

2011 Premier Partners



Kicking & Screaming by Roger Breisch

When my parents turned 75, I asked to sit with them and capture a few memories. I hoped to wander the peaks and valleys of their journey; peering into their lives and helping them recall wisdom they surely received over seven and a half decades.

They eventually acquiesced, but not before disavowing any particular insight into what it means to be human. In the midst of the negotiation, a friend said "Ask them if they simply want to be older, or would they rather be elders."

Older or elder. Change a single letter, and the words suddenly compete for the definitive description of what it means to enter the most senior years of a human's time on Earth.

Many older people have either learned to deny their wisdom, or are so certain of it they populate their discourse with an overabundance of sentences ending with periods. Their ideas are correct, indisputable and change slower than Earth's tectonic plates collide. The fields where their discussions take root are arid and choked with weeds; not an environment where a delicate new idea might find nourishment. And when life comes to an end, they often leave kicking and screaming.

On the other hand, I know many seniors who don't need to deny or declare their wisdom. Through the subtlety and openness afforded by question marks,

their intellectual gardens nurture new species of mental flora or fauna. They are the elders who have planted seeds of wisdom in my life.

In a recent discussion with friends, we explored the myriad roots and meanings of the word "wisdom". One image emerged in the midst of the conversation: a wise person is perpetually in an honest, deeply inquisitive relationship with the world as it arises in front of them. Such a person approaches every moment with the eyes of a child...in wonderment and amazement. They have the stunning ability to bring their years of experience to each moment, making it more extraordinary, but don't allow the learnings from their yesterdays to blind them to some subtle newness that may avail itself tomorrow. They are aware that every moment offers the possibility of an idea, thought or experience without precedent in their life, or perhaps even in the life of all humanity.

Why the ruminations about elderhood versus olderhood? I awoke early this morning to wander this path because today is the 60th anniversary of the day I arrived on this planet. And while I don't remember, I'm sure I arrived as most do, literally kicking and screaming.

I am more aware than ever that I am dipping my toes into the senior years of my life. And so, I too must begin to ask if I desire

the wisdom and grace of elderhood, or am I destined to become stuck in the intellectual drought that results from the overuse of declarations...and scarcity of question marks. Should I live to see the completion of 70 or 80 years, will I have developed an honest, deeply inquisitive relationship with the world as it arises in front of me? Will I learn to experience the world with a gentle sense of wonderment, amazement and perhaps a bit of wisdom?

Or will I leave as I arrived...kicking and screaming?

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SEPTEMBER 2011

Monthly Thought
from Lisa Patterson,
Retreat Massage

“The essence of life is that it’s challenging. Sometimes it is sweet, and sometimes it is bitter.”

Pema Chodron

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Labor Day	6 Networking (Holmstad Town Center) 8:00a A Step Above RC 9:30a City Council 7:30p	7 Business Development Group (City Hall) 7:30a	8 Chamber Lunch on <i>Entrepreneurial DNA</i> (Funway) 11:15a	9 Exec. Committee (Chamber) 7:45a Education/Events Committee (Panera) Noon	10 Kirk Family Dental RC 2:00p
11 9/11 Memorial (Riverwalk)	12 Legislative Affairs Comm (Panera) 7:30a BWIB Council (Panera) 11:30a	13	14 Quarterly New Member Breakfast (Enticing Cuisine) 8:00a	15 Commu-nications Committee (Chamber) 7:30a	16	17 Fox Valley Volunteer Fair (Library) 10:00a to 2:00p
18	19 City Council 7:30p	20 Networking (Holmstad Town Center) 8:00a	21	22	23	24
25 Batavia MainStreet Housewalk	26	27 Legislative Breakfast with Sen. Mark Kirk (Piper’s Banquets) 7:30a	28 Chamber Board Meeting (School District) 7:30a	29	30	

Events Not To Be Missed

Tue, Sep 6, 9:30a—A Step Above Grand Opening & Ribbon Cutting. It’s Opening Day at A Step Above Dance Academy! Help us cut a ribbon and welcome Shannon Holst to her beautiful new studio in downtown Batavia. 103 E. Wilson Street.

Thu, Sep 8, 11:15a to 1:30p—Are You a Trump, Branson, Gates or Einstein? You NEED to know in order to maximize your success! The Batavia Chamber of Commerce is pleased to welcome Joe Abraham, author of the phenomenal new book, *Entrepreneurial DNA*. Join us for an interactive, experiential lunch to learn more about the strengths that can lead to your success, and the weakness that can keep you from achieving it...and help us envision a future for the Fox Valley Entrepreneurship Center! This is 2 hours that just might change the way you see yourself and the world! (RSVP, \$25) Funway, 1335 S. River Street.



Sat, Sep 10, 2:00p—Kirk Family Dentistry Grand Opening & Ribbon Cutting. Join the Chamber to welcome Dr. Zareen Kapadia as she opens her new dental office to the residents of the Fox Valley. 2933 Kirk Road, Aurora.

Wed, Sep 14, 8:00a to 9:30a—Quarterly New Member Breakfast. Join us for an orientation and breakfast. Current members are encouraged to come and welcome our new members. Enticing Cuisine, 12 S. Water Street. (RSVP)

Sat, Sep 17, 10:00a to 2:00p—Fox Valley Volunteer Fair. Join us at the Batavia Library to talk with Fox Valley non-profit organizations looking for volunteers. If you have a few minutes each month...or a few hours...and would like to give back to the community, join us to find out where your passion meets the community’s great need.

Tue, Sep 27, 7:30a to 9:30a—Legislative Breakfast with Invited Guest Senator Mark Kirk. We are pleased to invite you to an informative Multi-Chamber Legislative Update with invited guest, United States Senator Mark Kirk. This is a truly unique opportunity to let Washington know the business community cares, and that we are watching and listening. Plan to invite your organization’s key stakeholders to accompany you. We’ll be at Piper’s Banquets (1295 Butterfield Road, Aurora) to meet fellow business professionals from Yorkville and Sandwich to St. Charles and Western DuPage. We are planning for as many as 300 guests. Register today to make sure you have a seat at the table! (RSVP, \$25)



Scan here to register for an event through your smartphone

OFFICERS:

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President
 George Gladis, Volkman Insurance Agency,
Immediate Past President
 Thomas Wangler, Jr., Confident Aire,
President Elect
 Margot Shewalter, Harris Bank,
Treasurer
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Secretary

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 Gerry Dempsey, Batavia Enterprises
 Kevin Drendel, Drendel & Jansons Law Group
 Roger Harris, Producers Chemical
 Company
 Rob Hollis, K.Hollis Jewelers
 Kim Keating, Alarm Detection Systems
 Bill McGrath, City of Batavia
 Debra Reiter, CMIT Solutions of the Tri-Cities
 Dr. Jess Toussaint, Waubonsee
 Community College
 Jack Zaruba, BBC Construction & Remodeling

Roger E. Breisch, *Executive Director*
 Lynn Tegtman, *Administrative Assistant*

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To submit articles for publication contact:
 Roger Breisch
 Executive Director
 Batavia Chamber of Commerce
 106 W. Wilson Street
 Batavia, IL 60510
 630-879-7134
 info@bataviachamber.org

Welcome New Members

Flex-Pak Packaging Products

Mr. William J. Reimann
 651 N. Raddant Road
 Batavia, IL 60510
 Phone: (630) 761-3335
 Fax: (630) 761-3336
 e-mail: mail@flex-pak.biz
 Web Site: www.flex-pak.biz
Manufacturing

Lawn Doctor of Batavia-Aurora

Ms. Kim Toth
 1921 W. Wilson Street, Suite A #215
 Batavia, IL 60510
 Phone: (630) 406-8535
 e-mail: group969@lawndoctor.com
 Web Site: www.lawndoctor.com
Lawn Care

Restoration Techs Inc.

Mr. Patrick Kackert
 129 Flinn Street
 Batavia, IL 60510
 Phone: (630) 761-4900
 Fax: (630) 761-4905
 e-mail: patrick@restorationtechs.com
 Web Site: www.restorationtechs.com
Contractors/Restoration

Welcome Back!

Kane County Cougars Baseball

Mr. R. Michael Patterson
 34W002 Cherry Lane
 Geneva, IL 60134
 Phone: (630) 232-8811
 Fax: (630) 232-8815
 e-mail: rmpatterson@kanecountycougars.com
 Web Site: www.kccougars.com
Entertainment

Nissan of St. Charles

Mr. Fred Vargason
 2535 East Main Street
 St. Charles, IL 60174
 Phone: (630) 584-3900
 Fax: (630) 584-3998
 e-mail: fred@nissanofstcharles.com
 Web Site: www.thenissansuperstore.com
Automobile/Dealers



Mayor Schielke cuts the ribbon to welcome John & Todd Masus and their staff to the new home of Masus Financial Group, Ltd. in the Challenge Properties.



Scan to access the Chamber Directory from your smart-phone

Board of Directors Welcomes New Members by Roger Breisch

Every year, the Chamber welcomes members to its Board of Directors and bids farewell to those who have given much to this organization.

Sadly, the Chamber Board must say goodbye to **Janice Christiansen of J.C. Schultz/The FlagSource**. In her six years on the board, Janice has made significant contributions. In addition to bringing her great experience as President of a large manufacturing company, she has been active in Legislative Affairs and Batavia Women in Business. She has been very generous in her donations of flags and services.

It is also disappointing to have lose **Scott Salvati of Lighthouse Marketing**. No member has contributed to the image of the Chamber more than Scott. His talents and generosity as a graphic designer have influenced nearly every piece of marketing material we have issued in the past six

years. Scott designed our current logo and stationery, every seminar brochure, all material related to our Annual Awards Dinner, and much more.

Thank you, Janice and Scott!
Joining the Board are **Kim Keating (Alarm Detection Systems)**, **Debra Reiter (CMIT Solutions of the Tri-Cities)** and **Jack Zaruba (BBC Construction & Remodeling)**.

The Chamber strives to have a Board that represents the diversity of its membership. We are delighted to welcome Kim and her perspectives from a large organization in the service sector. In addition, she bring the views of member organizations based outside Batavia. Kim has become very active in the Chamber after ADS realized the influence this organization can have in local legislative issues.

Deb, who became active from the

moment she joined the Chamber, brings the perspective of a relatively new member. In addition, Deb will help us understand the needs of entrepreneurs who have been through the start-up phase, and the unique needs of a franchise holder. In addition, her insights into the information services sector will be of great value.

Jack brings the insights of an experienced, long-time Batavia small business. Jack has been active in the Chamber through its Legislative Affairs Committee, former Leads Group and current Business Development Group. In addition, since joining the Chamber 5 years ago, Jack has attended nearly 50 different Chamber events, making him one of our most dedicated and active members.

This Chamber is blessed by the people who step up to help direct our future.

Focus on Premier Partners Alarm Detection Systems

In 1955, during his senior year at Marmion Military Academy, Robert "Bob" Bonifas along with his brother helped their father, Art build Art's BI-LO at 1100 Church Road in Aurora. The family grocery store was born. Thirteen years later, facing the concern of a regional chain supermarket opening in the area, the family made the decision to convert the store into a retail/office



building.

At the same time, Bob Bonifas set out looking for a new career. He noticed an ad for a Dictograph Security Systems franchise and the rest is history.

Alarm Detection Systems, Inc. was born and has now grown to be the largest privately held alarm company in the state of Illinois and one of the twenty largest in the United States. The ADS family has grown to over 200 full-time employees working all over northern Illinois, northwestern Indiana and southern Wisconsin. Four of Bob's adult kids are members of the

Board of Directors, three of which live in Batavia. Dale Bonifas, Connie Busby and Kim Keating are residents raising kids through the fabulous Batavia Schools.

The customer base at ADS is as broad as the security solutions they provide. After signing the first customer in 1968, ADS now is proud to say they serve 30,000 clients in the region. The customer type ranges from residential to institutional, government and heavy commercial applications seeking solutions from home security systems to commercial fire, burglar, video surveillance and managed door access. Security Master, a sister company on the ADS campus, is a full service locksmith offering security doors, windows and key systems.

The real benchmark of Alarm Detection's national reputation came when its UL/FM listed central monitoring station was recently named #1 in the United States by the Central Station Alarm Association. The central station's high tech systems for monitoring alarms are also housed on the ADS campus.

Even after nearly fifty years and sig-



Alarm Detection Systems

1111 Church Street
Aurora, IL 60505
630-844-6300

630-844-5326 fax

cbeykirch@adsalarm.com
www.adsalarm.com

nificant industry recognition and achievement, Mr. Bonifas still guides the company in the direction of his founding principles: Create relationships with customers by building security solutions that meet their needs while maintaining a trust that endures for decades. That founding principle will live on as the next generation of the family-owned company guides ADS into the next fifty years.



Batavia Chamber Legislative Updates

City of Batavia Micro Loan Program Update

Nearly a year ago, the Batavia City Council approved a Micro Loan Program allowing Batavia businesses to apply for low interest loans from \$10,000 up to \$25,000. Since that time the City Council, under advisement from the City's Business Loan Review Committee approved two Micro Loans, each for \$20,000.

The Micro Loan Program is a subsidiary of the city's existing Revolving Loan Fund program which is funded by the State of Illinois through the Department of Commerce and Economic Opportunity. Interested businesses need to complete an application that will be reviewed by the City's Business Loan Review Committee with final review and approval from the City Council. Applications are due by the 15th of each month for consideration

at the following month's Business Loan Review Committee meeting.

"The program has helped a couple of Batavia businesses grow by allowing them to expand their services. We are glad to be able to provide a program that is tangible to our businesses," commented Mayor Jeffery Schielke, "We hope to see more businesses take advantage of this program in the coming year."

At a minimum, each applicant must meet the following objectives in order to qualify for the Micro Loan Program.

1. The business must be located within Batavia city limits. Preference is given to existing businesses. Start-up businesses may be considered if they have a solid business plan and substantial capital. The Micro Loan would be used to supplement

- existing funds rather than be the sole base of start up funds.
2. Applicant request should be micro in scale and size. The size of the loan should be within the program limits, but should represent a significant portion of the funds needed to meet the applicant's goals.
3. The project must create or retain permanent office, retail, industrial, warehouse, distribution, or related jobs.
4. Funds can be used for a variety of business needs including acquisition, construction, rehabilitation, machinery and equipment, or installation of commercial and industrial facilities and working capital expenses. Working capital expenses are limited to the following: inventory, employee salaries and

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Happenings in Springfield by Sean Sebold, Sebold Capital Management

Tollway Passes Toll Hike

The Illinois Tollway Board voted to move forward on a comprehensive long-term capital plan. This plan will guide future infrastructure investments for the years 2012-2026 and will spend roughly \$12 Billion. To pay for this plan, tolls on the highways will increase 87%. The Illinois Chamber Infrastructure Council was supportive, stating that the plan will create jobs and spur badly needed economic activity in Northeast Illinois. Whereas Illinois Republican Party Chairman Pat Brady panned the effort stating that Illinoisan's can hardly afford another tax increase.

Increase in Income Tax Costs Jobs

Springfield has been making national news on a less glorious note. According to the Illinois Policy Institute, "Illinois lost more jobs during the month of July than any other state in the nation, according to the most

recent Bureau of Labor Statistics report. After losing 7,200 jobs in June, Illinois lost an additional 24,900 non-farm payroll jobs in July. The report also said Illinois' unemployment rate climbed to 9.5 percent. This marks the third consecutive month of increases in the unemployment rate."

According to the U.S. Department of Labor, and the Bureau of Labor Statistics, the job decline directly correlates with the date of the recent tax hikes of 67% on a personal level and 46% on a corporate level.

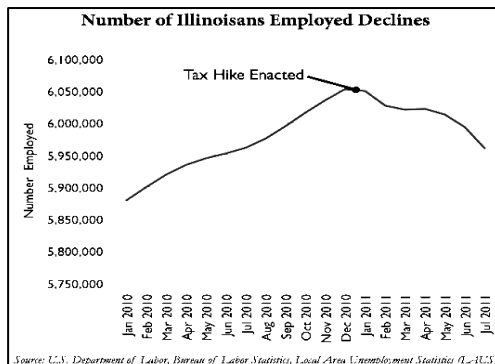
Amazon Tax in Effect

As a reminder, the controversial "Amazon Tax" became effective

on July 1st of this year. According to the Department of Revenue, if you are an out-of-state retailer who has a contract with a person located in Illinois under which:

- The person in Illinois directly or indirectly refers customers to you by a link on its website,
- You pay the person a commission or other consideration based upon your sales of tangible personal property through the person's website link, and
- Your cumulative gross receipts from all sales made to customers referred to you by such persons under all such contracts exceed \$10,000 during the preceding four quarterly periods,

You are considered a retailer maintaining a place of business in this state and are required to register with the Department and to collect and pay Illinois use tax. Amazon.com terminated its Illinois affiliate relationships in response to the passage of this bill.



BUSINESS INTELLIGENCE REPORT

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

New online tool proves impact of buying local. Next time the coffee at your local deli seems weak, consider it's working much harder than a Starbucks latte. That's according to a new online tool that gauges the economic impact on local communities of spending at independently owned small businesses versus national chains.

Launched recently by Independent We Stand, a Virginia-based advocacy group for independent business owners, the tool shows that for every \$10 spent at an independent business, about \$6 is returned to the local community in the form of taxes and other local expenditures. By contrast, only \$4 is returned by national chains. Depending on the size of the city, this could potentially inject millions into a local economy.

As such, spending at local small businesses "leads to better schools, better roads and more support for other civic necessities such as police departments," the group says.

The results are based on a study of local retail economics in the Chicago community of Andersonville that found local, independently owned stores contributed more tax dollars to neighborhood development than national chains. The study, co-sponsored by their local chamber of commerce, also found local businesses paid higher wages, used more local goods and services, and contributed more to community charities and fundraisers. Source: *The Wall Street Journal*, June 21, 2011

Is manufacturing coming home? It may soon be easier to find the phrase "Made in America" on products. A recent report by the Boston Consulting Group predicts rising wages in China—along with a host of other factors, including an appreciating Yuan and the logistical problems of doing business in China—will usher in a "manufacturing renaissance" in the U.S. over the next five years.

The shift has already begun. Caterpillar has moved manufacturing of its excavators back to Texas. NCR recently returned production of its ATM machines to Georgia. Wham-O pulled up stakes in China and Mexico and now makes Frisbees and Hula-hoops in the U.S.

And it's not only major manufacturers that are moving production back to the U.S. Many small businesses that dipped their toes offshore have decided that, with costs rising overseas, the headaches just aren't worth it anymore. For example, Mike Schwarz, founder of T-shirt maker RibbedTee.com, recently shifted all its production back to the U.S. because the drawbacks of manufacturing in China, such as lan-

(Continued on page 8)

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

IDEAwatch...Tips for Growing Your Business

Make the most of your networking efforts. If you are thinking of joining or starting a networking group, think early! Studies show that the most successful long-term networking groups are the ones that meet consistently for breakfast once a week. Source: www.ithinkbigger.com

Recapture lost leads and turn them into sales by applying the principles of nurture marketing. Identify why each lead was lost, then decide what stage of nurturing is necessary:

- **Awareness.**—These lost leads still know you're there, but they're not shopping.) Offer webinars, podcasts and generic industry white papers.
- **Discovery.**—Although they didn't buy from you the first time around, they might still be interested. Present focused case studies and reports.
- **Validation.**—This group is still ready to buy! Relevant material includes product and company brochures, comparison sheets and product quick-tours.

Source: www.arketi.com

Don't base your marketing pitch on guesswork. Get input from your customers. According to Kristin Zhivago in her book *Roadmap to Revenue*, extensive testing shows that the best way to obtain reliable customer input is by telephone—not by email, social media, in person or by a check-off-the-numbers survey online. "People talk most freely when they are on the phone, in their comfort zone, sitting in their home, car or office," she says. After they've purchased, call and get them talking about the steps in their buying process, their concerns before buying, how they found your product or service, fairness of price, their thoughts about the competition and more. Patterns will emerge quickly and by about the fifteenth interview big issues will be revealed along with ideas for improvement. Source: www.yudkin.com

Get better results in your recruiting by interviewing the Southwest Airlines way—design the interview process to make candidates feel as comfortable as possible. This is counter to the way most companies approach interviewing, but you'll get better information

this way because candidates will relax and open up. When they arrive for the interview, greet them, tell them what to expect and answer their initial questions. Source: www.freibergs.com

In a turnaround, put culture first. Faced with failing businesses, most leaders tighten the purse strings, take strict control over the organization and put strategy first. However, in the famous words of Peter Drucker, "Culture eats strategy for breakfast." To right an organization headed for trouble, build a culture that supports strategy implementation. Give employees a reason to care about your customers, their colleagues and about how to do business right in a world that rewards cutting corners and compromising values. During a turnaround, don't focus exclusively on distinguishing yourself from the competition; find what brings you together as a company. It may be values, a vision or a set of shared emotions. Articulate this sense of unity well and the business will follow. Source: www.hbr.com

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Brand Evaluation: Would You Invest in You? by Steve McKee

In business, a brand is like a baby: Yours is never ugly. No matter what shape your brand is in, you put your blood, sweat and tears into building it and, despite whatever shortcomings it may have, you're proud of it. As you should be.

Still, it can be helpful to take a step back and try to evaluate the results of your branding efforts from an objective standpoint. There are a number of ways to do it, but I've found one in particular that can be very revealing. I need to warn you in advance, though—it may sting a bit. It requires you to set aside your biases and evaluate your brand through the cold, hard lens of an independent investment analyst.

It's true that the financial sector has received a lot of criticism of late, in many ways deserved. Think about it—it's an analyst's job to pass judgment on which corporations' stock investors should buy, sell or hold, yet no analyst can ever know more about individual companies than those who are immersed in their operations day after day and year after year. No one knows more about my company and its prospects, for example, than I do, yet even I can't predict where we'll be in six months or two years.

That said, analysts do tend to concentrate on broad industry sectors, providing them a unique perch from which to view the goings-on therein, and their training and experience enable them to recognize patterns within companies and across industries that highly focused management teams may miss. Plus, they don't have a dog in the hunt; all they're trying to do is pick the winners and losers based on the available information.

There are a handful of crucial questions an analyst might ask to determine whether a company represents a good investment. Imagine for a moment that you are that analyst, and it's your job to critically examine your company or brand and subsequently make a buy, sell or hold recommendation. Answer the seven questions below on a scale from one (awful) to 10 (excellent) as objectively as you can. As you do, keep in mind that it's a rare brand that excels in every area, and if one does, an intensely competitive

business landscape will ensure that its advantages won't last.

1. Is the brand in a growing sector? This is a measure of your industry as much as it is of your brand. Is it growing? Are economic, demographic or cultural trends working in its favor, or are you witnessing steadily shrinking demand? Is this industry going to be healthy and growing—or for that matter even around—in two, five or

This exercise might rattle your assumptions about your business, but it will show you where to focus your efforts.

10 years?

2. Is the brand making consistent share gains? Regardless of the industry in which you operate, if your brand is healthy you should be taking market share from your rivals, and doing so in a sustainable way (i.e., not by giving away the store).

3. Does the brand have a dominant competitive position? Your industry may be growing, your share may be growing, but has your brand achieved a position of dominance? This doesn't have to mean global dominance; if you serve a well-defined geography, for example, it may be enough that you're dominant within it, even if there are bigger competitors across town, across the country or across the world. If they can't horn in on your customers, they may not be relevant.

4. Is the brand clearly differentiated? When prospects compare you to the competition, do clear differences arise or are you basically cut from the same cloth? This factor affects all of the other factors, which is why it's so critical. One of my favorite pieces of marketing advice is, "Don't be better. Be different." If the people with whom you do business can't clearly articulate your brand's point of differentiation, an analyst certainly won't be able to.

5. Are there high barriers to entry for competitors? The airline industry has extremely high barriers to entry; it takes a lot of money—to say nothing of the regulatory hurdles—to get a new airline off the ground (pun intended). But it costs very little to launch a catering business or consult-

ing firm. True, depending on the specialty, the expertise required to launch either of the latter two could be considered a barrier to entry, but an objective analyst would ask some pretty tough questions about how high that barrier really is.

6. Does the brand generate outstanding margins? There are two ways to answer this question: in absolute terms and relative to your indus-

try competitors. Margins, of course, don't grow in a vacuum; if you're clearly differentiated and operating in a thriving industry with high barriers to entry, you're more likely to be able to maintain healthy margins than if you're slugging it out in a commoditized, shrinking sector.

7. Is the brand creating strong cash flow? There's a lot of pressure on public companies to fund shareholder dividends. Just because your company isn't public doesn't mean you shouldn't feel the same pressure. Your investors (that would be you—and any others who have staked their hard-earned capital on you) deserve a regular dividend. That is, unless you choose to reinvest most or all of your profits in growing your brand. But you should be in a position where the option is yours.

Seven questions. Simple to ask; a bit more difficult to answer objectively. If your brand scores well on all seven, congratulations—you've got yourself a great investment. If not, don't despair, because at least you now have an idea of where you should focus your efforts.

But don't hesitate to get moving. Even if you have no intention to ever take your company public, the better your brand performs as an investment, the better off you—and everybody connected with it—will be.

Steve McKee is president of McKee Wallwork Cleveland and author of When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It. Find him on Twitter and LinkedIn.

NEWSwatch (continued)

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guage barriers and quality and control problems, are no longer justified by the savings.

It also helps that American consumers are coming back to American products. According to one study, just one year ago 8% of consumers considered country of origin one of the top three factors in purchasing decisions. That number has now jumped to 14%. Source: Allbusiness.com, July 5, 2011

Generation gap in employee recognition. As it turns out, the gap between Generation Y and Baby Boomer workers does not just encompass differing tastes in music and fashion. They also differ in the way each group views the fruits of hard work and extra responsibility. And the gap is a wide one, according to Inspiring Talent, a global survey of employee attitudes by consulting firm Lumesse.

Thirty-eight percent of older workers (ages 56 to 60) said they believe they will always be recognized and rewarded if they work harder or take extra responsibility; only 19% of Gen Y workers (ages 18 to 25) feel the same way. Younger workers tend to believe they will be rewarded for results, not for hours worked. They expect more immediate rewards and are more inclined to move on when they don't get it.

Meanwhile, older workers see recognition as reciprocity, believing that if they work extra hard their employer will reward them by keeping them employed and not laying them off.

The lesson? Be flexible and tailor recognition and rewards to tune into individual needs, as opposed to a one-size-fits-all approach. "Individuals will interpret recognition differently," says Jennifer Rosenzweig, research director of The Forum, a research center affiliated with Northwestern University in Evanston, Ill. "Some people will see it as a reward for performance of the day, and others will see it related to longevity and loyalty for the long haul." Source: Human Resource Executive, June 2, 2011

Purchasing decisions and the sexes. Which information sources best persuade men and women to make a large purchase? A recent study by Kantar Video and Synaptic Digital looked at how "paid media" (e.g., advertising) and "earned media" (news articles, Likes on Facebook and retweets on Twitter) lift brands across the gender divide when buying a car. Based on the study, men want their information from an independent third party, while women want both paid and earned media to help form a decision.

The report says that women seem to have the ability—or the inclination—to piece together messages from a variety of media formats that informs their decision. Conversely, men are most influenced by editorial coverage and were only marginally influenced by other formats. When exposed to all three formats (brand, earned and paid) men saw no lift whatsoever. The study suggests that advertising alone can no longer reach both sexes. Source: Paidcontent.org, June 21, 2011

IDEAwatch (continued)

(Continued from page 6)

Stumped on solving a problem? Watch a funny TV show. Research shows that people in a lighthearted mood more often have eureka moments. Northwestern University researchers found that boosting the mood of volunteers by having them watch a comedy special increased their likelihood of having an aha! moment that helped solve a puzzle. The results were compared to those who watched a quantum electronics talk or a scary movie. In the brain, sudden insight is accompanied by increased activity in the brain's anterior cingulate cortex (ACC) prior to solving each problem. Researchers found that people in a positive mood had more ACC activity going into the task, which probably helped prepare the brain to find novel solutions. Source: www.scientificamerican.com

When drawing up a contract in another state, try to stipulate your state of residence as the state whose laws apply. It can be a big deterrent to the other party's filing or defending lawsuits because the defendant may need to hire a lawyer in your state. Source: www.thebusinessowner.com

Unmotivated? Unfocused? It could be that what you or your company lacks is an enemy. Why? Healthy competition provides motivation, sparks creativity and innovation, raises performance and helps individuals and teams accomplish goals. If you don't already have an enemy, make one up. For example, it could be a little friendly competition between you and a noncompeting store down the street using foot traffic as the benchmark. What does your enemy do well? Copy some of their ideas and then try to beat them with new innovations. Such an approach will force you and your company to focus. If your enthusiasm dips, just picture your enemy moving ahead and you'll quickly shift back in gear. Source: www.bnet.com

If you use Google AdWords and don't have a privacy policy, expect your costs-per-click to go up. Google recently added three new requirements to its Information Harvesting clause for advertisers. Asking for a name or even just an email address on your site without clearly displaying a privacy statement can lower your Quality Score. In addition, the following requirements have been added: 1) Clear, accessible disclosure before any personal information is given. 2) Option to opt out of communications with your business. 3) Secure connection required if visitor is providing personal and financial information. Source: www.ppchero.com

The MBA Oath

As a business leader I recognize my role in society.

- My purpose is to lead people and manage resources to create value that no single individual can create alone.
- My decisions affect the well-being of individuals inside and outside my enterprise, today and tomorrow.

Therefore, I promise that:

- I will manage my enterprise with loyalty and care, and will not advance my personal interests at the expense of my enterprise or society.
- I will understand and uphold, in letter and spirit, the laws and contracts governing my conduct and that of my enterprise.
- I will refrain from corruption, unfair competition, or business practices harmful to society.
- I will protect the human rights and dignity of all people affected by my enterprise, and I will oppose discrimination and exploitation.
- I will protect the right of future generations to advance their standard of living and enjoy a healthy planet.
- I will report the performance and risks of my enterprise accurately and honestly.
- I will invest in developing myself and others, helping the management profession continue to advance and create sustainable and inclusive prosperity.

In exercising my professional duties according to these principles, I recognize that my behavior must set an example of integrity, eliciting trust and esteem from those I serve. I will remain accountable to my peers and to society for my actions and for upholding these standards.

This oath I make freely, and upon my honor.

Roger E. Breisch

Books to Know & Love by Roger Breisch

The MBA Oath: Setting Higher Standards for Business Leaders by Max Anderson and Peter Escher

I first heard about this movement when reading the book *Drive* (see the February issue of *Batavia Business*). It's worth your attention.

It began in early 2009 at the Harvard

to craft the oath to which I have affixed my name above. They then asked classmates to take the oath publicly at graduation. Several hundred did.

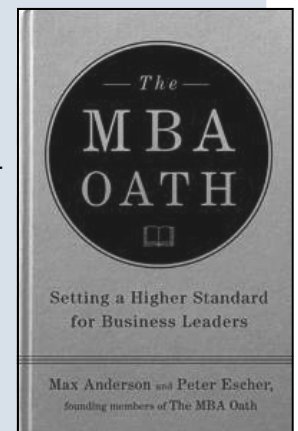
Since that Spring afternoon in Cambridge, the MBA Oath has been embraced by over 300 institutions around the world and, as of this writing, has

den Mills. They also relate stories of blind ambition leading to financial ruin for the perpetrators, hundreds who worked for them and millions of unsuspecting customers.

This book asks you to reflect on the hundreds of decision you make everyday as you negotiate the white-water rapids of business.

A favorite quote? As former Medtronic CEO Bill George described the situation, "The root cause of the economic crisis wasn't subprime mortgages; it was subprime leadership."

At this moment in history, when, I believe, we are seeking fundamentally new ways to define work, we must do so with the principles of the MBA Oath in our line of vision—rather than in the rear view mirror.



“The root cause of the economic crisis wasn’t subprime mortgages; it was subprime leadership.”

Business School (HBS). In the midst of the financial meltdown, with the myriad revelations of unethical—or barely ethical—behavior everywhere from Wall Street to Main Street, a group of second year HBS students began to ask some fundamental questions. Are business schools creating leaders who will benefit society rather than feather their own nests? Is business education giving anything more than lip service to the ethics of business? Why shouldn't those who affix an MBA to their name be held to a standard similar to the Hippocratic Oath that those who add M.D. to theirs?

With support from several HBS professors, this group of students began

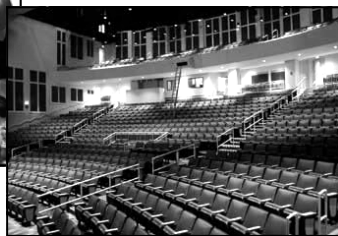
been signed by over 6000 business leaders. When I signed it earlier this year, I became signer number 4762.

This book is an exploration of each principle in the Oath, with examples of what it means to live them. The authors ask some very penetrating questions about what a business leader might do when ethics and integrity come face-to-face with a traditional measures of business success. They tell stories in which an ethical decision led to business success—e.g., James Burke, Johnson & Johnson and Tylenol—and those where a deeply personal, ethical decision led to pain, heartache and business failure—e.g., Aaron Feuerstein and the fire at Mal-

Events You May Have Missed



Batavia Women In Business had a very successful progressive lunch. Thanks to Lincoln Inn Banquets for hosting!



The Batavia Chamber was delighted to help sponsor the Red Carpet Gala to officially open the Batavia Fine Arts Centre at Batavia High School. (Photos courtesy of Joi Cuartero)



Andrew and Laura Elliff opened their new dental practice with Alderman Alan Wolfe welcoming them at the ribbon cutting.

New Edison Energy Commissions Batavia's New 25KW Solar Project



On August 10, 2011, New Edison Energy connected Batavia's new solar photovoltaic power generation system to the city's electric grid. The solar system, located on the roof of the City's public works facility on Raddant Road, is 26.88 kW in size and consists of 96, 230 watt photovoltaic panels. In the nearly two weeks the system has been running, it has produced nearly 2000 kilowatt hours of electricity.

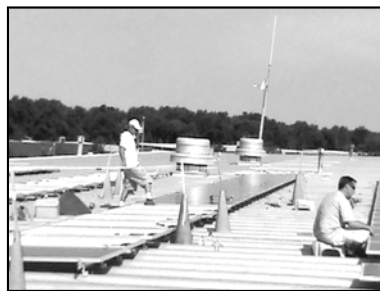
New Edison Energy, a Batavia-based energy service company, was awarded the contract for the project in April after winning a competitive bid. The City received American Recovery and Reinvestment Act funding for the project. The ARRA grant requires the use of American-made components. The photovoltaic solar panels for the project were made in Rockford, Illinois.

Sam Giliberto, New Edison Energy's

founder and President, stated that the solar array will produce a considerable amount of power and will supply a significant percentage of the building's electrical energy needs. The system is expected to produce approximately 35,000 kilowatt hours of power annually and is expected to enable the public works building to operate off the electrical grid on sunny days during the cooler spring and fall days and supplement the City's electrical supply on peak load days during the summer.

The city leaders of Batavia, known as "The City of Energy", felt compelled to lead by example. Batavia's Public Works Director, Gary Holm, expects

the City's installation to provide occupants of the East-side industrial park one concrete example of a renewable energy solution that is applicable to their facilities.



News & Notes About Chamber

Always
BEST CARE
SENIOR SERVICES

Always Best Care Senior Services of Kane County recently donated more than 300 fans to local senior citizens to keep them cool this summer. This great idea was the brainchild of **Susan Worline**.

Perry Devaney, of **Gibby's Wine Den**, has received her level II certification as an Executive Sommelier from the International Wine Guild.

Congratulations Perry!

The Kane County Chronicle recently announced that **Kathy Gresey** has been named editor. Kathy succeeds **Joe Grace**, who after serving three years as editor for the Kane County Chronicle, will depart in order

to pursue a career in writing. Kathy has worked for the Kane County Chronicle's

parent company, Shaw Suburban Media, since 2005 as a reporter and has served most recently as managing editor at the Lake County Journal.

KANE COUNTY
CHRONICLE

 **The Chiropractic People**

Dr. Nathan Conroy, clinical Director of **The Chiropractic People** was recently named as one of America's Top Chiropractors for 2011 by The Consumer's Research Council of America. Well Done!

Money Mailer is enhancing the impact of its shared mail envelopes

 **MONEY MAILER**
"Like Getting Money In Your Mailbox".

with the launch of an original smart-phone application. In just two quick finger taps, consumers can access coupons for local businesses through the new Money Mailer Coupons smart-phone application.

Good things are happening at **Panera Bread** in Batavia. In September, **Jay Dykstra**, Bakery Market Manager, will be creating some unique and delicious Italian dishes on Saturday, September 10th starting at 10:30am. Then in October, enjoy a sweet treat and support Make-A-Wish! From October 17 to 30 participating Panera Bread bakery-cafes will donate 10¢ to the Make-A-Wish Foundation of Illinois for every Pumpkin Shortbread Cookie sold.

Thirteen physicians on the medical staff of **Delnor Hospital** have been named to U.S. News Top Doctor list by their peer physicians.

Starting September 13, the **Provena Mercy Medical Center** is hosting Live Well, Be Well, a Chronic Disease

 **PROVENA**
Mercy Medical Center

Self-Management Program (CDSMP). The program is a series of workshops, designed for adults age 55 and older who want to take charge of their ongoing health conditions such as arthritis, MS, diabetes, COPD, fibromyalgia, high blood pressure and heart disease. For information, or to register, call 1-866-PROVENA.

 **WAUBONSEE**
COMMUNITY COLLEGE

We are pleased to Congratulate **Dr. Christine Sobek** on the completion of ten very successful years as President of **Waubonsee Community College**. Her leadership is inspirational!

We noted with interest that **Harriet Parker**, manager of the **Waubonsee Community College Small Business Development Center** was re-elected treasurer of the Aurora Sunrise Rotary Club. Now we know where to go if we need a loan!!!

TriCity Family Services is looking for volunteers. In addition, The Friends of TriCity Family Services request the pleasure of your company to attend an evening of fashion, food and fun on Thursday, September 22 for their Fall Fashion Show. TriCity Family Services is also seeking nominations for the 27th Annual William D. Barth Award. Established in 1985, the Barth Award recognizes one individual who has made a significant and positive impact, through community service, on the central Kane County area.

 **TriCity Family Services**

City of Batavia Micro Loan Program Update (continued)

(Continued from page 5)

- general operational expenses.
- The applicant must demonstrate an attempt to receive a traditional bank loan before applying for the micro loan.
 - The applicant must be able to demonstrate that the project would not be feasible without the City loan. The project must not begin until the

- loan is given final approval by the City Council.
- Applicant must sign a letter of commitment regarding investment and job creation, and cooperate with City staff and the City Council.
- Applicants must demonstrate means and/or plan to repay loan in a timely fashion. The duration of the loan shall not exceed three (3) years.

Businesses interested in applying for the micro loan program should visit the City's website www.cityofbatavia.net/business and look at the Economic Development Programs section or contact Meredith Hannah at mhannah@cityofbatavia.net or 630.454.2061.



106 W. Wilson Street,
Batavia, IL 60510
Phone: 630-879-7134
Fax: 630-879-7215
E-mail: info@bataviachamber.org

BATAVIACHAMBER. RG

Premier Plus & Premier Members

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

Premier Plus:

Alden of Waterford
City of Batavia
Drendel & Jansons Law
Group

Harris N.A.
Provena Mercy Medical
Center

Premier:

Batavia Insurance Agency
The Care of Trees
Confident Aire, Inc.
The Davey Tree & Lawn Company
Greenstar, Inc.
The Holmstad, Inc.
K.Hollis Jewelers
Karabowicz & Associates

Lighthouse Marketing Services
Metro Self Storage
Midwest Restoration Services
Neighbors Magazine
Nyborg & Company, Ltd.
Wal-Mart
Waubensee Community College

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