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Legislative Liaison
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The Eyes of the Community

by Roger Breisch, Executive Director

"Though your eyes may be bright, the eyes of one individual can't see as deeply or as far as the eyes of a community."

Thich Nhat Hanh

These are words we believe intellectually, but I don't think the culture believes them emotionally. We live in a hero culture—an economic ecosystem that would have me believe that wise and talented individuals can *single-handedly* dismantle a moribund corporate behemoth and rebuild it overnight as an sleek, agile, yet sure-footed, industry leader. That's the message every time some individual is emblazoned on the cover of *Business Week*. I see an image like that and I am reminded of the Lone Ranger, who, when I was young, rode into town and rescued the helpless villagers with a single silver bullet. We talk about the power of collaboration—but we still venerate the individual.

But as Thich Nhat Hanh expresses so beautifully with 24 simple words, humanity's journey is enabled far more by the collective eyes of a community than by the limited eyesight of an individual. Even the famed scientist Sir Isaac Newton, in 1676, said, "If I have seen further it is by standing on ye shoulders of giants."

Building community is the most powerful argument I have for asking you to make a personal investment by attending the Unconference on October 25 at Waubensee Community College.

If, on the other hand, you are swayed more by science than Buddhism, consider the research of biologists Humberto Maturana and Francisco Varela, who have spent their professional lives studying living systems. They conclude that the *only* way for a living system—and a human community is no exception—to

improve its health and vitality is to "reconnect it with more of itself." In other words for the community to more effectively peer through collective eyes.

WikiChamber.com and the *Unconference*, two innovations being developed primarily by the Batavia Chamber, are venues through which you can find practical ways to solve your day-to-day challenges by tapping into the collective wisdom of a larger community.

But more than that, my dream is that these innovations will help us create a community through which we can see beyond today's problems...a community of learners, thinkers, and doers, who can co-create a new future. A future dramatically better than the one we will get by simply extrapolating the tired ideas of yesterday.

Please join us.

Chamber Board Elects New Officers

On August 29, the Board of Directors elected a new slate of officers for the fiscal year beginning September 1.

Serving as **Board President** is **Rob Hollis** of **K.Hollis Jewelers**. Rob joined the Board in 2005, and has been active on the Member Management Committee, the newly formed Legislative Affairs Committee and the Unconference planning committee. Rob was instrumental in the redesign of the Chamber's website and the newly created Wiki-Chamber.com.

Serving as **President Elect** is **Marcia Boyce** of **Boyce Body Werks**. Marcia joined the Board in 2004 and has served as Treasurer and Chair of the Chamber Ambassadors. She has also served on the Member Management Committee and the Batavia Women In Business Council.

Serving as **Treasurer** is **Margot Shewalter** of **Harris Bank**. Margot joined the Board in 2006, and has been very active as a member of the Operations Committee.

Serving a second year as **Sec-**

retary is **George Gladis** of **Volkman Insurance**. George join the Board in 2004 and has served on the Community Relations Committee and the Business-to-Consumer Trade Show Committee.

Bob Hansen of **Funway** will end his very successful tenure as Board President and will assume the role of Immediate Past President and Chair of the Nominating Committee. Bob has served numerous terms on the Board; his current tenure began in 2004.

SEPTEMBER 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3 City Council 7:30p	4 Networking Group (Panera) 8:00a CANCELLED	5 Ambassadors (City Hall) 8:00a	6	7	8
9	10 Annual Legislative Breakfast (Pipers Banquets) 7:30a	11 Leads Group (Panera) 7:30a	12 New Member Breakfast (Andreas' Restaurant) 8:00a	13 Chamber Lunch (Lincoln Inn Banquets) 11:30a	14 Executive Committee (Chamber) 7:45a	15
16	17 Legislative Affairs Committee (Panera) 7:30a City Council 7:30p	18 Networking Group (Panera) 8:00a	19 Member Mgmt Committee (Panera) 7:30a	20 Operations Committee (Chamber) 7:30a Community Rel. Committee (Funway) Noon	21	22 Volunteer Fair (Library) 10:00a
23	24	25 Leads Group (Panera) 7:30a	26 Chamber Board (City Hall) 7:30a	27	28	29
30						

Award Nominations Accepted

The Chamber is now accepting nominations for its three awards: Citizen of the Year, the Ole Awards for new construction and remodeling, and the Donna Dallesasse Award for Chamber volunteerism.

For award criteria see "About the Chamber" at bataviachamber.org

Events Not To Be Missed

Mon, Sep 10, 7:30am—2007 Legislative Breakfast. If you are concerned about what is happening in Springfield and Washington, be certain to attend the Chamber's annual Legislative Breakfast. Congressman Hastert has been invited, as well as the Senators and Representatives whose districts cover Batavia. This is always a fascinating chance to talk with your legislators in person. (RSVP, Pipers Banquets, 1295 Butterfield Road, Aurora, \$25 for members)

Tue, Sep 11, 6:00pm—Ribbon Cutting at DJM Travel. Already thinking about that mid-winter getaway? Join us for the ribbon

cutting and 'Texas Beach-Side BBQ' at DJM Travel (1605 W. Wilson Street). Owner Dennis Miller and his staff will show off their new offices and invite you to experience their online vacation planner. In addition, he will host vendors offering cruise and vacation sales!

Wed, Sep 12, 8:00am—Quarterly New Member Breakfast. Every quarter, we invite our newest Chamber members to come and learn what the Chamber has to offer. Join us at Andres' Restaurant (5 Webster Street) for an orientation and breakfast. Current members are encouraged to come and welcome our new

members. (RSVP)

Thu, Sep 13, 11:30am—Lunch with former President of Sam's Wines & Spirits. Throughout Darryl Rosen's many years as President of Sam's Wines & Spirits, a family business sold after 70 years, he learned that delivering great service is simple, but not easy...you have to live it to truly understand how to achieve great results. Join us to hear Darryl explain how to 'Hit a Grand Slam' with customers, and put passion into delivering exceptional customer service. We'll convene at Lincoln Inn Banquets, 1345 S. Batavia Avenue (RSVP, \$25 for members)

Legislative Affairs Committee Update

Next Meeting is 8:00am, September 17 at Panera Bread

Publishers Note: Because of the Legislative Breakfast on September 10, the next meeting of the Legislative Affairs Committee will take place in the meeting room of Panera Bread, 154 W. Wilson Street on Monday, September 17 at 8:00 a.m.

The first meeting of the Chamber's new Legislative Affairs Committee was held on August 13. The primary item on the agenda was to draft a mission statement to submit to the Board of Directors. The draft appears at the right.

Any member of the Chamber who wishes to comment on the proposed mission, or become active in the committee should contact the Chamber.

Draft Mission for Legislative Affairs Committee

There are three primary roles for the Legislative Affairs Committee (LAC) and they are in the following priority order:

1. To research issues being considered by local, state and national governmental bodies and keep the Board of Directors and membership apprised of their potential economic impact.
2. To provide the Board of Directors with the research needed to take a formal position or institute action for any issue that has clear impact on the membership or the local economic climate.
3. To communicate regularly with legislators and other governmental representatives and sponsor, as appropriate, membership visits.

Welcome New Members

College Search Services

Mr. Cuong 'Coon' Chau
1200 N. Camden Lane
South Elgin, IL 60177
Phone: (630) 336-7754
e-mail: Teochau@gmail.com
Educational Consultants

DJM Travel & Cruise, Inc. / DJMTRAVEL.com

Mr. Dennis Miller
1605 W. Wilson Street
Suite 115
Batavia, IL 60510
Phone: (630) 761-1955
e-mail: d.miller@djmtravel.com
Web Site: www.DJMTRAVEL.com
Travel Agencies

Pedersen Design Department

Mr. David L. Pedersen
510 S. Batavia Avenue
Batavia, IL 60510
Phone: (630) 482-3514
Fax: (630) 482-3517
e-mail: dave@pedersendesign.com
Web Site: www.pedersendesign.com
Advertising & Graphic Design

Pipers Banquets

Mr. Don Helmig
1295 Butterfield Road
Aurora, IL 60504
Phone: (630) 628-0171
Fax: (630) 628-9385
e-mail: info@cateringwithelegance.com
Web Site: www.cateringwithelegance.com
Banquet Facilities

Visionworks

Ms. Jessica Leonhardt
875 North Randall Road
Batavia, IL 60510
Phone: (630) 406-7186
Web Site: www.visionworkseyewear.com
Optometrists

BP's Lake Michigan Controversy

by Doug Whitley, President, Illinois Chamber

Publisher's Note: *The follow editorial, written by Doug Whitley of the Illinois State Chamber, presents a thought-provoking counter-point to the mostly one-sided media coverage of the BP refinery modernization and expansion in Whiting, Indiana. We welcome your comments.*

In the past few weeks, considerable media coverage, public discourse and hyperbole from Illinois politicians have spotlighted BP's plans to invest more than \$3 billion to modernize and expand its Whiting, Indiana refinery. There's certainly nothing wrong with shedding light on this issue. Water quality and public safety are legitimate environmental concerns that deserve vigilance. It's important for the public to know one of our greatest assets, Lake Michigan, is being adequately protected. The public deserves assurance that companies are constantly upgrading processes and applying improved technology.

That's why we have state and federal laws and permit processes. That's why there is an extensive, thorough and highly-scrutinized regulatory system for everyone who discharges water into Lake Michigan, industrial plants as well as municipalities. That's why there is monitoring and reporting. That's why there has been constant measurable environmental improvement over the last thirty years.

But what's being lost in the debate, in addition to the fact that BP's wastewater discharge is 99.9% water and not "sludge" as reported, is the double-standard being applied by grandstanding politicians to a "big oil" company. They say they aren't against the project, but that BP has to "do better". Do better than what? Better than the environmental laws and regulations that govern the project, with which the company has fully complied? Embracing environmentalism and making "big oil" out to be a villain may be good politics, but is bad practice.

Think about it. Last year BP announced very publicly a tremendously positive investment in its premier Midwest facility to reconfigure the historic refinery so it can process oil from Canada, and increase capacity to bring products—including gasoline—to the marketplace. BP began the permitting

process with the appropriate authorities; for the water permit, that was Indiana's Department of Environmental Management and the US EPA. BP followed the rules and did everything they were supposed to do to minimize discharge into the lake.

BP's permit meets or exceeds all requirements in place to protect human health and the environment. The permitted ammonia discharge level will be less than half that allowed by federal guidelines. The amounts of released microscopic particulate matter are not harmful.

BP has broken no laws. BP completed a year-long intense overview process including two months of public hearings. The company has more than complied with the laws, the rules, the administrative process, engineering specifications, scientific reporting, and the thorough, professional regulatory process.

Now that BP holds the permit, some elected officials, environmental groups and commentators are criticizing and demanding BP satisfy an arbitrarily higher standard than that required by law or regulation.

The issue that must not go unchallenged by employers is this: why should it be acceptable to apply a double standard to environmental permitting? This is not about BP. This is about ignoring the law and seeking to interject vigilante politics to disrupt or halt an already authorized project. Should this company, or any company, having followed all the rules and meeting or exceeding existing regulations be subject to an arbitrary "you have to do better" demand from non-expert politicians intent on gaining the attention of voters? Politicians not responsible for building or operating a successful business have few qualms about adding time, worry, expense and misery to employers who are already required to go to great lengths to comply with federal, state and local laws and regulations.

Every owner, operator, manager, investor, construction contractor, engineer and planner should have confidence and satisfaction that governments with jurisdiction over their projects provide a reliable, predictable

and stable process under which to work. It should be reasonable to expect equal protection under the law with every project handled fairly, consistently and in a timely manner. Whether the project is a multi-billion dollar investment to modernize a refinery or a small office addition, taxpayers deserves consistent treatment.

The current assault on BP is an affront to our basic sense of fairness. Every business should recognize the application of a double standard and desire to use government power to manipulate or change the rules after the fact is not merely a threat to "big oil", but is indeed a challenge to all.

Proposed amounts of total suspended solids and ammonia that would be discharged from the reconfigured BP refinery are very similar to those for a small city. Numerous municipalities discharge wastewater directly into Lake Michigan, other Great Lakes, or to rivers. All of these communities discharge many of the same particles and chemicals and many, like Racine and Milwaukee, Wisconsin, discharge at levels far higher than the limits in BP's permit.

For additional perspective, the City of Chicago's Calumet wastewater facility discharges six to nine times more ammonia every day into the Chicago Sanitary and Ship Canal (which flows into the Illinois and Mississippi Rivers) than BP's new permit allows. If BP has to "do better," why shouldn't municipal sanitary districts? After all, shouldn't our elected officials who have demonstrated their eagerness to berate private industry be equally engaged in demanding prompt elimination of polluting emissions from government entities?

If members of Congress want a different standard they can change the law, but let the standard be uniformly applied to public and private facilities alike.

This dust-up is another excellent example of how Illinois politicians' actions and rhetoric continues to reinforce the message that our state is anti-business.



ILLINOIS CHAMBER
OF COMMERCE

BUSINESS INTELLIGENCE REPORT

NEWSwatch...News & Trends Affecting Today's Business

Redefining the good corporate citizen. Buying from companies who are good corporate citizens matters more than ever to American consumers, according to a new survey, with 83% of respondents saying companies have a responsibility to help support causes. But don't assume you can just write out a check to a charity and then toot your horn.

According to the most recent poll by Cone Inc., while more than two-thirds of Americans say they consider a company's business practices when deciding what to buy, only 30% have made recommendations to friends and family members—down sharply from 43% in Cone's 2004 survey. This is the first decline since the Boston-based brand strategy company began polling on the issue in 1993.

What's happening? "Consumers are saying it's not enough for a company to put a ribbon on a product, linking it to some cause. It has to make sense, it has to be authentic and it has to be breakthrough," says Carol Cone, chairman and founder. Underwhelmed consumers are less likely to make recommendations.

Another big change is that consumers are increasingly turning that expectation of supporting causes on their employers. About 72% think their employers should do more to support a cause or social issue compared to 52% in 2004. Source: MediaPost.com, July 10, 2007

Web is women's top product research source. Just a few years ago, men comprised the majority of Internet users. Now, not only do women outnumber men online, but new research by BurstMedia shows that the Web has become an indispensable component of women's daily lives.

54.5% of women ages 25 and over say the Internet is their primary resource for information on products they might purchase. In a distant second is "asking family and friends" (10.9%); followed by newspapers and magazines (9.9%), television (5.8%), brochures/pamphlets (5.1%) and radio (1.3%).

Two-thirds of the women surveyed indicated that their daily routine would be significantly disrupted without Internet access. The survey also showed that one out of every two women has made a purchase online in the last six months. Travel and adult clothing were the most commonly purchased products. Source: BurstMedia Online Insights, June 2007

Court ruling could hurt small merchants. If your competitive advantage is lower prices, a recent Supreme Court ruling could be a blow to your bottom line. In a 5-to-4 decision, manufacturers will have greater leeway to set minimum prices at the retail level without violating antitrust laws. Dissenting justices said the decision will make it more difficult for small stores and retailers to offer lower-priced goods.

The court said agreements on minimum prices are legal if they promote competition, meaning accusa-

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The Batavia Chamber purchases the rights to reprint excerpts from the *Business Intelligence Report*. We welcome your comments.

IDEAwatch...Tips for Growing Your Business

Uncover the hidden achievements of your employees. Once a quarter, ask team members to write you a note about something a co-worker did that impressed them. This gives you a chance to learn about accomplishments you may never have known about otherwise. And it gives everyone a chance to recognize their teammates. Source: *Manager's Edge*, 300 N. Washington St., Ste. 605, Alexandria, VA 22314

Even the best new hires may flounder if they walk into a chaotic environment. The integration process should start before an employee's first day. Discuss and set 30-day, 60-day and 90-day goals for new hires, and meet with them daily for the

first few weeks. As a welcoming gesture, organize a staff lunch on the employee's first day. It's a good idea to have a new hire shadow a co-worker and attend a staff meeting in every department to understand the big picture of how your company operates. Also, make sure you provide written procedures for repeated tasks and cross-train your staff so new hires can get help if they find themselves in a pinch. Source: *Entrepreneur*, 2445 McCabe Way, Ste. 400, Irvine, CA 9614

Is there an undiscovered opportunity hiding within your business? Explore the following questions to find out: What service would your customers ideally like to have, but hadn't considered that you can provide it? If you broke the conventional rules

for success in your industry, what opportunities might open up? What value offering could you develop to such a level of superiority that you could practically "customer-proof" key accounts? What result do you believe is extremely difficult or impossible to accomplish right now, but if it could be done, would most powerfully increase your long-term profitability? Source: *Invent Business Opportunities No One Else Can Imagine* by Art Turock.

Entice prospects to read your brochure by making an offer on the cover. Offers such as free reports, product discounts or exclusive invitations increase the number of readers who will look inside. Repeating the offer gets prospects to turn pages and gives them somewhere to go

after they've finished reading the specifications. Mention the offer with a link to a Web page or an 800 number inside at least once, or preferably, on every page. Source: www.allbusiness.com

How quickly should you respond to a sales lead? Salespeople often assume that anytime within a few days is soon enough. However, when the automotive industry measured closing rates from online leads, they discovered that for every 30-minute lag after a car-buying prospect submits his or her info, the resulting lead quality sags. Next time you run a large lead generation campaign. If you think your salespeople can't handle the flood of leads in a timely manner, consider staggering the campaign

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“Let Me Think About It”

by Jim Domanski, Teleconcepts Consulting Inc.

What would selling be like without a daily dose of “Let me think about it?” Since the objection isn’t going to go away anytime soon, perhaps now is a good time to look at some ways to tackle it.

When a prospect says “Let me think about it,” is he or she telling the truth? Let’s face it, some prospects toss out this classic objection because they simply want to get rid of you. They say it, not because they mean it, but because it is a polite method of getting you off the line. The trouble is, if you are not savvy to this brush-off, you can waste a lot of time and energy following up with emails and phone calls.

On the other hand, some prospects really *do* need time to think about it. Some need time to ponder their options while others like to simply digest the information to ensure they do not make a snap decision. The trouble is that if you are a cynical sales rep who has heard the objection time and time again, you may not take the prospect seriously and fail to follow up and hence, lose the opportunity.

So how do you tackle this devilish objection? Here are three approaches.

1) Say nothing. I love this one particularly if you are dealing with a prospect over the phone. When they tell you they want to think about it, say nothing. That’s all there is to it. Just wait patiently.

Silence over the telephone creates a vacuum and most people get uncomfortable with the silence. After two or three or four seconds, most people feel the compelling need to fill the void with words. You will be absolutely amazed at how well this technique works as long as you can discipline yourself to hold your tongue for a few seconds.

Typically, the client will elaborate on the “let me think about it” objection and this often uncovers the real objection. For example, they might explain that they have to speak to their boss or their partner. Suddenly you discover another player in the game. They may reveal that they are looking at other proposals and now you know you are in a competitive situation. Or they may simply not be interested at all. In any event, you have more information upon which to base your next step.

2) Give them the time and get a commitment. Another approach is to grant them the time but put a time limit on their pondering. It looks something like this:

Prospect: “Well, let me think about it.”

Rep: “I understand completely, Mr. Thomas. A decision like this needs some time. And what I would like to recommend is that I give you a call next week to get your thoughts and to determine the next steps. How does Wednesday at 8:45 look on your calendar?”

If the prospect accepts the recommendation, the objection is probably legitimate because she has agreed to a specific time and date. It shows commitment. Again, the key is to not only get a follow-up date but also a specific time.

This approach is very non-threatening and is perfect for prospects who legitimately want more time. They will appreciate your courtesy and understanding. That’s why you deliberately empathize with the prospect by saying you “understand.” These types of prospects don’t like being cajoled or pressured. If you push too hard, they will say no to your offer because they don’t like you and your “aggressive” approach. Your offer could be extremely valuable and well priced, but these prospects value trust and relationship more.

If the prospect balks at your first suggestion, try another date and time and see if they positively respond. If they balk again, ask when would be a good time and date. If they cannot make a commitment, chances are they are brushing you off and your time is probably better spent elsewhere.

3) Probe for legitimacy. I borrowed this approach from sales trainer Brian Jeffrey (www.salesforcetraining.com). His approach is to first empathize with the prospect and then to go on and question to determine if the objection is legitimate or a smokescreen.

Prospect: “Let me think about it.”

Rep: “I understand completely. If I were in your shoes, I’d want to think about it as well. Then follow with: “May I ask what concerns you still have? or “May I ask what’s causing you to hesitate?” or “May I ask what questions I’ve left unanswered?” or “May I ask what your final decision will be based on?”

Needless to say, this type of probing gets the prospect to open up and to help you determine if the objection is real or otherwise.

Jim Domanski is the President of Teleconcepts Consulting Inc. and works with companies and individuals who are frustrated with the results they have been getting when using the telephone to generate leads and sales. Visit www.TeleconceptsConsulting.com or call (613) 591-1998.

IDEAwatch (Continued from page 5)
into segments. Source:

www.marketingsherpa.com

Avoid flight delays by booking the first flight of the day. Just as your doctor or dentist will see you on time if you’re the first appointment, first-of-the-day flights tend to be on time as well. Also, avoid connecting flights; they are the flyer’s worst enemy. Airlines often charge more for non-stops, but it’s worth the extra money. If your flight is cancelled or delayed, get in line with the other unfortunates, but while waiting, call the airline on your mobile phone to make other

arrangements. Otherwise, by the time you get to the front of the line at the check-in desk, all the alternative seats may be booked. Source: www.airfarewatchdog.com

Get better results from research projects by clarifying your focus. Instead of “Research our competitors,” write: “Find out how ABC company is marketing its line of purple widgets and evaluate its effect on our company if we adopted the same techniques.” Make a list of questions you’ll need answered...and answer them one by one. Source: www.businessknowhow.com

NEWSwatch (Continued from page 5)

tions of antitrust violations will be evaluated case by case.

According to Justice Anthony Kennedy’s majority opinion, minimum price agreements can benefit consumers by enabling retailers to invest in greater customer service without fear of being undercut by discount rivals. The agreements also could make it easier for new products to compete, he added, because a retailer could recoup the costs of marketing a new good by charging a higher price. However, the Consumer Federation of America said in court filings that the original 96-year-old ban on minimum price agreements allowed “innovative retailers to continually enter the market, offering new and lower-priced alternatives to consumers.”

How will this affect large discounters like Wal-Mart? Because of their power and ability to get products without price restrictions, incumbent retailers might actually find price floors to be an effective tool against Internet discounting. Source: Forbes.com, June 28, 2007

A Graphic Description of What You Should Know About Preparing Printed Materials

by Lisa Youngdahl, Lisa Smith Youngdahl Graphic Design

The small business owner often views the cost of advertising, graphic design and promotion as “extras”. While the need for name recognition is acknowledged, many believe that they can cut corners by doing the design work themselves in Word or Publisher, using a fancy font and clip art. Or he may think that he or someone close to him is “artistic,” and is capable of designing a new logo or some corporate collateral material. This may not be a good idea. I like to use the comparison that just because you have access to Home Depot, it doesn’t make you a master carpenter. Your professional image is not a do-it-yourself kind of project. Too much rests on the finished product. But if your budget doesn’t allow you to hire an experienced professional graphic designer, here are some rules of thumb to create an effective printed piece, and avoid any “surprises” at the printer.

Don’t Go Font Crazy

Limit the number of fonts used in a job. Too many fonts make your message difficult to read. You shouldn’t need to use more than three typstyles in a single document. Don’t use underlining for emphasis. If you use a bold or italic version of the font you’re using for your body copy, your document will have a more professional appearance.

Don’t Use All Capital Letters in a Script Font

The reason for this should be evident, it’s illegible. The reader is not going to make the effort if he can’t read your message at first glance.

Don’t Use an Elliptical or Polygon Text Box for Large Amounts of Text

This will force the text to be unaligned on either side. When text is not aligned on either side, it can be harder to find where the text begins again on the left side of the paragraph, and the reader will become too exhausted to read all of your text. For the same reason, don’t center large amounts of text either.

If You Put Text in a Border, Leave Some Space

Often the novice designer will put a border around the text and leave no gap between the text and the border. Inset your text a minimum of 1/16” on all sides from the border

Also, avoid hairline rules. They may look good on your computer monitor, or when you print them on your laser or inkjet printer, but will be invisible on a high-resolution imagesetter. If you need a thin line, use a minimum of .25 pt.

Do Not Put Two Spaces After a Period

Those of us who learned to use typewriters in high school were taught to use two spaces after a period to indicate the end of a sentence. We continue doing that on our computers. However, desktop fonts have optical spacing. If you space twice after a period, it leaves noticeable gaps in your paragraph.

All Fonts and Graphics Must Be Included When Giving a File to a Printer!

Even the most common fonts such as Arial and Times should be in-

cluded with your file. If your printer does not have the font that you used, your job may print in an oddly spaced different font, such as Courier. Don’t forget to include those fonts that may be used in your graphics.

Also, be sure to include all images and graphics with your print files. Without the original files, your images may print in low resolution. The graphics should be eps, tiff or pdf format. Your desktop program may let you place other formats, but they will not reproduce well.

Use the Proper Color Format and Resolution for Images

Color images must be CMYK (cyan, magenta, yellow & black) for four-color process with a resolution of 300 pixels per inch when used at actual size. Do not enlarge scanned images in your page layout program — doing so will degrade the quality of your images. A low-resolution image will have a pixilated appearance. An image copied from a website does not have an adequate resolution for printing, and has an rgb color mode.

If you specify a Pantone color in your document, this will create an additional printing plate. Pantone colors are usually used for 1 or 2 color printing, not with four color except in special circumstances. Four color or process printing refers to full-color reproduction, such as the cover of People magazine.



News & Notes About Chamber Members



In commemoration of Waubensee Community College's 40th anniversary, Dr. William Marzano (right) presents a proclamation to Chamber Board President, Bob Hansen.

Black|Line Consulting, a leader in information technology consulting, announced that **David Gray** has joined the company as president. "David shares our values and vision for growth and we are excited to have him at Black|Line," said **Jody Jankovsky**, owner and chief operating officer.

Diane Peterson, president of **ADP—Advanced Displays in Plastic**—announces the launch of its new website, www.adpplastics.com, where customers can review the company's custom plastic fabrication and design capabilities. ADP manufactures and designs exceptional custom plastic fabricated products for a wide variety of industries.

K.Hollis Jewelers is pleased to announce it has joined The Elegant Event Network. EEN members are local experts in their field who work together to professionally execute the production of your special event and make your celebration a positive and memorable experience.

Suicide Prevention Services is seeking hotline volunteers to help reduce and eliminate suicide and suicide attempts. Training of new volunteers is scheduled to begin September 15th at the SPS office in Batavia. **Holly**

Cherry, Coordinator of Training, explains, "Becoming a trained hotline paraprofessional increases listening and communication skills, jump starts a career in social work or simply provides satisfaction from helping others." Contact Holly at 630-482-9699.

Five prints created by **Michael Barton** of **Indigo Photographic Inc.** have recently been accepted into the General Collection of the 116th International Exhibition of Professional Photography. Barton's work will be on display at the Tampa Convention Center January 6-8, 2008 in Tampa, Fla.

Lisa Youngdahl of **Lisa Smith Youngdahl Graphic Design**, completed developing—and will teach—an online course entitled, "History of Graphic Design" for **Waubensee Community College**. It is the first online course offered as part of Waubensee's graphic design curriculum.

Aurora University has received a \$49,000 grant from the 3M Foundation to help develop a leadership and service learning curriculum through the University's Institute for Collaboration. The grant will help AU develop a curriculum for AU students

providing mentoring, tutoring and enrichment programs for area middle school students participating in a city-wide after school project.

In the opening night of a two-game series against the Peoria Chiefs, the **Kane County Cougars** hosted a record-setting crowd of 14,492 fans for the Saturday evening contest. The flock of fans at Elfstrom Stadium surpassed the Midwest League single-game record of 14,452 that was set by the Cougars on August 16, 2003.

Affinity Business Partners, Inc. (d.b.a. ActionCOACH) will be conducting a *Business Builders Workshop* for business owners and leaders on Wednesday, October 10th from 9:00 – 11:00am at Eagle Brook Country Club in Geneva. This workshop will be facilitated by **Laurie Guest** of Career Cafe and **Craig Lowder** of ActionCOACH. Cost is \$49 and includes a continental breakfast. To register call: (630) 513-7123.

Sir Speedy Printing of Naperville recently learned that they were nominated for the prestigious 2007 Illinois Family Business of the Year Awards. The winners will be announced at a gala on December 6, 2007.



Batavia Enterprises installs a historic Batavia windmill at the entrance of their newly reconstructed parking lot south of First Street.



On hand to break ground for the renovation of Lincoln Inn Banquets are (l to r) Gus Romios (Lincoln Inn), President Abe Lincoln (looking good for his age!), Roger Breisch (Batavia Chamber), Mayor Jeff Schielke and John Bozonelos (Lincoln Inn)

Chamber Events Registration

Please complete this page and mail it, or fax it, to the Batavia Chamber of Commerce. For more information on these events see "Events Not To Be Missed" on Page 2, or visit our website at www.bataviachamber.org

Name

Address

Phone

E-Mail

Annual Legislative Breakfast
Monday, September 10, 2007, 7:30 a.m.
Piper's Banquets, 1295 Butterfield Road, Aurora
Hear from the legislators who make policy for your business!

	Number	Price	Total
<input type="checkbox"/> Member or Guest	<input type="text"/>	\$25	<input type="text"/>
<input type="checkbox"/> Non-Member	<input type="text"/>	\$30	<input type="text"/>
		Total:	_____

Quarterly New Member Breakfast
Wednesday, September 12, 2007, 8:00 a.m.
Andres' Restaurant, 5 Webster Street
Come welcome the Chamber's Newest Members

	Number	Price	Total
<input type="checkbox"/> Member or Guest	<input type="text"/>	N/C	<input type="text"/>
<input type="checkbox"/> Non-Member	<input type="text"/>	\$10	<input type="text"/>
		Total:	_____

Chamber Monthly Lunch
Thursday, September 13, 2007, 11:30 a.m.
Lincoln Inn Banquets, 1345 S. Batavia Avenue
"Grand Slam Customer Service" with Darryl Rosen, former President of Sam's Wine & Spirits

	Number	Price	Total
<input type="checkbox"/> Member or Guest	<input type="text"/>	\$25	<input type="text"/>
<input type="checkbox"/> Non-Member	<input type="text"/>	\$30	<input type="text"/>
		Total:	_____

The UnConference
Thursday, October 25, 2007, 8:00 a.m.
Waubensee Community College
Real strategies for real business issues

	Number	Price	Total
<input type="checkbox"/> Member	<input type="text"/>	\$89	<input type="text"/>
<input type="checkbox"/> Non-Member	<input type="text"/>	\$89	<input type="text"/>
		Total:	_____

Method of Payment:

- Check Enclosed
- Bill Me
- Credit Card

Credit Card #

Exp. date

Signature

Premier Plus & Premier Members

The Chamber is pleased to recognize organizations willing to make an additional investment in the future of Batavia.

Premier Plus:

City of Batavia
Confident Aire
Country Insurance and
Financial Services
Grants Appliance

Harris
LaSalle Bank
Old 2nd National Bank
Services Etc.

Premier:

Batavia Insurance Agency
Bauman Plumbing
Baymont Inn & Suites
Bennigan's Grill & Tavern
Boyce Body Werks
Chase
Colbert Custom Framing
Collision Centers of America
Comcast
Cornerstone Cabinet &
Remodel, Inc.
Emerald Marketing/Neighbors
Magazine
The Holmstad, Inc.
Kane County Chronicle

Karabowicz & Associates
Mary Andreas/Keller Williams
Realty
Lighthouse Marketing Services
M.I.C., Inc.
Miscella Real Estate
Morken & Associates
Provena Mercy Center
Cori Seider/Realty Executives
Premiere
Sperry Van Ness Real Estate
Volkman Insurance Agency
Wal-Mart
Waubensee Community College

PLEASE NOTE!

*If you want concrete
ways to move your
organization into
the future, reserve
October 25 for a
multi-chamber,
small-business
conference
STAY TUNED!*

Mailing Label