9, 2010 at the Peggy Notebaert Nature Museum.

Annual Holiday Party & Silent Auction Again a Success

The LPCC's Annual Holiday Party & Silent Auction, held Thursday, December 9 at the Peggy Notebaert Nature Museum, drew more than 130 members to celebrate the season with friends, coworkers and other business leaders. Mother Nature provided the first measurable snowfall of the season to help ring in the holidays in true Chicago fashion.

In addition to live entertainment, food and drinks, the Holiday Party featured an exciting raffle – with prizes ranging from an \$800 vacuum to Blackhawks' tickets – and one of the largest silent auctions on record. The silent auction component was comprised of items and packages that drew a lively and core group of bidders.

Dozens of toys were graciously donated by LPCC members at - and before - the event to benefit the Juvenile Protective Association (JPA). JPA's primary purpose is to ensure the safety and emotional well-being of children and is a nationally recognized leader in providing direct services, advocacy and research to safeguard children and preserve families.

Of the donation, JPA had the following to share: *"Donated toys, games and puzzles from chamber membership make all the difference for a brighter holiday season to children within underprivileged families throughout our community. Your contribution shows that you care and offers hope for a better tomorrow to children in need. Thank you to the Lincoln Park Chamber of Commerce and membership for going the extra mile for defenseless children in Chicago."*

The following Lincoln Park restaurants provided the wonderful food and beverages that helped make for a memorable event: Adobo Grill; Dirk's Fish; El's Kitchen; Kim and Scott's Cafe Twist; Limelight Catering; Goose Island BrewPub; Ringo Japanese Restaurant; Second City Subs; Twin Anchors; and Vinci. The LPCC would also like to thank the Peggy Notebaert Nature Museum for hosting the event, Talina Designs and Ardito Creative Enterprises for serving as sponsors and Costco Wholesale for providing soda and water.

The LPCC is committed to making each event a destination for business leads, resources, connections and more. At the same time we work to provide a memorable experience as well. If you have any ideas or recommendations for event components or activities, please contact Katie Freese, director of member services and events, at (773) 880-5200.



32nd Ward Alderman Scott Waguespack and retiring 43rd Ward Alderman Vi Daley highlighted the future of development in the Lincoln Park community at the LPCC's State of the Ward Luncheon and Annual Meeting.

State of the Ward Luncheon Celebrates the Past, Looks to the Future

The LPCC's 2011 State of the Ward Luncheon and Annual Meeting was a time for many members and community leaders to reminisce and celebrate the past, while looking forward to a busy year and change in the neighborhood. On January 27, over 140 members joined together for the first official LPCC event of 2011, held at the DePaul University Student Center.

32nd Ward Alderman Scott Waguespack has often been a vocal dissenting vote on key ordinances, or as was the case in 2010, the 2011 City of Chicago Operating budget. Waguespack shared his dedication to holding the City Council and Mayor fiscally responsible for the viability of neighborhoods long-term and his concern over the lease of public assets. Alderman Waguespack also discussed the Food Truck Ordinance that he introduced to City Council and the various media stories pointing to a controversy surrounding the legalization of this style of cuisine. Alderman Waguespack also discussed the future of the Finkl Steel site and other new developments in the 32nd Ward.

For 43rd Ward Alderman Vi Daley, the message – and experience – carried a different tone. After more than a decade as Alderman in Lincoln Park, Daley decided to retire from the political realm in Fall 2010. A point of great debate in the neighborhood for over a year, Alderman Daley discussed the future of the site that once housed Lincoln Park Hospital, and her tireless efforts to negotiate a compromise between neighbors and the developer. Alderman Daley has worked closely with the LPCC, local businesses and other neighborhood entities throughout her tenure, and the LPCC worked to provide memories and a unique look back at this relationship at the event.

The LPCC's State of the Ward Luncheon and Annual Meeting was also an opportunity for the LPCC to officially welcome and approve the new Board of Directors, and graciously thank those who have served so ably over the years. More information on the 2011 Board of Directors is available on page 3.

DePaul University served as the host and sponsor of the event.

MEMBERSHIP

NEW MEMBERS

THE FOLLOWING ARE MEMBERS WHO JOINED THE LPCC BETWEEN OCTOBER 1 AND DECEMBER 31, 2010. WELCOME TO THE LPCC.



On November 18, the LPCC held its final New Member Orientation of 2010. New members introduced themselves and discussed their business while learning more about the opportunities presented by the LPCC.

Apartments

Webster Square

David Goldman
2001 N. Halsted, #3
Chicago, IL 60614
(312) 943-1812
www.webstersq.com

Automotive Services

Dr. Beasley's, Inc.

Jim Lafeber
1439 W. Shakespeare
Chicago, IL 60614
(773) 404-1600
www.drbeasleys.com

Business Services

Final Draft Business Support Services

Chris Pierucci
2502 N. Clark
Chicago, IL 60614
(773) 528-1212
www.efinaldraft.com

Konica Minolta Business Solutions

Ashley Burbick
500 W. Madison, Suite 550
Chicago, IL 60661
(312) 701-9224
www.kmb.konicaminolta.us

Educational Facilities

Kids Science Labs

Shegan Campbell
1747 N. Elston
Chicago, IL 60642
(312) 806-2443
www.kslchicago.com

Mathnasium West DePaul

Mark Kriston
1444 W. Fullerton
Chicago, IL 60614
(773) 880-6284
www.mathnasium.com/westdepaul

Hotels & Lodging

Chicago Getaway Hostel

Mat Meadows
616 W. Arlington
Chicago, IL 60614
(773) 929-5380
www.getawayhostel.com

Printers & Typographers

Digital Hub – Chicago's Printing Source

Michael Jones
1040 N. Halsted
Chicago, IL 60642
(312) 943-6161
www.digitalhubchicago.com

Real Estate: Residential

Koenig & Strey

Michael Mazzey
1214 W. Webster
Chicago, IL 60614
(773) 904-8710
www.koenigstrey.com

Restaurants: Casual Dining

Qdoba Mexican Grill – Clybourn

Lauren Glatthorn
2191 N. Clybourn
Chicago, IL 60614
(773) 472-6374
www.qdoba.com

Qdoba Mexican Grill – Lincoln

Lauren Glatthorn
2427 N. Lincoln
Chicago, IL 60614
(773) 868-3385
www.qdoba.com

Retail: Children's Apparel, Toys & Furniture

Rotofugi Designer Toy Store & Gallery

Whitney Kerr
2780 N. Lincoln
Chicago, IL 60614
(773) 868-3308
www.rotofugi.com

Salons, Spas & Tanning

Abeille Beauty

Melissa Conley
2504 N. Clark
Chicago, IL 60614
(773) 904-8710

THANK YOU FOR THE NEW MEMBER REFERRALS!

The following members helped the LPCC grow between October 1 and December 31, 2010 by referring a new member:

Jim Lafeber, Simon's Sign Shop, Inc.

Have you noticed a new business on your block? Want to increase the number of members in Chicago's largest neighborhood chamber? Refer a new member today and receive special recognition in *The Source* and other great benefits including a gift certificate good towards attendance to a LPCC Coffee Connection or Business After Hours.

Simplify Your Recruiting Process

CONNECT WITH DEPAUL'S NETWORK OF TALENT

Post your organization's employment opportunities online.

Interview students and alumni on-campus through the On-Campus Interviewing (OCI) Program.

Recruit a diverse pool of candidates at six annual Job and Internship Fairs.

Hire DePaul's best and brightest through the University Internship and Cooperative Education Program.

...And much more!

IT'S EASY TO GET STARTED

Start recruiting today. Contact Carrie McAtee-Fourmier at (312) 362-5364 or Aisha Ghori at (312) 362-5874 or email recruitstudents@depaul.edu.

EREHWON HELPS BRING YOU CLOSER TO THE OUTDOORS



In business for nearly four decades, Erehwon Mountain Outfitters has a reputation for providing some of the highest quality products and customer service in the outdoor and adventure sports market. Erehwon's 38 year history also makes them Chicago's oldest outdoor store with a passionate staff that does more than

simply sell a product – they live the outdoor lifestyle as well.

"Our staff participates in many of our activities and can offer lots of advice about everything from hiking, skiing and climbing to kayaking and camping," said Paul Siepak, who works in Erehwon's Lincoln Park store – their first – located at the busy intersection of North and Sheffield. Erehwon has since expanded to Chicago's suburbs and cities across our neighbors to the north in Wisconsin.

Products that meet the needs of outdoor sports enthusiasts are continually being updated, adapted and improved to serve people better. While this is a great thing for individuals who participate in these often demanding and foul-weather-friendly sports, it can be intimidating for a novice or first timer. That's where the service and support of trained professionals comes in. A popular question from customers at Erehwon is: "What's the warmest jacket available?" While the answer to this question may seem easy, there's much more to it.

"We continue to see many new innovative products to make outdoor pursuits more comfortable and enjoyable," Siepak said. "However, everyone customer's needs are different and we work to evaluate and determine exactly what they are looking for by asking and actually listening to our customers" instead of telling them what to buy, Siepak said.

Noting that women's outdoor categories continue to expand every year, Erehwon notes that the North Face Metropolis jacket remains one of the most popular products they sell. Additionally, reaffirming their commitment to selling the most up-to-the-minute trends, the Vibram Five Finger Shoes – you know you've seen them on Lincoln Park's streets – are another big draw for the outdoor store first founded by a group of avid climbers with their roots in Chicago.

Every staff member at Erehwon Mountain Outfitters agrees that meeting new customers, determining their goals, filling their needs and hearing their plan for outdoor adventure is the best part of the job.

"Our product selection has changed over the years and store locations may have changed, but our philosophy remains the same," Siepak concluded. "Offer the best value, selection and advice to our customers for any activity we are involved in."

Erehwon Mountain Outfitters
1000 W. North Avenue
(312) 337-6400
www.erehwonchicago.com

LET SILVER-ROBINS CONSULTING SLOW THE OVERLOAD



As technology expands at exponential rates and economic recovery returns at what can seem like a snail's pace, it is not surprising that today's small business owners often feel overwhelmed. In the ever-changing world of business, owners are constantly adapting to market trends. Gail Zelitzky, of Silver-Robins Consulting, is a leading business coach with more than 10 years experience in the field – and dozens more in business.

Silver Robins Consulting is a business with networking, sales and Chicago in its blood. Zelitzky is committed to her clients, her volunteer activities and her Master's Degree in the School of New Learning from Chicago institution DePaul University. All of these pursuits, Zelitzky says, help her stay on top of the needs of business and on top of her coaching game for her clients. One on one relationships with clients, group events and personal study help Silver-Robins Consulting provide educated advice to dedicated business owners.

"New challenges bring new opportunities. We must always remain open to receiving them," Zelitzky said. "Strategic growth is my hallmark and ThinkSales™ is my mantra. I look forward to coaching my clients to take advantage and fully understand the meaning of both."

Zelitzky reminds her clients, and the LPCC, that 10 years ago the internet was just becoming a reality. Her tenure with the LPCC has been notably busy. From being a regular attendee at events to serving on the Board of Directors – including Chairman – and Finance Committee to receiving the Chairman's Award at the 20th Annual LPCC Awards, Zelitzky is an example of how dedicated membership is valuable with any organization.

"It's been a terrific opportunity to interact with the business community in Lincoln Park and surrounding areas. The LPCC is a catalyst for involvement," Zelitzky said. "Our members come from all over Chicago and the suburbs. It is a vital, interesting and supportive community and I have benefitted from and enjoyed my tenure on the Board of Directors."

Her passion for networking, connecting businesses and helping increase sales and leads is part of what decreases the burden of new technology in business. Everything she does is dedicated to the needs of business and her vision for business growth – internally and externally – is unquestioned.

"My entrepreneurial background and unique ability to meet people where they are makes me able to effectively collaborate with my clients on the challenges they face on all levels.

I have a unique approach to business coaching. Most people coach skills. Nothing happens in business unless a profitable sale is made. Thinking Sales is a mentality, a holistic approach to growing a business," Zelitzky concluded.

Silver-Robins Consulting, LLC
(773) 665-2340
www.silver-robins.com/

LEGISLATIVE

BUSINESS UPDATES

Mobile Food Trucks – An Update

The debate on the legalization of Mobile Food Trucks, an issue introduced by Alderman Scott Waguespack (32nd) in early 2010 and supported publicly by the LPCC, continues to roll on. While nearly a dozen mobile food trucks are currently patrolling Chicago selling pre-packaged and pre-prepared cupcakes, sandwiches and more, the process of cooking food in a mobile capacity remains illegal.

Opponents – mainly owners of brick-and-mortar restaurants – to the ordinance that would allow food to be cooked on the trucks claim that this kind of cuisine creates an unfair playing field for owners of restaurants. Additionally, opponents caution that with City of Chicago officials from the Departments of Public Health and Revenue already backlogged, enforcement of any regulations for mobile food trucks would be virtually impossible.

Alderman Waguespack has worked closely with restaurant owners, mobile food truck owners, other major U.S. cities that already allow the practice and more to ensure the ordinance address the concerns of every audience. Mobile food trucks would be required to announce their route publicly and would not be permitted from setting up shop within a 200 foot (estimated) radius of an existing brick-and-mortar restaurant. Alderman Waguespack is working to convene meetings with the public for further input as well.

The LPCC supports this ordinance as a job creation and economic development vehicle in addition to the role it will play in furthering Chicago's culinary reputation. Stay tuned for more updates on this ordinance.

Vacation Rental Ordinance Now in Effect

A new \$500 license is now required for businesses operating as a "vacation rental" in Chicago. The City of Chicago describes a vacation rental as "a dwelling unit with up to six (6) sleeping rooms that are available for rent, or for hire, for transient occupancy by guests, and must NOT be owner-occupied. A limit of six (6) dwelling units per building can be licensed as a vacation rental at the same time."

LPCC members operating as a vacation rental must conform to this new licensing procedure to remain legal in the City of Chicago. For assistance or questions, contact the City of Chicago's Department of Business Affairs and Consumer Protection at (312) 74-GO-BIZ or the LPCC at (773) 880-5200. While the LPCC advocated against the establishment of this ordinance, the chamber is a strong voice in favor of legal business practice.

Aldermen Push to Limit Late-Night Establishments

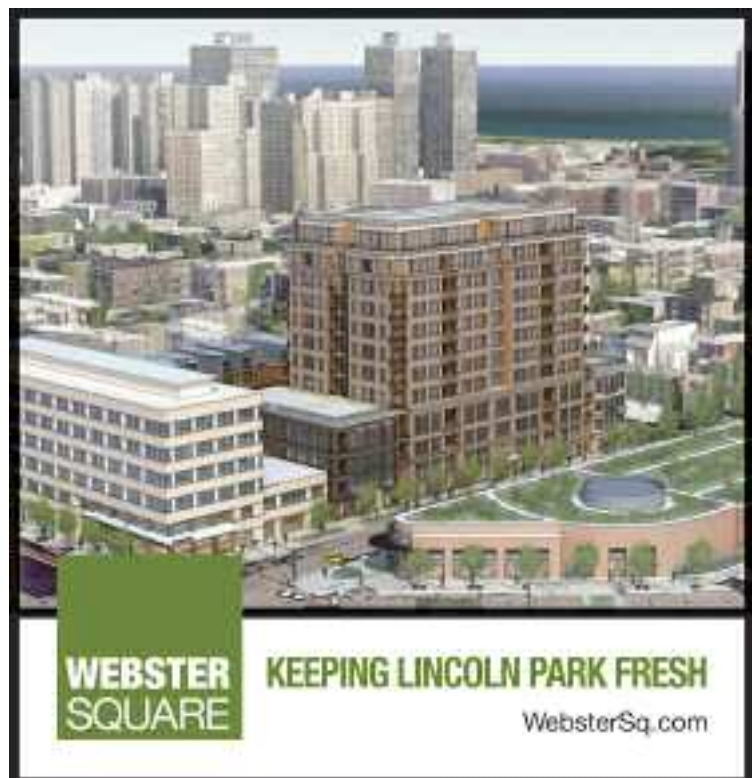
With a new ordinance banning future late-night liquor establishments, Aldermen Scott Waguespack (who penned the new legislation) and Vi Daley – among others – are hoping to limit public intoxication, urination, trash and other community concerns. While some late-night liquor establishments have had their difficulties in the past, the case can be made that many have not and are subjected to more rigorous inspections and higher fees. Current late-night license holders will be grandfathered into the ordinance.

The LPCC believes that any business or industry that follows the letter of the law should be provided equal opportunity to grow and succeed in Lincoln Park. We will continue to work for an affordable and level playing field for businesses in the neighborhood.

In the end, it is important that any bars that are currently operating with a liquor license to do so in a way that does not negatively impact the local community.

Election Day – A Reminder

While the LPCC cannot formally endorse a candidate for mayor or alderman, we can strongly encourage members to vote. Election Day for the position of mayor, treasurer, city clerk and alderman is February 22, 2011. Don't miss this opportunity to have your voices heard!



CLARK STREET IN LINCOLN PARK UPDATES



The Clark Street SSA #23 was busy in 2010 – from a branding campaign and street pole banners to a new website, social media outreach and an E-Newsletter, Clark Street in Lincoln Park is a-buzz.

2010 was an important year for the LPCC's Clark Street Special Service Area (SSA) #23. Clark Street in Lincoln Park has benefitted from a new branding message, logo, design and more. Driving down Clark Street you will see new banners adorning the street poles to welcome shoppers and visitors to the vibrant commercial corridor. The LPCC has seen businesses new and old renew their enthusiasm about Clark Street in Lincoln Park as well as their own operation. Some of the year's key successes – and new developments for 2011 – are included below.

Clark Street Lincoln Park



VisitClarkStreet.com

The destination-style website for Clark Street in Lincoln Park launched in Fall 2010 and has quickly taken off as an online resource packaged to positively position and promote all that Clark Street has to offer residents, visitors, businesses and tourists.

An online directory is a key feature of the new website and contains information on local bars, restaurants, retailers, service providers and more. One-click access to everything a consumer will need to shop, dine, visit and live along Clark Street in Lincoln Park makes VisitClarkStreet.com a key promotional tool for the LPCC and Clark Street SSA.

ART on CLARK

Art on Clark is an initiative designed to showcase and support local artists and artisans, beautify the neighborhood, and promote available storefront properties. In other words, it's a win-win-win for all those involved. LPCC member Nancie King Mertz of Art de Triumph is currently showcasing her work at 2532 N. Clark. Local artist Kristen Bruni is featuring her mirror-image art at 2320 N. Clark through March.

ConnectCLARK

ConnectCLARK is a free initiative launched by the LPCC and the Clark Street SSA to build a stronger and more cohesive community among the business owners along Clark. Past research has shown that many business owners do not have a working relationship, or any contact, with others who share their street. The first meeting of the ConnectCLARK initiative was held on November 17, 2010 at Basil Leaf Café with about 30 local business leaders in attendance. The second meeting was held on January 26 and the initiative continues to gain steam among Clark businesses.

Contact Loren Dinneen, director of special projects at (773) 880-5200 for more information on ConnectCLARK.

E-Newsletter

The Clark Street in Lincoln Park E-Newsletter is distributed monthly, or as important news arises, and features information on special events, sales, store openings, new programs, business profiles, ConnectCLARK meeting dates and other "goings-on" along Clark. The E-Newsletter is the most up-to-the-minute way to stay connected to Clark Street.

If you would like to receive the Clark Street in Lincoln Park E-Newsletter, please email Anne Kroemer, special projects coordinator, at anne@lincolnparkchamber.com.

Looking Ahead...

The LPCC is working proactively and strategically to further enhance Clark Street in Lincoln Park's reputation as a valuable Chicago destination. Establishing a vibrant community with active business leadership is paramount to the success of any business attraction efforts – the next step in the development of Clark Street in Lincoln Park.

2010: TWEAKS LARGE AND SMALL (CONTINUED)

Alderman Scott Waguespack (who drafted the ordinance) and our constituents. This is another opportunity for Chicago to enhance its food reputation and create jobs.

Events

In an effort to provide members with a free opportunity to network with fellow Lincoln Park business owners in a relaxed environment, the LPCC launched "Drop-In Fridays" in October. Drop-In Fridays also gave prospective members an opportunity to see the organization first-hand and for current members to better connect with the staff and other members in an informal manner.

For the 20th anniversary of the LPCC's Annual Awards program, the ceremony was shifted to the evening after years as a luncheon event. Chris Matern (Attorney at law), Colette Rodon Hornof (Vesta) and Gail Zelitzky (Silver-Robins Consulting) were presented special awards that marked their involvement with the LPCC over the years.

The LPCC works to provide unique event spaces and experiences throughout the year. From barbershops to auto dealers and hospitals, the LPCC saw a diverse representation of its membership as event hosts and sponsors in 2010. Some spots for 2011 may remain; contact Katie Freese, director of member services and events, at (773) 880-5200 for more information.

Clark Street in Lincoln Park

What a year it was on Clark Street in Lincoln Park! From a new website, graphic treatment and e-newsletter to the Lincoln Park Guide to Good Design and Art on Clark initiatives, the Clark Street Special Service Area (SSA) #23 and LPCC have been working to provide businesses and shoppers an environment ripe for sales and a memorable experience. The LPCC is working to proactively improve communications between businesses and outreach to their customers. With a dedicated team in place, Clark Street in Lincoln Park is adapting in the kind of strategic fashion necessary for success.

For a complete recap of the efforts of the Clark Street SSA #23, turn to page 9.

Governance Committee

The strategic thinking and planning done by the LPCC's Board of Directors is paramount to the future of the organization. Attracting a leadership dedicated to this future is a tedious and time-consuming job. In 2010, the LPCC restructured its processes for Board attraction, retention, assessment and use and formed the Governance Committee. While this may seem like a small, procedural change, LPCC members will benefit for years to come as a result of this change. Board functions will run more smoothly, dynamic changes will be instituted based on the needs of members and the LPCC will see a continued enthusiasm from the top down.

Connections

In the Spring, the LPCC's Board of Directors – using input from the membership research initiative – set out to further understand why members join the chamber and what programs and services offer the greatest return on this investment. While the LPCC is dedicated to helping members make connections to improve business growth, we also work to inform members about how to develop a strong relationship with another business leader, appropriate networking techniques and more.

Only our members receive referrals when a member of the public calls asking for a restaurant, activity or service, a kind of connection that often doesn't get the attention that direct networking gets. Residents and families from the North Side to the South and from coast-to-coast regularly contact the LPCC for information on the local business community. Connecting interested consumers to local businesses is an important part of the LPCC's services to members.

The new "Connections Corner" page on the LPCC's website highlights members working with members. A joint event, new collaborative project, affinity programs and more all qualify for the Connections Corner. Email your stories – and photos if you have them – to Padraic Swanton, director of marketing and communications, at pswanton@lincolnparkchamber.com for inclusion in this free member feature.

Lincoln Park Arts & Music Festival

On Saturday, July 31 and Sunday, August 1 the streets of Lincoln Park were filled with music, art, cold drinks and thousands of residents of all ages. This event serves as a key fundraising tool for the LPCC that works to draw foot traffic to the neighborhood and provides members an opportunity to serve the community and network through volunteering.

Nationally-renowned musical acts Buckwheat Zydeco and the Pat McGee Band joined more than 80 painters, jewelry designers, wood craftspeople, photographers and more to draw families and individuals to this tree-lined section of Racine. Look for details on the 2011 Lincoln Park Arts & Music Festival on page 10.

SAVE THE DATE: LINCOLN PARK ARTS & MUSIC FESTIVAL SATURDAY AND SUNDAY, JULY 16 & 17, 2011

COMMUNITY UPDATES



The third annual Lincoln Park Arts & Music Festival will be held on Saturday, July 16 and Sunday, July 17, 2011 on Racine between Fullerton and Webster.

Building on the successes of the past two years, the LPCC is excited to announce that the third annual Lincoln Park Arts & Music Festival will be held on Saturday, July 16 and Sunday, July 17, 2011. The festival will return to Racine between Webster and Fullerton for the third consecutive year and will work to draw visitors to the Lincoln Park neighborhood as well as local businesses.

In 2010, visitors to the Lincoln Park Arts & Music Festival were greeted by more than 100 local artisans including painters, photographers, jewelry designers, woodworkers and more in addition to nationally-recognized musicians and local favorites. The LPCC has partnered with Chicago Special Events Management for logistical support and outreach to vendors and musicians. Special Events can be reached at (773) 868-0425 for more information on artists' booths and other logistical concerns.

The Lincoln Park Arts & Music Festival is an excellent way for LPCC members to build their network and support the local community while enjoying summer in the city. A dedicated team of volunteers is needed each year to collect gate donations, direct visitors to various event attractions, pour beer and more. Volunteers work closely with other business leaders during their shifts and can connect on both a personal and professional level quickly.

The Lincoln Park Arts & Music Festival will again serve as a key fundraising tool for the LPCC and help sustain our mission to invest in programs and initiatives that benefit our members and the surrounding Lincoln Park community.

Please continue to check the LPCC's website at www.lincolnparkchamber.com/lincolnpark/lincoln-park-arts-music-festival/ for the most up-to-date information on vendors, entertainment and volunteer opportunities. For questions or comments, or if you are interested in serving on the LPCC's Festival Steering Committee, please contact LPCC director of member services and events Katie Freese at (773) 880-5200 or katie@lincolnparkchamber.com.

See you on July 16 and 17, 2011!

Children's Memorial Hospital News

It has been a busy couple of months for everyone involved in the future of the Children's Memorial Hospital site. During the hectic holiday season, nine development groups presented their proposals to the redevelopment team at Children's Memorial Hospital. While the plans were not initially distributed to the public, the names of the developers, architects and more were provided to the public. Children's Memorial Hospital is working with U.S. Equities to closely study the proposals and their viability across many platforms (financial, etc.). In March, U.S. Equities and Children's Memorial Hospital hope to have a handful of the best proposals ready for public consumption.

In addition, Children's Memorial Hospital has made headlines for their feasibility study of utilizing the Tax Increment Financing (TIF) program for the future of the location. TIF funds, which use public funds at private development projects for infrastructure and similar upgrades, have come under fire in recent years and may be a hard sell in Lincoln Park. The LPCC will continue to provide updates on this proposed funding strategy in the coming months.

Parking Meters – Another Update

On January 1, 2011 the cost of Chicago's parking meters went up yet again. Hourly prices to park rose in the Loop from \$4.25 to \$5.00, in the area directly surrounding the Loop from \$2.50 to \$3.00 and in neighborhoods like Lincoln Park from \$1.25 to \$1.50.

The meters are also set to go up on January 1, 2012 and January 1, 2013. After 2013 the meters will be increased at a rate that matches inflation. While parking meters encourage customer turnover at local businesses, relinquishing control of their rates was an issue the LPCC was vocally against.

Small Business Loan Program

The City of Chicago Treasurer's Office has allocated over \$70 million of city deposits to the Small Business Loan Program, which encourages banks to extend small, short-term loans or lines of credit to businesses. Loans are awarded to businesses meeting the banks' – not the City of Chicago's – underwriting criteria. This is not a City loan, but Treasurer Stephanie Neely should be recognized for her efforts to free up capital to move business forward.

Department of Business Affairs & Consumer Protection

The Department of Business Affairs & Consumer Protection (BACP) continues to offer FREE business education workshops in 2011 to help new and existing businesses succeed in the new year. This month's workshops provide important information and great resources on how to start, grow and protect your business. Workshops are conducted by city officials, BACP's partner organizations, or by experts in the industry. All workshops are free and located at BACP's City Hall Office, 121 N. LaSalle, Room 805.

To register for a workshop call (312) 744-5344. The schedule is available at www.cityofchicago.org/bacp.



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IN THIS ISSUE

What a year it was! Read about all of the success, challenges and changes that the LPCC went through in 2010 on the front cover.

Looking forward to networking events to help your business grow in 2011? The LPCC's up-to-date event listings for the coming months are available on page 4.

This publication was funded in part with support from the City of Chicago Department of Community Development.

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