



St. Charles Chamber of Commerce

It's all about connections

St. Charles Chamber of Commerce

Proudly serving the City of St. Charles, St. Charles Township & Village of Campton Hills

AUGUST NEWSLETTER 2019

6 ways the Chamber better connects you



Tools and Services



News And Resources



Events



Members



Groups and Committees



Community

By Diane Krieger Spivak

You want your business to be engaged, connected to the communities you serve, and to grow. The St. Charles Chamber of Commerce is not only continually building on its efforts to help you connect, but now the Chamber is also taking strategic steps to help you accomplish your goals with a new-and-improved website, to be unveiled this fall.

"The St. Charles Chamber has recently undertaken a strategic planning process that has included both staff and members to more clearly define our purpose on behalf of our members," says Chamber President & CEO Jim Di Ciaula. "We believe it's important to make it as clear as possible that we are all about inviting the business community to share in quality programs, environments and experiences to generate connections. We've heard from our members and we're listening to their input. Here are the six key ways we're connecting with members."

- 1. Groups + Committees**
- 2. Tools Services**
- 3. News Resources**
- 4. Events**
- 5. Community**
- 6. Members**

The result of the recent collaboration, Di Ciaula believes, will transform the Chamber of Commerce website into a powerful vehicle to connect with potential members, and to better assist the Chamber in partnering with current members on their journey for personal growth and business opportunities, that ultimately will lead to growing their businesses.

How is the Chamber bringing these improvements to life? "We are actually creating and enhancing our website, under the umbrella of 'Get Connected.' says Di Ciaula. "It's a resource that will not only be helpful for our members, but also for the community at large to centrally gain access to information about what's happening in the community."

By "community," Di Ciaula refers to 3 broad categories: local communities, the not-for profit community (charities), and our government & legislative communities.

The new website will outline the connections process, which is broken down into three proven steps, each of which includes specific actions a St. Charles Chamber of Commerce member can take to create quality connections, and ultimately help reach their end goal — growing their business. The steps are 1. Prep for Success, 2. Tune-In!, and 3. Engage.

Each of the three steps, and its specific actions, include:

1. Prep for Success.

- An Introduction Meeting
- Participate in a Membership Success Seminar
- Login to your Membership Information Center
- Familiarize Yourself with Our Website

2. Tune-In!

- Weekly Watch - Snapshot of the week ahead, including links and calendars for your reference in a One-Stop
- Newsletter - Monthly E-Newsletter, Quarterly Paper Newsletter, Annual Community Guide & Membership Directory
- Events Video Blast. Weekly Video Breakdown of upcoming Events and Programs

- Member E-Blasts - Deals, Events and Promotions from Chamber Members
- Special Chamber E-Blasts - Events, Programs and Updates from the St. Charles Chamber
- Legislative Updates (City + State) - City Updates, State Updates, Illinois Chamber of Commerce Resources, Legislative Conversations, Legislative Committee Updates

3. Engage

Events and Programs include: Ribbon Cuttings, Educational Programs, Socials/Mixers, Talk it up Tuesday, Community Outreach, Legislative Updates, Cruise Night/The Classic Car Show, Golf Outing, Health & Wellness Expo, Women in Business and more

Committees/Groups include: Education, Industrial, Legislative, Marketing, Membership, Women's Business Council, Young Professional Council, LEAD\$ Groups, B2B Round Table, Commercial Construction, Real Estate & Development (CCRD) Round Table, Not-For-Profit Round Table

Services include: B2B Greeter Program, E-Blasts, Business of the Month, Advocacy, Event, Calendar, Gift Certificate Program, Job Postings, Member Introductions, Member to Member Deals, Member Referral Program, Peer to Peer Mentorship, Social Media Marketing, Sponsorship Opportunities, Residential Greeter

"We're coming up with tools to connect with members which will manifest itself in a great online tool in the fall," says Di Ciaula.

*See Inside this month's newsletter for a related feature article on the Chamber's Groups and Committees.

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Active Adult Expo



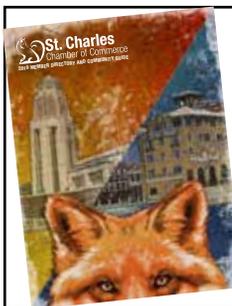
Re-Mixer at Elevations by Hines: A networking event for all Real Estate driven professions

Educational Symposium



WHAT'S INSIDE

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AUGUST

AUG. 22

"Finance & Tax Planning Strategies" hosted by St. Charles Chamber Women's Business Council

AUG. 23

6-9 p.m., Party Like It's 1912! Back to School Party for Adults at St. Charles History Museum

AUG. 29

Paddle Boat Mixer

Hosted by the St. Charles Chamber of Commerce YPC

STC Live Performances in the 1st Street Plaza - Downtown St. Charles Partnership

SEPTEMBER

SEPTEMBER

National Library Card Sign-Up Month, St. Charles Public Library

SEPT. 6 - 15

9th Annual ARTS Fest (Presented by The St. Charles Arts Council)

SEPT. 7

11 a.m., Saturday Speaker Series at St. Charles History Museum

SEPT. 9 - 13

Chamber of Commerce Week

SEPT. 11

Breakfast with the Mayor; Hotel Baker

SEPT. 12 - 15

St. Charles Jazz Weekend, Downtown St. Charles Partnership

SEPT. 13 - 14

The Classic Automobiles, Music, Food, Business Booths, Bouncy House & Other Family Friendly Activities

September 13th (5 p.m. - 8 p.m.);
September 14th (10 a.m. - 4 p.m.)

Hosted by the St. Charles Chamber of Commerce and Classics & Custom Auto

SEPT. 19

Culinary Wine Dinner, St. Charles Chamber of Commerce

Hosted by the St. Charles Chamber of Commerce and Balmoral Restaurant

SEPT. 22

Primrose Farm Frolic, St. Charles Park District

SEPT. 23 - 29

Banned Book Week, St. Charles Public Library. Celebration of the freedom to read; various activities

SEPT. 26

Progressive Networking Luncheon; St. Charles Chamber of Commerce Women's Business Council

OCTOBER

OCTOBER

National Women's Small Business Month

OCT. 3

6-9 p.m., Mystery History Downtown St. Charles Food Crawl, St. Charles History Museum

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OCT. 8

11 a.m., - City Update with the Mayor, hosted by the St. Charles Chamber of Commerce Legislative Committee

OCT. 9

Cybersecurity Program, presented by the Secret Service; Hosted by St. Charles Chamber of Commerce

OCT. 11 - 13

Scarecrow Fest, Greater St. Charles Convention and Visitors Bureau
Autumn on the Fox Art & Craft Show

OCT. 12

11 a.m.-4 p.m., Grave Reminders Cemetery Walk at North Cemetery
Hosted by St. Charles History Museum

OCT. 17

4:30 p.m., St. Charles Chamber of Commerce FoxTober Fest Mixer, hosted by the Young Professionals Council

OCT. 18

5-7 p.m., The Good, The Bad and The Ugly: Untold Stories of the Boys School Exhibit Opening at St. Charles History Museum

OCT. 24

St. Charles Chamber of Commerce Women's Business Council Luncheon

NOVEMBER

NON-FOR-PROFIT AWARENESS

MONTH

NOV. 2

Rhythm on The River Concert, presented by The River Corridor Foundation & Rotary, at Norris Cultural Arts Center

NOV. 4-8

National Veteran's Small Business Week

NOV. 7

St. Charles Chamber of Commerce Membership Breakfast

NOV. 9

11 a.m., Saturday Speaker Series at St. Charles History Museum

NOV. 11

10:30 a.m., Veterans Day Ceremony at St. Charles Fire Station 1, 112 N. Riverside Ave.

NOV. 24

Small Business Saturday-Shop Local

NOV. 29 - 30

St. Charles Holiday Homecoming, Downtown St. Charles Partnership

NOV. 30

5 p.m., Electric Christmas Parade

DECEMBER

DEC. 5

Annual Holiday Party

Hosted by St. Charles Chamber of Commerce

DEC. 7

Holiday in the Hills, Village of Campton Hills By Diane Krieger Spivak

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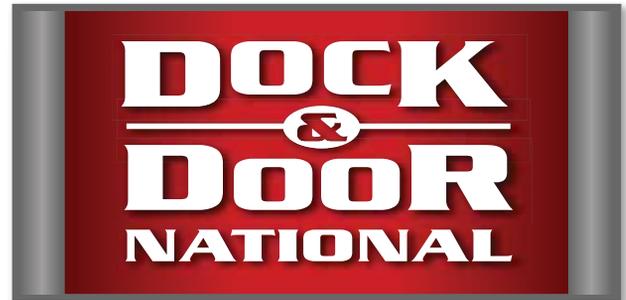
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Grow & Manage Your Business with Resources from the St. Charles Public Library

Grow & Manage Your Business with Resources from the St. Charles Public Library.

The St. Charles Public Library offers a wide range of tools and resources to support you in all of your business endeavors. Visit the Business Resources page at SCPLD.org and discover tools to help you:

• **Find Potential Customers**

Build personalized business contact lists based on industry, geography, or company size, or locate potential customers based on their ZIP code, income, interests, hobbies or homeowner status.

• **Discover Market Data**

Whether you need population statistics, consumer expenditure figures or traffic counts, demographic data is critical. Good data allows you to make better decisions, complete your business plan, and operate more efficiently.

• **Research an Industry**

Information is key for informed decisions, and good industry research defines its economic outlook, the companies that comprise the competitive landscape, any products, operations or technology associated with the industry, and trends, opportunities and challenges that may impact the industry.

• **Research a Company**

Don't go into your meeting unprepared: gather all available names, news and data.



• **Develop a Business Plan**

You've gathered the data: now you need to compile it into a workable document to share with your stakeholders and lending partners.

Take a look at some of the resources the library offers and get started on boosting your business today.

Chris Flood is the Business Reference Librarian for the St. Charles Public Library District, and is available to meet with you for a demonstration of the library business resources. She can be reached at cflood@scpld.org or by calling 630-584-0076 ext 222.



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The St. Charles History Museum is Your Go-To Resource for the Stories of our Community

By Tim Kirsininkas, Marketing Manager

Here at the St. Charles History Museum, we are proud to be the keepers of our City's vibrant 185-year history. Our collection contains over 10,000 items and 15,000 photographs dating back to the days of St. Charles' very first settlers.

One of the most amazing things about our community is that every building has its own unique story. If you own a home or business in St. Charles, you may only know the bare minimum of your building's history.

Our dedicated staff has access to resources and records dating back to the mid-1800s, and for a small fee, we are happy to research your home or historic building to provide you with a comprehensive report on the building's origins, plus information on previous owners and photos (if available). Head to stcmuseum.org/research to find more details and to fill out a research request.

Looking for some St. Charles-themed items to decorate your business or office with? Stop by the Museum's Curious Fox Gift Shop to find a wide range of locally-crafted St. Charles items. Find drinkware, wall hangings, linens, historic photos, and more all for sale!

The St. Charles History Museum is located at 215 E. Main Street, St. Charles. The Museum is open Tuesdays-Saturdays 11 a.m. - 4 p.m.



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How you can benefit from St. Charles Chamber's Groups and Committees

By: Diane Krieger Spivak

Of the six strategic vehicles the St. Charles Chamber offers for connecting, the Chamber's corral of groups and committees offers you targeted benefits for your business or organization. Make an effort to attend! You're sure to find something relatable that you can use to further your business goals.

The **B2B Round Table** meets on the second and fourth Wednesdays of the month. Its primary purpose is to build relationships and discuss potential programs and events in order to meet the B2B community. Your B2B round table serves as a think tank where you'll discuss successes, challenges and opportunities within your business. The Round Table holds Breakfast Before Business and Progressive B2B Lunches.

"We share ideas and mentor each other in a group setting," says Thorsten Belicke, business account executive for MetroNet Inc. "We brainstorm, whether it's marketing ideas, business process challenges. It's a wonderful group, super supportive of local business owners, sales support people and marketing people. Part of our format is to address individuals' particular business challenges, whether operations, sales or marketing, or finding and retaining good employees. We sponsor a monthly Breakfast Before Business, and we're open to other chamber members. Business referrals often come out of it. We can connect with each other any time of day for support and to bounce ideas off



one another."

"You're dealing with challenges and it's helpful to have that group of people to share ideas with and solve problem with," says Kelley VanderForest, account

◆ Continued on page 9



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◆ Continued from page 8

executive with KDI Design, also a member of the B2B Round Table. “We’re networking but it also gives us a great way to problem solve. We’ve very supportive of each other’s businesses and challenges.”

The Chamber’s **Legislative Committee** provides meaningful information and selected advocacy topics to Chamber members relative to local, state, and federal legislative topics. Its responsibility is to educate membership and advocate on behalf of the St. Charles Chamber’s business community in accordance with the committee’s advocacy policy and procedures.

The committee hosts programs and events such as mixers, inviting local, state and federal legislators and in some cases, candidates, in primarily ‘meet and greet’ events that are social in nature, such as the Mayor’s Breakfast and city update events.

“I believe this committee has one of the most important charges of the Chamber’s standing committees,” says Dr. Joyce Gilbert, President & CEO, Association of Nutrition and FoodService Professionals. “We meet monthly and discuss all aspects of local, state, and federal legislation and how it may affect our community and businesses. “(Chamber President and CEO) Jim Di Ciaula also shares the weekly newsletter from the Illinois State Chamber Legislative Committee which gives a detailed outline of all legislation on the Illinois State floor and the position of the State Chamber. Our committee has also arranged several meet-and-greet meetings with local, state, and federal legislators giving local businesses the opportunity to ask questions about positions on issues and the impact of issues on businesses. The most important aspect of this committee is synthesizing legislation down to the

level of impact on our community and local businesses. The Chamber then condenses the information and posts on its website and newsletter,” Gilbert says.

“The Legislative Committee is the eyes and ears for things happening in the state that can affect us,” says committee vice chair Charles Murphy, president/owner, Midwest Compost, LLC. “We serve as an advocacy group on forthcoming issues, whether health insurance, legislation, marijuana legalization. We try to keep on top of that legislation so we can get it out to the membership to help with decisions they may need to make to help with their businesses. We maintain an open door platform from a political standpoint regarding issues in our district.”

The Chamber’s **Women’s Business Council** acts as a network for a more effective exchange of ideas among women and men in the community and the business or service organizations they represent. The council assists business professionals in the community, whether employees or business owners, to sharpen their business skills and to encourage business mentoring, says Di Ciaula. It also supports and enhances the personal and professional growth and development of its members, and provides a leadership role in empowerment of women and engagement with related events/initiatives.

The Women’s Business Council is unique in that not only does it deal with women in business and educational topics related to women, it is also the only committee that raises funds for charities through its programs and events, notes Di Ciaula. The council hosts WBC luncheons, an International Women’s Day event, Women’s Small Business Month Acknowledgment (October), Networking on the Patio (Multi-Chamber) and a holiday party.



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Become a Chamber of Commerce member and reap the benefits!

A membership in the St. Charles Chamber of Commerce will provide relevant tools, resources, programs and events, which create opportunities to:

BUILD RELATIONSHIPS

- Socials & Mixers *
- Networking Events*
- Lead\$ Group Program*
- Committee Participation
- Community Volunteer Opportunities

INCREASE BRAND EXPOSURE

- Social Media Marketing
 - Events Calendar
 - Hot Deals
 - eBlasts*
 - Member to Member Offers
 - Job Postings
- St. Charles Chamber Website Directory Listing
- Milestone Celebrations (e.g. Ribbon Cuttings; other)
- Marketing, Promotion & Sponsorship Opportunities*
- Business to Business and Residential Greeter Programs*
- Gift Certificate Program
- Member Directory & Community Guide/Newsletters
- Press Releases (Online & Newspapers)
- Business Card Display at Chamber Office

ENHANCE KNOWLEDGE & SKILLS

- Education Programs*
- Peer to Peer Mentorship
- Committee Participation
- Newsletters and other Publications
- Leadership Opportunities (via Board, Committees, other)
- Illinois Chamber of Commerce Insights

ENGAGE WITH THE COMMUNITY

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*Available to all members, some benefits/programs may have an incremental cost.

By Vicki Martinka Petersen

Non-profit boards and their organizations face a challenging environment due to a variety of factors, including increased regulation and oversight. To help its non-profit members succeed, the St. Charles Chamber of Commerce has partnered with Northwestern University's Kellogg School of Management to present a series of programming tailored to the chamber's non-profit community.

"As a chamber, we're helping to build business in the community by looking at ways to better serve our members and to find opportunities for industry verticals, like non-profits, in our community," says Jim DiCiaula, president and CEO of the St. Charles Chamber of Commerce. The chamber has more than 50 non-profit member organizations, he adds.

This series ties into the St. Charles Chamber of Commerce's overall strategy of bringing educational experiences to its vertical industry partners, including the chamber's non-profit leaders and boards. While geared toward members, the chamber can accommodate non-members at these programs as well.

Each session offers attendees a mix of classroom learning and interactive discussion to further their knowledge on the non-profit topics presented. The three-part series kicked off with a session about leading non-profits.

In July, the second session focused on increasing non-profit board engagement. Speaker Mark McCareins, a clinical professor of business law in the Strategy Department at the Kellogg School of Management, taught attendees the necessary tools they need to assist executives and board members to maximize engagement and effectiveness in a non-profit environment. The session focused on ways leaders can support boards, lay the groundwork for the organization's future strategic planning and create a framework for sound and effective governance.

In observance of Non-Profit Awareness Month in November, the final session

in the series will be held from 11 a.m. to 2 p.m. Tuesday, Nov. 12. The program will be presented by Amina Dickerson, a leadership coach through the Allstate Non-Profit Leaders Program "Greater Good" in cooperation with Northwestern Kellogg Center for Non-Profit Management. She will discuss diversity, equity and inclusion in non-profits.

"It's a unique partnership for us to work with them and for the Kellogg School to create these custom programs for us and our non-profit members. It's pretty powerful being able to bring this talent to St. Charles," DiCiaula says.

In addition to this special partnership with Kellogg School, the chamber also offers other opportunities for their non-profit members to connect, including regular roundtable discussions.

"The St. Charles Chamber of Commerce is the first chamber I've known to take this level of interest in the success of local nonprofit organizations," says Kari L. Christensen, Directory of Development and Community Engagement at the Elgin Youth Symphony Orchestra.
"I see nonprofit organizations often as trailblazers and that is exactly what Jim (Di Ciaula) is doing for the St. Charles Chamber; blazing new trails for success for all organizations he works with."

For more information about the November luncheon, call the St. Charles Chamber of Commerce office at (630) 584-8384.

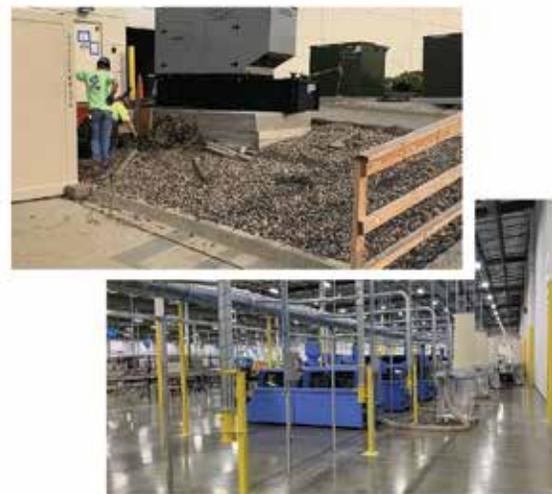


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