



## SAVE THE DATE: 2010 LINCOLN PARK ARTS & MUSIC FESTIVAL SATURDAY, JULY 31 & SUNDAY, AUGUST 1

After presenting the first annual Lincoln Park Arts & Music Festival in the summer of 2009, the Lincoln Park Chamber of Commerce (LPCC) is excited to ask everyone to save the date for the 2010 event. The Lincoln Park Arts & Music Festival will return to Racine between Webster and Fullerton on Saturday, July 31 and Sunday, August 1, 2010.

The LPCC has once again partnered with Special Events Management to reach out to local restaurants, artisans and bands. Restaurants interested in serving as food and beverage vendors at the event are encouraged to call Special Events Management at (773) 868-0425.

Planning is also underway to bring top local and national music talent to Lincoln Park this summer. National favorites Buckwheat Zydeco and the Pat McGee Band have already been secured and will ensure a festive atmosphere and spirited audience at the event. One of the most popular attractions at last year's event, the children's area, will again draw families from across the neighborhood and city to the heart of Lincoln Park.

Continue to check the LPCC's website at [www.lincolnparkchamber.com/lincolnpark/lincoln-park-arts-music-festival/](http://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, please contact LPCC director of member services and events Katie Freese at (773) 880-5200 or [katie@lincolnparkchamber.com](mailto:katie@lincolnparkchamber.com).

The Lincoln Park Arts & Music Festival is a great opportunity for LPCC members to give back to their community while interacting

*continued on page 10*

## POWERFUL AND MEANINGFUL CONNECTIONS

Whether you're a networking rookie or have been doing it for years, the goal is almost certainly the same – increased sales. Of course, as with any business decision, there is the right way and the wrong way to network. The Lincoln Park Chamber of Commerce (LPCC) offers dozens of networking opportunities each year to help forge the most powerful and meaningful connections imaginable. Not a fan of traditional networking events or lack the time necessary to attend? No problem. The LPCC's various committees and volunteer opportunities provide other ways to connect.

There is more to networking than finding the right groups of individuals and businesses to connect. Networking is a skill that should not be taken lightly. The connections fostered through LPCC events, referrals and marketing opportunities did not happen by mistake, but were calculated introductions followed by conversations that took place over days, weeks and months. The LPCC has a strong reputation for connecting members.

You might be asking yourself: "How do I know if my networking strategy and style is effective?" Here are some simple tips to get you started in the right networking direction:

- Develop a strategy, goals and your messaging before jumping in to networking with both feet;

- Start a dialogue – avoid the monologue;

- Be respectful, courteous and prompt;

- Establish clear next steps and follow-up professionally and kindly; and

- Have fun! Don't let your nerves cost you a valuable lead.

When approaching a new or perspective contact, avoid launching into a sales pitch too quickly or too aggressively. In many cases, the strongest connections are seen in secondhand recommendations by contacts you shared a discussion with, rather than a sales pitch.

Another unique way to build relationships that will hopefully result in more referrals or leads is by working in partnership with your competitors, not always against them. In March, the LPCC organized the "Focus on Wellness" Coffee Connection (read more on page 5), a networking event held at and sponsored by two businesses in nearly the same field. Instead of seeing this as a potential issue, these active LPCC members saw it as an opportunity.

It is important to recognize that the vitality of the entire neighborhood is valuable to your bottom line. If businesses in your area are struggling – yes, even your competitors – it reflects on the entire area, and can affect your company as well. The LPCC encourages all of our members to work together for the benefit of the surrounding community, and for their own success. Innovative partnerships can be

*continued on page 3*



## CHAIRMAN'S MESSAGE

Looking outside we see the colors of spring, warmer temperatures and sunnier skies. As the weather improves, many of you are looking forward to launching a new line, unveiling a new product or kicking off a new marketing strategy for your business. Why not add another goal to that list in front of you – maximizing your membership with your professional organizations?

The Lincoln Park Chamber of Commerce (LPCC) is ready to support your business through access to the networking opportunities, resources and connections you need to help draw more customers and increase sales. This, however, isn't a one-way street. New clients and customers may find their way to your location through *Discover Lincoln Park 2010* and your website listing, but to get the best referrals and make the strongest partnerships you need to invest more than money.

Belonging to the LPCC – or any networking organization or chamber of commerce – takes more than just dropping off your check for your annual dues. It's about getting involved, attending events and making real connections with your fellow members. It's about volunteering for committees, keeping up with communications and staying in touch with the neighborhood. It's enough to keep any business owner busy but I can say from experience that it's worth your time.

And at the same time, the LPCC has been busy. In early March, the LPCC's first Coffee Connection of the year was held at ATI Physical Therapy and sponsored by Experience Chiropractic – an interesting example of two businesses from a similar field working together to provide fellow members access to a lively networking session.

The LPCC joined Children's Memorial Hospital and DePaul University in presenting the first in a series of speaker panels, "Living Green in Lincoln Park," part of the Community Wide Forum organized by Children's. Living Green in Lincoln Park's first speaker series focused on tips and resources businesses can use to green their facilities, supply chain and more. This comprehensive series will continue throughout 2010.

Probably most exciting, however, was the LPCC's opportunity to meet one-on-one with Chicago's Mayor Richard M. Daley. After meeting Mayor Daley at the ribbon-cutting ceremony to mark completion of the CTA's Brown Line Expansion Project, the LPCC was given unique access to the Mayor in late March. The LPCC is an advocate for business, and at the meeting we discussed the current business landscape in Lincoln Park and how we can work together to help our shops, restaurants, cultural institutions and professional services flourish.

We are looking forward to staying busy in the year ahead. If you are interested in more information about the LPCC's events, committees, advocacy work and marketing opportunities please feel free to contact the LPCC with any questions you may have.

Thank you.

**Christine Ramsey – Lincoln Park Massage Spa**



1925 North Clybourn, Suite 301 • Chicago, Illinois 60614  
phone: (773) 880-5200 • fax: (773) 880-0266  
www.lincolnparkchamber.com

Design: Jason Feldman, Luzazul Design, Ltd.

## 2010 SPONSORS

### GOLD SPONSORS



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

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

## 2010 BOARD OF DIRECTORS

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**Katie Freese**

**Director of Special Projects**  
**Loren Dinneen**

**Director of Marketing and Communications**  
**Pdraic Swanton**

**Administrative Assistant**  
**Hillary Catrow**

## LPCC HONORS THREE WITH 20TH ANNUAL AWARDS

For the past 19 years the LPCC has been honoring those members who have represented the values of a sound business model and committed their time, energy and services to the Lincoln Park neighborhood and the LPCC in an exceptional way. Marking the 20th anniversary of the LPCC's Annual Awards, we will be highlighting members who have helped shape the LPCC and the Lincoln Park business community.

On May 17, from 5:30 p.m. to 8:00 p.m. the LPCC will join members and business leaders at Vinci (1732 N. Halsted) to present three awards at a special cocktail reception and award ceremony.

Without further adieu, the winners of the 20th Annual LPCC Awards are:

**Lincoln Park Member of the Decade** – Chris Matern, Attorney at Law

**Business of the Year** – Colette Rodon Hornof, Vesta

**Chairman's Award** – Gail Zelitzky, Silver-Robins Consulting, LLC

"The 20th Annual LPCC Awards recognize the efforts of businesses that offer a unique dedication to both the LPCC and the surrounding community," said Kim Schilf, LPCC President and CEO. "Congratulations to all of our winners and thank you to every business that helps contribute to Lincoln Park's strong reputation."

The winners of the 20th Annual LPCC Awards were selected from a pool of members who submitted applications. The LPCC Board of Directors selected the winners based on the information gathered during the nomination process and approved by the Nominating Committee.

RSVP for the Awards Ceremony at [www.lincolnparkchamber.com/events](http://www.lincolnparkchamber.com/events).



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Find us on the following social networking sites



## STAY CONNECTED WITH TEXT MESSAGE ALERTS

The LPCC is thrilled to announce a new partnership to keep members as up to date as possible regarding chamber news, events and other valuable information.

The LPCC has partnered with Opt It, Inc, LPCC member and a mobile marketing company, to bring text message alerts to our membership. Through text message marketing, the LPCC can keep you more informed in a timely and affordable fashion.

As part of the LPCC's comprehensive communication strategy, mobile alerts will help members stay informed about potential changes to upcoming programs or events and important reminders about their membership. We encourage you to subscribe to this new FREE\* service as it will be an important communication tool used to notify LPCC members of important last-minute changes, reminders and announcements.

There are 3 ways to subscribe to this free service:

1. Fill out the LPCC Alerts Sign Up form on this website: [www.lincolnparkchamber.com/lpcc/lpcc-mobile-alerts](http://www.lincolnparkchamber.com/lpcc/lpcc-mobile-alerts).
2. Text LPCC to 46786 and you will receive a welcome text message confirming your subscription.
3. Email your 10-digit cell phone number to Padraic Swanton, LPCC director of marketing and communications, at [pswanton@lincolnparkchamber.com](mailto:pswanton@lincolnparkchamber.com).

In addition to mobile alerts from the LPCC, the new program also brings potential savings to members as well. Current LPCC members who are interested in utilizing text message alerts or marketing messages for their customers will save 10% off the regular price if they use Opt It for their mobile needs. Contact Chad Horner at (312) 784-6442.

*\*Please Note: Standard Text Message Rates do Apply.  
Phone numbers will not be shared.*

## POWERFUL AND MEANINGFUL CONNECTIONS (CONTINUED)

formed with seemingly anyone, as long as you have the tools in place to spot them.

In 2010 the LPCC has made a commitment to fostering as many strong partnerships as possible. If you are interested in various ways to connect with members, meet someone and are unsure of how to follow-up or just need a networking tune-up, feel free to contact the LPCC at (773) 880-5200. Our staff will be ready to help you take that pivotal next step. Finally, to join the world of social networking, find the LPCC on Facebook and follow us on Twitter!

# EVENTS

## UPCOMING EVENTS

RSVP FOR LPCC EVENTS AT [WWW.LINCOLNPARKCHAMBER.COM/EVENTS](http://WWW.LINCOLNPARKCHAMBER.COM/EVENTS)

### MAY

#### 20th Annual LPCC Awards Ceremony

Lincoln Park businesses help make the neighborhood what it is today. Help us recognize this year's award winners and celebrate 20 years of great Lincoln Park business. Enjoy drinks and hors d'oeuvres at this cocktail reception.

**Monday, May 17**

5:30 p.m. – 8:00 p.m.

#### Vinci

1732 N. Halsted

Valet Parking is available for \$11.

**Register Online by May 12**

\$40/members • \$55/non-members

**Pay at the Door**

\$50/members • \$60/non-members

**Sponsored by North Bank**

#### New Member Orientation

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

**Wednesday, May 26**

8:30 a.m. – 9:30 a.m.

#### LPCC

1925 N. Clybourn, Suite 301

**RSVP by May 24**

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**

### JULY

#### Professional Growth Coffee Connection

Take your first step toward future connections and grow your business at this Coffee Connection. Learn how to get started in your professional growth with tips and ideas from Jim Kelly, of Real Leaders Lead Business Coaching. Enjoy a wonderful setting (with great views!), a light breakfast and networking at Bellini Baby and Teen Furniture.

**Wednesday, July 14**

8:30 a.m. – 9:30 a.m.

**Bellini Baby and Teen Furniture**

1800 N. Clybourn

**Register online by July 12**

\$10/member • \$20/non-member

**Pay at the door**

\$15/member • \$25/non-member

**Sponsored by Real Leaders Lead Business Coaching**

Sponsorship of an LPCC event or advertising in an LPCC publication does not constitute an endorsement by the LPCC.

## LPCC MEMBERS SAVE MONEY THROUGH OFFICE DEPOT DISCOUNT PROGRAM

In an effort to help members cut down operating costs at their facilities, the LPCC is relaunching their discount program with Office Depot. Although the program was initially launched to members several years ago, Office Depot and the LPCC have entered into a new agreement.

Through the Office Depot affinity program, members will be able to select from hundreds of everyday office supplies – from pens and paper to cleaning supplies and more – through an online portal or during in-store sales and receive a substantial discount (discount varies based on item selected). As an added benefit, LPCC members are able to adjust the products that are discounted to best fit their needs. Use legal pads? Make sure they're on your list!

For more information on this and other affinity programs, please visit the LPCC online at [www.lincolnparkchamber.com/lpcc](http://www.lincolnparkchamber.com/lpcc). Look for the program to hit your location in the coming weeks!

**HARTEJ S. SOOD, D.D.S.**  
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## LPCC EVENTS HIGHLIGHT



More than 120 local business owners joined the LPCC Aldermen Vi Daley and Scott Waguespack to learn about the business landscape and development in Lincoln Park at the annual State of the Ward Luncheon.

### Aldermen Join LPCC to Discuss Lincoln Park Business Landscape

More than 120 business owners from Lincoln Park and other great Chicago neighborhoods joined 43rd Ward Alderman Vi Daley and 32nd Alderman Scott Waguespack at the DePaul University Student Center to discuss the economic landscape for Lincoln Park in 2010. Officials from the Chicago Police Department also provided updates on key projects, developments and community alerts affecting Lincoln Park.

"The Lincoln Park Chamber of Commerce remains committed to providing businesses access to the resources and programming necessary to succeed in any economic climate," said Kim Schilf, LPCC President and CEO. "We are excited to enter a new year and continue to promote both the Lincoln Park business community and the surrounding neighborhood as the shopping and dining destination it is today."

"The Lincoln Park business community shares in an excellent reputation as a destination neighborhood for shopping, dining, recreation and cultural entities," Schilf said. "Our many business leaders and anchor institutions ensure that this reputation, and traffic along our main commercial corridors, remains strong."

For the assembled crowd, the discussion ranged from new changes that will help streamline the City of Chicago's Department of Business Affairs and Consumer Protection to other programs that will benefit business owners. Aldermen also discussed key developments in the neighborhood, including the new Apple Store slated for an April 2010 opening at North and Clybourn and the proposed – and widely-debated – future of the former Lincoln Park Hospital site.

In addition to information on the future of the neighborhood, guests enjoyed networking and conversation with fellow members and lunch. DePaul University served as the host and sponsor of the event.



The first Coffee Connection of 2010 brought together more than 55 LPCC members for networking and breakfast at ATI Physical Therapy.

### "Focus on Wellness" Coffee Connection Links Businesses, Informs Members

On Wednesday, March 11, ATI Physical Therapy served as host for the "Focus on Wellness" Coffee Connection, the LPCC's first morning networking event in 2010. More than 55 LPCC members filled the space for networking, relationship building and a brief discussion on the importance of taking care of your well-being.

ATI Physical Therapy, and event sponsor Experience Chiropractic, highlighted various steps any business professional can take to improve their overall health and that of their employees. The "Focus on Wellness" message walks a fine line between your professional and personal life, and taking time to care for each is extremely valuable to building a successful and healthy business environment.

"The wellness message is something that we take very seriously at the LPCC – in both the financial well-being of our businesses and the overall health of our members," said Kim Schilf, LPCC President and CEO. "Taking time to invest in both your personal and professional health and well-being will pay dividends in the future."

The LPCC would like to thank both ATI Physical Therapy and Experience Chiropractic for helping make this event, and its adjoining message, possible. Despite being in similar fields, both organizations saw this as an opportunity to help businesses thrive and share the various techniques they offer at their facilities.

# MEMBERSHIP

## NEW MEMBERS

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



On February 24, the LPCC held its first New Member Orientation of 2010. New members shared information about their company and ideal client while learning more about the opportunities available through the LPCC.

### Accountants

#### LM Financial Services PC

Lisa Earnhart  
451 W. Wrightwood, Suite 504  
Chicago, IL 60614  
(312) 315-4041  
[www.lmfinancial.com](http://www.lmfinancial.com)

### Banks & Financial Institutions

#### Bridgeview Bank

Julia Van Vliet  
1970 N. Halsted  
Chicago, IL 60614  
(773) 975-5309  
[www.bridgeviewbank.com](http://www.bridgeviewbank.com)

#### Hyde Park Bank

Robert Froio  
1836 N. Elston  
Chicago, IL 60642  
(773) 753-9631  
[www.hydeparkbank.net](http://www.hydeparkbank.net)

### Business Services

#### Pressure Washing Systems

Brent Bodefild  
1615 S. 55th Avenue  
Cicero, IL 60804  
(708) 652-9274  
[www.pressurewashingsystems.com](http://www.pressurewashingsystems.com)

#### Tim's Snow Plowing, Inc.

Tim Gibbons  
1622 N. Kedzie  
Chicago, IL 60647  
(773) 278-8407  
[www.timssnowplowing.com](http://www.timssnowplowing.com)

### Contractors

#### Shepp Construction, Inc

Dale Shepp  
1934 W. Grace  
Chicago, IL 60613  
(773) 248-9014  
[www.sheppconstruction.com](http://www.sheppconstruction.com)

### Florists & Landscapers

#### Annette Held Landscape Design

Annette Held  
3731 N. Monticello  
Chicago, IL 60618  
(773) 867-8289  
[www.aheldlandscapes.com](http://www.aheldlandscapes.com)

#### Brickman Group

Adam Woodcock  
3400 N. Avondale  
Chicago, IL 60618  
(773) 279-1136  
[www.brickmangroup.com](http://www.brickmangroup.com)

### Health Care

#### Athletico

Gayle Schlott  
1953 N. Clybourn, Unit S  
Chicago, IL 60614  
(773) 871-3100  
[www.athletico.com](http://www.athletico.com)

#### Hazelden Foundation

Amy Levell  
867 N. Dearborn  
Chicago, IL 60610  
(312) 943-3543  
[www.hazelden.org](http://www.hazelden.org)

### Health Care: Dental

#### West End Dental

Matt Zander  
1170 W. Armitage  
Chicago, IL 60614  
(773) 244-9500  
[www.westenddental.com](http://www.westenddental.com)

### Hotels & Lodging

#### Inn at Lincoln Park

Gerry Stokes  
601 W. Diversey  
Chicago, IL 60614  
(773) 348-2810  
[www.innlp.com](http://www.innlp.com)

### Real Estate Sales: Commercial

#### Prospect Equities Real Estate

Michael Giliano  
2532 N. Lincoln  
Chicago, IL 60614  
(773) 543-8244

### Real Estate Sales: Residential

#### Jameson Real Estate

Elana Spector  
425 W. North  
Chicago, IL 60610  
(312) 751-0300  
[www.jameson.com](http://www.jameson.com)

### Restaurants: Bars, Pubs and Taverns

#### Maxbar

Mike Matuschka  
2247 N. Lincoln  
Chicago, IL 60614  
(773) 549-5884  
[www.maxbarchicago.com](http://www.maxbarchicago.com)

### Restaurants: Casual Dining

#### Second City Subs

Blake Patterson  
2146 N. Halsted  
Chicago, IL 60614  
(773) 549-8710  
[www.secondcitysubs.com](http://www.secondcitysubs.com)

#### Qdoba Mexican Grill

Jena Pupinoska  
957 W. Diversey  
Chicago, IL 60614  
(773) 868-3385  
[www.qdoba.com](http://www.qdoba.com)

### Restaurants: Fine Dining

#### Mon Ami Gabi

Stephanie Smock  
2300 N. Lincoln Park West  
Chicago, IL 60614  
(773) 348-8886  
[www.monamigabi.com](http://www.monamigabi.com)

### Web Design & Development

#### Switchfast Technologies

Justin Clifford  
4043 N. Ravenswood, Suite 203  
Chicago, IL 60613  
(773) 241-3020  
[www.switchfast.com](http://www.switchfast.com)

## HELP THE CHAMBER GROW

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 benefits including a gift certificate for attendance at a LPCC Coffee Connection or Business After Hours.

## ADP PAYROLL SERVICES AND SMALL BUSINESS: THE PERFECT MATCH



A company is in a unique position when they can say they "pay one out of every six Americans" today. This isn't the largest company in the United States. Rather, it's a key business solution. **ADP Payroll Services** has a 65 year reputation and commitment to assisting small businesses with their payroll needs.

Business owners are already swamped in paperwork from city permits and loan details to customer orders and marketing, making payroll just another nuisance. Involved in a self-proclaimed "unsexy" business, Linda Maman explains that the minutiae of payroll services lead to her company's success. That's where Maman and ADP can step in and help alleviate the day-to-day tasks facing small business owners.

"Our average sized client has less than 12 employees," Maman said. "ADP is the most widely used and recommended provider of small business payroll services – we process more than 52 million W-2's every year. Don't let that number scare you, ADP is known for great customer service."

That's why ADP is in good company as only one of four United States industrial companies with a Triple-A rating from both Moody's and Standard & Poors (the other 3 companies are Exxon Mobil, Johnson & Johnson, and Microsoft).

Maman explains that LPCC members are her audience. As a result, ADP offer discounts for all chamber members. As well as ADP donates 10% percent of the annual revenues received from new clients that signs up with ADP through the chamber.

"These days more and more companies are outsourcing their business needs in favor of focusing more on the core of their business," Linda explains. "When customers outsource to ADP, they tend to stick around: The average client stays with us for 10 years."

A proud and active member of the LPCC for 12 years ADP Payroll Services and Linda Maman have forged dozens of connections at events and through committees. Linda is always ready to help new and existing clients understand payroll and hold their hand through the process. Like her company, she has made a commitment to customer service: "I return all calls and emails within an hour. I grow my business through referrals so my number one focus is client service and retention."

One of the most difficult parts of the payroll process for any business owner is working through the tax, insurance, retirement and other detailed processes. With this in mind ADP also offers a money back guarantee on their services and they assume 100% liability for all payroll tax deposits and filings. How about that for peace of mind?

**ADP Payroll Services**  
**Linda Maman**  
**(312) 935-7154**

## NEED IT? LET MIS COMPUTER CORP. TAKE OVER



When it comes to hardware, software, and services necessary to operate at optimal levels, every business has very unique needs. **MIS Computer Corporation** offers a network health assessment that gives them virtual "eyes" into your network so they can make suggestions on improvements or additions that are relevant to your particular needs.

In business since 1982, MIS Computer prides themselves on "old school" service where customers can actually reach someone on the phone every time they call during business hours. They don't simply sell computers and wish their customers good luck. They service their customers well beyond the sale – which makes it clear why their customer base has grown through relationship-building.

Doug Dietsche, who enjoys meeting his new clients at initial appointments and attending networking events has been with MIS for the past five years. The best part of his job, he says, is helping his clients relax after they incur a major technological issue at their facility.

"When they can breathe a sigh of relief, I am doing my job right," Dietsche said.

MIS Computer works to customize solutions to meet the needs of each of their clients. This is one of the most important aspects of their work with businesses. The needs of a large business and sole proprietorship are similar, but at the same time very different. The commitment of MIS to their clients and their unique needs helps them establish themselves as a leader in the field.

One example Dietsche points out is their SpectraGuard service. "Usually questions revolve around this service and customers ask what the benefits are to paying a monthly subscription fee to have their network monitored 24x7," Dietsche said. "The short answer to that question is that it completely depends on how critical your network is to your business. If your network goes down and your business can function without internet, shared files, etc, then our SpectraGuard managed service is most likely not a good fit for you."

People and business owners are realizing that unless they are in the IT business, it doesn't make much sense to spend valuable time managing their IT infrastructure. That is where companies like MIS Computer come into play. MIS takes over the IT needs for each client so they can focus on generating business and increasing revenue.

"Over the past 28 years our focus has been on large to enterprise companies. We have successfully delivered hardware, software, networking equipment and services," Dietsche said. "With this experience we have now found a way to bring the same level of service to the small and medium sized business environment through managed services."

Simply put, MIS Computer Corporation is a local company that services the Chicagoland area and prides itself on providing customized solutions for valued customers.

**Doug Dietsche**  
**MIS Computer Corporation**  
**(773) 772-1200 x400**  
**[www.miscomputer.com](http://www.miscomputer.com)**

# LEGISLATIVE

## BUSINESS UPDATES

### Living Green in Lincoln Park Encourages Green Business Practices

More than 50 residents, business owners and community leaders joined Children's Memorial Hospital, DePaul University and the Lincoln Park Chamber of Commerce (LPCC) on March 23 at DePaul University's LEED Gold Monsignor Andrew J. McGowan Science Building to discuss tips, resources and techniques for businesses to green their products, their facilities and supply chains in the first of a forum series titled "Living Green in Lincoln Park".

Children's Memorial Hospital's Living Green in Lincoln Park is the fourth project of the Lincoln Park Community Wide Forum. The goals of Living Green in Lincoln Park are to provide education and raise awareness about the new "four Rs"; Rethink, Reduce, Reuse and Recycle, through a four-series speakers' forum to occur throughout 2010.

Speakers at the Business Forum included Rita Gutekanst, Limelight Catering; Shannon Downey, Pivotal Productions/AFreshSqueeze.com; James Montgomery, Director of Environmental Science, DePaul University; and Kim Brokhof, Local Governments for Sustainability USA.

"Living Green in Lincoln Park is a way to draw awareness to an issue vital to every resident and business owner in the neighborhood, and across Chicago," said Kim Schilf, LPCC President and CEO. "We support businesses taking the necessary steps to improve their environmental impact. We encourage businesses to go through this process and search for secondary benefits like increased sales, marketing and public relations opportunities."

Simple tips provided by the forum panel to green local businesses include:



Businesses joined Children's Memorial Hospital, DePaul University, the LPCC and a panel of experts on March 23 to discuss tips on how to cut costs and help save the environment at the "Living Green in Lincoln Park" forum.

- Purchasing goods and services from local suppliers and companies;
- Conversion of all light bulbs to compact fluorescents (CFLs);
- Provision of reusable plates, glasses, silverware and other cooking products for the office kitchen;
- Conserve paper by printing on both sides every time and canceling junk mail;
- Holding suppliers accountable to ensure recyclable materials are offered; and
- Controlling computer, HVAC and appliance use.

For more information on Living Green in Lincoln Park, including more green business tips and resources, please visit [www.lincolnparkconnect.com/green](http://www.lincolnparkconnect.com/green).

### LPCC APPROVES LEGISLATIVE AGENDA

The LPCC's Legislative Agenda is distributed to elected officials and other entities that affect public policy decisions related to business growth, job creation, economic development and stability of the Lincoln Park neighborhood and the surrounding region. The LPCC's Government Affairs Committee and Board of Directors – comprised of small business owners and representatives from key neighborhood anchors – were both instrumental in the drafting of the 2010 Legislative Agenda, and provided final approval for its release this month.

"Our annual Legislative Agenda is a key aspect of our comprehensive Government Affairs Committee that also features a press campaign and advocacy efforts for our membership as necessary," said Kim Schilf, LPCC President and CEO. "As businesses struggle to stay competitive and profitable throughout the global economic crisis, the policies implementing today will impact the future of hundreds of businesses in Lincoln Park and across Chicago."

The LPCC supports policy decisions, programming and educational campaigns that provide businesses both large and small the resources they need to remain competitive. The LPCC's Legislative priorities in 2010 include:

Repeal of the remaining 0.5% Cook County sales tax often referred to as the "Stroger Tax";

The development and adaptation of parking policies to support local businesses;

Opposition to any new state, county, and city taxes that are detrimental to the Lincoln Park business community or LPCC members;

Creating programs and initiatives that lead to economic development, job growth, business stability and sustainability; and

Increased, responsible funding over the long-term for mass transit and other alternative transportation.

In 2009, the LPCC was able to advocate on behalf of members with elected officials and other key policy makers in Chicago. The LPCC was able to support DePaul University's 10-Year Plan, draft letters to aldermen for specific members concerned over taxes and fees, and continued to strengthen relations with neighborhood organizations – a key segment of decision-makers and influencers in the neighborhood. It is these achievements that the LPCC hopes to use in 2010 for the benefit of their members and the Lincoln Park community.

## SPECIAL SERVICE AREA UPDATES

### CLARK STREET SSA #23

#### Police Bikes

Members of the Chicago Police Department (CPD) received a special gift courtesy of the Clark Street Special Service Area (SSA) #23 recently. Along with the LPCC, the SSA donated 18 specially-outfitted mountain bikes to the CPD, in an effort to improve safety along the busy commercial corridor.

The Chicago police's Central Command Group estimates the department already uses about 500 bikes and said that the new ones, which hit the streets earlier this spring, will provide a welcome upgrade to officers already patrolling on two wheels.

The bicycles will go to officers in the 18th, 19th and 23rd districts. Police in attendance at the State of the Ward Luncheon said they will help them to be more visible and accessible to the public, and certainly more mobile.

Clark Street SSA Director Bruce Longanecker Sr. of Lincoln Park Market said many business owners were looking for ways to improve safety along the Lincoln Park's Clark Street corridor.

Cmdr. Ken Angarone says members of the community have no problem speaking to an officer riding by on a bike. Sometimes the police will get information on a crime trend or something that's going on that they weren't aware of. The donation values \$25,000.

### Lincoln Avenue SSA #35

Established in December of 2005, the Lincoln Avenue SSA implements sidewalk cleaning, snow removal, landscaping and sidewalk pressure washing services annually. The mission of the Lincoln Avenue SSA #35 is, "to increase the competitiveness of the area by providing for a clean, attractive and safe environment for property owners, tenants, residents and visitors." Commissioners are currently researching activities that best serve this mission.



The Clark Street SSA presented the Chicago Police Department with 18 specially-outfitted police bikes valued at \$25,000 to improve safety along the busy commercial corridor.

### SSA News

The Clark Street SSA #23 and Lincoln Avenue SSA #35 are currently seeking commissioners to fill open seats. Eligible candidates must be owners or lessees of residential or commercial property within the SSA boundaries. The Clark Street SSA #23 boundaries include all properties fronting Clark Street from Diversey on the North to Armitage on the south and including the south side of Diversey from Orchard to Lakeview. The Lincoln Avenue SSA #35 boundaries include all properties fronting Lincoln Avenue from Diversey on the North to Webster on the South.

Commissioner responsibilities include, but are not limited to:

- Exercise powers granted by the SSA government statutes;
- Recommend and approve vendors, budget and Sole Service Provider;
- Supervise and direct Commission affairs; and
- Determine SSA policies and scope of services.

If you are interested or have additional questions, contact the Lincoln Park Chamber of Commerce at (773) 880-5200 or email [lren@lincolnparkchamber.com](mailto:lren@lincolnparkchamber.com).



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## SAVE THE DATE: 2010 LINCOLN PARK ARTS & MUSIC FESTIVAL (CONTINUED)

## DISCOVER LINCOLN PARK 2010 NOW AVAILABLE

and networking with fellow members. A massive volunteer effort helped make the 2009 event a success, and the LPCC is again reaching out to membership to help fill the many spots needed for a successful event.

"I enjoy volunteering at events to help contribute back to the Lincoln Park community, the LPCC and its many member businesses that participate and benefit from the fest," said Children's Memorial Hospital's Ken Labok, a past event volunteer. "Enjoying a cold beer with new friends and contacts on a warm Chicago day isn't bad either."

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 contact the LPCC today if you're interested in participating in the Festival Steering Committee or as an event volunteer. Both the Festival Steering Committee and volunteering at the event provide members further networking possibilities and added benefit to their membership dollars. Plus, they offer an easy and fun way to contribute back to the neighborhood.

See you this summer!



*Discover Lincoln Park 2010* – the LPCC's comprehensive guide to the neighborhood and member directory – is now available. 10,000 copies of *Discover Lincoln Park*, a retooled guide modeled after the *Lincoln Park Residents' Guide* - have been distributed to neighborhood residents door-to-door and an additional 15,000 copies are being distributed to high traffic areas like apartment finding services, realtors, banks, hotels and other locations frequented by residents and tourists.

*Discover Lincoln Park 2010* builds on the key elements of past neighborhood guides, highlighting the many theaters, shops, restaurants and cultural institutions that draw tourists to the Lincoln Park neighborhood from the Loop and beyond. For residents, contact information for educational facilities, government resources, places of worship and health care centers will help all residents find what they're looking for in the area.

For businesses, more information on the LPCC's programs, events, goals and connection to the Lincoln Park neighborhood will draw further members to the LPCC and help clarify our position in the community.

Contact the LPCC at (773) 880-5200 if you would like additional copies for distribution at your location.

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## COMMUNITY UPDATES



Work to complete the new Nature Boardwalk at Lincoln Park Zoo continues.

### A New Urban Ecosystem

Get ready to plunge into a new urban ecosystem! Lincoln Park Zoo's transformation of the South Pond into Nature Boardwalk at Lincoln Park Zoo is nearly complete. Starting this summer, visitors will be able to experience a green oasis in the heart of the city.

Work to transform the ecosystem began in November 2009. Since then, the old, crumbling concrete-and-steel walkway has been removed, enabling the construction of the new, namesake boardwalk as well as natural shorelines designed to provide a home for birds, frogs, fish, mammals and insects.

The pond has been deepened and dredged to provide a winter refuge for the pond's aquatic residents. At the same time, the island at the south end has been re-engineered to provide a welcoming home for migratory birds, including the endangered black-crowned night herons that nest there.

In addition to being a haven for local wildlife, Nature Boardwalk at Lincoln Park Zoo will serve as an outdoor classroom for students of all ages. With the Peoples Gas Education Pavilion serving as a centerpiece, it will offer hands-on explorations where visitors can stop by the Curiosity Cart for a microscopic view of pond life or talk with a pond naturalist about the birds migrating overhead.

Guests can also take a break from learning about wetlands wildlife by enjoying Nature Boardwalk's landmark views. The classical architecture of Café Brauer and Carlson Cottage are enhanced by new, natural surroundings, highlighting the area's proud history.

The zoo and the pond have been linked since 1868, when the latter became home to the zoo's founding gift, two swans from New York City. The creation of Nature Boardwalk transforms this shared history, enabling guests to enjoy serene views of pond life beneath the shadows of Chicago's skyscrapers. Get ready to plunge into a new urban ecosystem — beginning summer 2010.

### Parking Meter Hours

Meter hours have been shortened on the 800, 900 and 1000 blocks of W. Armitage. The new hours are Monday through Friday from 8:00 a.m. – 9:00 p.m. and on Saturday and Sunday from 10:00 a.m. – 6:00 p.m. The hours were shortened by the addition of meters in front of businesses on Halsted. Alderman Vi Daley introduced the change that should allow for a larger number of area residents to find affordable overnight parking.



The LPCC joined elected officials and community leaders for a special ceremony to mark the completion of the Brown Line Expansion Project.

### LPCC Joins Local Elected Officials for Brown Line Completion Event

The Lincoln Park Chamber of Commerce (LPCC) joined Alderman Tom Tunney, Alderman Vi Daley, Congressman Mike Quigley, State Representatives Sara Feigenholtz and John Fritchey, Chicago Transit Authority (CTA) representatives and Mayor Richard M. Daley on Saturday, January 9, 2010 to officially announce the completion of the Brown Line Expansion Project. The Fullerton "L" station in Chicago's Lincoln Park neighborhood served as the location for the ceremony. Located near local businesses, restaurants and DePaul University, along a key commercial and residential corridor, the Fullerton "L" was officially opened after more than three years of renovations as part of the Brown Line Capacity Expansion Project. The station never closed permanently, however.

"The Lincoln Park business community represents the strength of Chicago's neighborhoods," said LPCC President and CEO Kim Schilf. "With local shops, boutique and restaurants sharing commercial stretches with national chains and anchor institutions like DePaul University and Steppenwolf Theatre Company, Lincoln Park businesses contribute to a strong reputation."

The LPCC contends that public transportation access is a key element of a comprehensive traffic management and visitor attraction campaign. Maintaining safe, quality stations provides visitors from other neighborhoods a positive first impression when exiting trains and entering a new neighborhood, Schilf said.



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## IN THIS ISSUE

Seeing the results of your chamber membership sometimes takes more than paying your yearly dues – sometimes it takes time, the right message and the right connection. Read more about making meaningful connections on the front cover.

The LPCC has been busy in the community this spring. Read more about community and government outreach and other programs the LPCC has been involved in on pages 2, 3 and 11.

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

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## JOIN US

More than 100 volunteers are needed for the 2nd Annual  
**Lincoln Park Arts & Music Festival**  
being held on July 31 and August 1!

**Volunteering with the LPCC is a great way to:**

Help give back to the LPCC and the Lincoln Park Community

Network with business owners and residents

Spend time outside and have fun!

Email Katie Freese at [katie@lincolnparkchamber.com](mailto:katie@lincolnparkchamber.com) to sign up today! Call (773) 880-5200 for more information.