



## Carol Stream Chamber of Commerce Newsletter

August 2005

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### Dear Chamber Members,

The Chamber office would like to offer electronic newsletters in between our quarterly mailed version. It is our hope that you would be notified of upcoming events and be informed in a timely manner. Feel free to forward this to others in your company. Please offer any comments or feedback, at any time.

#### • "PITCH Your Business" August 10th



If you want to attend a unique event and get the word out to others what your business does, you won't want to miss our August meeting.

They say 'it's all in the delivery'  
- well Carol Stream Chamber

members can "deliver their pitch" at our August luncheon and it is sure to be memorable. Members will have 45 seconds to present and represent their business, keeping in mind that visual and creative/light-hearted/comical presentations are certainly acceptable, and perhaps even recommended.

How do I do that, you ask? Would you remember someone was in the cleaning business if they came up wearing a giant sponge? Be creative but don't be intimidated if you are on the shy side; the Chamber office will be happy to give you ideas or you can pitch your business in the traditional way.

How do I do that, you ask? Would you remember someone was in the cleaning business if they came up wearing a giant sponge? Be creative but don't be intimidated if you are on the shy side; the Chamber office will be happy to give you ideas or you can pitch your business in the traditional way.

This expanded 11:30-1:30pm luncheon at the Holiday Inn will require you to RSVP by 8/8 and you will need to bring about 100 business cards. You won't go home empty-handed. And it's possible that everyone will remember

#### Mark Your Calendar



#### **AUGUST 10**

Luncheon - PITCH Your Business

11:30-1:30 -- Regis. 11am

**Members/RSVP's only  
pitch**

Visitors & non- pitchers  
welcome

45 sec. commercial about  
YOUR business

Make it memorable!!!

#### **AUGUST 18**

AFTER HOURS

National City Bank

560 Army Trail, CS

5:30-7:30pm - \$5

Days" SEMINAR  
Al Lautenslager  
Holiday Inn  
\$39/members  
\$49/non-mem  
incl. Continental breakfast  
8:00-11:30am  
Sponsored by:  
The HBC Group &  
Franco Coladietro

**SEPTEMBER 10**  
Bus.-Community Expo  
Town Center  
Community event, held in  
the Festival Tent during the  
Multi-cultural festival.  
Booths available to CS  
Chamber members for  
\$100.  
4- 9pm

**SEPTEMBER 12-16**  
Chamber Week!  
Visit your fellow Chamber  
members - win prizes!  
Passwords given 9/1  
More info to follow

**SEPTEMBER 22**  
Progressive After Hours  
Visit 7+ businesses in CS  
Let the luxurious Limo  
assist you  
5:30-7:30pm  
More info soon

**OCTOBER 12**  
Multi-Chamber Luncheon  
Progressive Networking  
Bloomingdale, Itasca,  
Glendale Hts, & CS  
Glendale Lakes Golf Club  
More info to follow

**Call today to register  
for any of these events!**

[For a list of upcoming calendar  
events go to  
www.carolstreamchamber.com  
and click on EVENTS.. ..](#)

:: [email us](#)  
:: [visit our site](#)

shy to pitch; still bring 100 business cards.

Click [here](#) for the agenda for the luncheon. So tell us if you are a Carol Stream Chamber member pitching your business or a Carol Stream Chamber member observing the 'deliveries' or a visitor observing the 'deliveries' Get ready step into a room which will 'take you out to the ballgame', complete with peanuts and Cracker Jack. It's summer!! It's America!! Step up and PITCH YOUR BUSINESS Call us today 630.665.3325 or email us and let us know you will join us on August 10th! \*\*'Pitchers' must be CS Chamber members and must RSVP; visitors or non-RSVP members may attend.

[RSVP by calling \(630\) 665-3325.. ..](#)

### • Guerrilla Marketing Comes to Carol Stream

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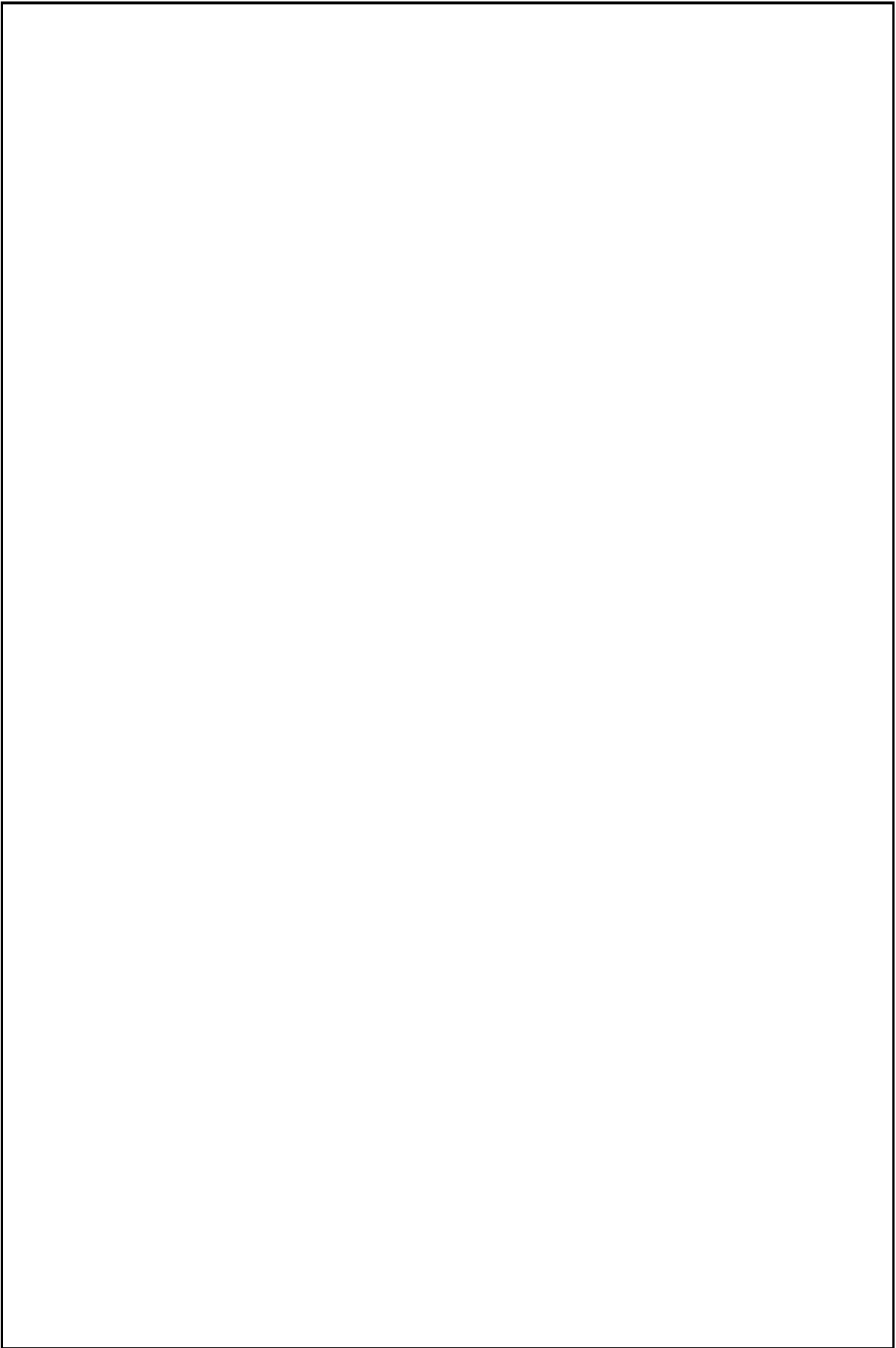
two-hour session on September 1st will inspire you to think outside the box and become very creative in your marketing. The Carol Stream Chamber of Commerce brings you this educational program to improve and develop your business.

"Effective marketing is the key to business survival, growth and success," Al states, "and right here ("Guerrilla Marketing in 30 Days") is the journey." Starting at ground zero, this seminar cuts a swath through the jungle of marketing madness, and outlines an effective plan of attack, focused on the day-by-day implementation of key marketing fundamentals.

JUMP START YOUR MARKETING...attend a special Guerrilla Marketing Seminar, presented by Al Lautenslager himself.

The seminar will be held:  
**Thursday, September 1st**  
**8:00 - 11:30 am**  
**Holiday Inn Hotel & Suites**  
**150 S. Gary, Carol Stream**  
**Cost: \$49 per person - non-members**  
**\$39 per person for Carol Stream Chamber members**

This event is sponsored by:  
**THE HBC GROUP**  
**FRANCO COLADIPIETRO**



## Drawings: 8:00pm

To download Expo Application go to [www.carolstreamchamber.com](http://www.carolstreamchamber.com) and click on EVENTS; go to September 10<sup>th</sup> for link to application

### • TIDBITS... ..



... .. If you would like to include a flyer in the September newsletter, August 25th is the deadline to get your 350 flyers to us. Cost is \$120.. .. Thanks to everyone for a wonderful Golf Outing. Hold July 20th for next year and stay tuned for more details.. .. You will receive your 'password' -- unique to your business -- the first of September, in preparation for CHAMBER WEEK (Sept 12-16th). We'll repeat last year's CHAMBER WEEK Contest of collecting passwords from fellow members. Watch your mailbox!.. .. Thank you to the Village of Carol Stream for allowing us to attend and participate each Thursday night at the Town Center. Stop by and enjoy the music and the fun!.. .. Check out the website -- See a calendar of upcoming events, photos of past events and the COMMUNITY CONNECTION CORNER with news and announcements.. .. Entertainment Books have arrived! Great discounts and BOGO (buy-one-get-one) offers. Proceeds go to our "Dollars for Scholars" fund which awarded \$2,500 in scholarships last year. Get a book now and plan for gifts/customer promos. Thanks for your support!