

2012 Premier Partners



The Fear of Who We Fear We Are By Roger Breisch

“People hate change” is perhaps the most incorrect aphorism ever uttered. People LOVE change. In fact we crave it. On a CT scan, the human brain lights up in the face of it. If you put a human into an environment devoid of all change, they die!

If humans hate change, we would have spurned cell phones, ignored the Internet, snubbed the personal computer, rejected social media and eschewed wifi. Starbucks, Google, Facebook, Prius, Under Armour, iPad, Blue-Ray and Harry Potter would never have altered our lexicon.

Why is it, then, when the phrase “people hate change” is uttered, everyone nods in agreement? What is it that propels a book about the fear of change to the *New York Times* business bestseller list and keeps it there for more than 5 years? Maybe it’s because of a different fear...the fear of who we fear we are.

The parable in *Who Moved My Cheese* is based on two “little people”: named Hem and Haw who, after becoming complacent about what was once a large cache of cheese, deny their fate when, one day, it is gone.

Everyone has been caught acting like Hem or Haw. Most can remember moments when complacency about family, friends or career, left us suddenly lost, or in denial when a foundational piece suddenly crumbled.

But there is a danger in buying into the parable of WMMC with

too much gusto. Because we are only privy to one part of their lives, we are left to believe that “hemness” and “hawness” fully defines the two main characters. Then, when I am tempted to even *think*, “Yeah, I’m a lot like that guy Hem,” I run the risk of seeing myself fully defined in that way. Then fear sets in...fear that I am Hem, I have always been Hem, and, I am sentenced to a life of “hemness”.

It’s true, each of us has a bit of “hemness” about us. We might even see a bit of Hem when we look into the mirror. But it is dangerous to allow those characterizations to define our lives.

I don’t want to be, nor do I deserve to be, defined by the way I behave in some portion of my life. I know I don’t accept change readily when it’s forced upon me. I am facile at finding reasons why a necessary change suggested by another is riddled with weaknesses...won’t work... or makes little sense. Like Hem, I am prepared to sit in the corner of life’s maze and wait for my cache of cheese to return.

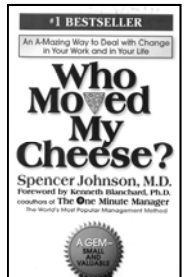
But, there are many ways in which I love change. Much of what I believe today no longer resonates with what I believed just a few short years ago. When I look around at the things I have embraced with enthusiasm and gratitude, I know I am not Hem or Haw in most situations.

So, when “hemness” rears its ugly head in my life, or the life of

others, what then?

First, I need to find the generosity to acknowledge that this moment does not define a life. It simply means that, momentarily, the *perceived* costs of change ignite a fear that the *perceived* benefits do not yet assuage. Once the benefits outweigh the costs, fear eases and change become easy.

To not offer the generosity of acknowledgement in a moment of fear does violence to others... or worse yet, to ourselves...and fuels the fear of who we fear we are.



Inside This Issue

This issue follows a thread on **The Fear of Change**. See pages 1, 10 and 11.

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Does Mimicry Increase Sales? Find out on page 6.

Learn the **Best Frequency for Email Marketing** on page 6

Do you know the **Worst Mistake to Make When Overloaded?** See page 7

Learn ways to **Save Money** and **Raise Capital** on page 9

JANUARY 2012

Monthly Thought
from Lisa Patterson,
Retreat Massage

“Right and wrong will
ever continue to
struggle”

Abraham Lincoln

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 New Year's Day	2 Holiday	3 City Council 7:30p	4.Business Development Group (City Hall) 7:30a	5	6	7
8	9 Legislative Affairs Comm. (Panera) 7:30a BWIB Council (Panera) 11:30a	10 2nd Tuesday BAH (TGI Fridays) 5:00p to 7:00p	11	12 Chamber "Lunch & Learn" (Interiors for Business) 11:30a	13 Exec. Comm. (Chamber) 7:45a 5-Star Learning Ranch RC, 9:30a Ed/Events Committee (Panera) Noon	14
15	16 Social Media Committee (Gibby's) 5:00p	17 Networking (Holmstad Town Center) 8:00a City Council 7:30p	18	19 Community Leadership Series (City Hall) 7:30a to 10:00a	20	21
22	23	24	25 Chamber Board Meeting (School District) 7:30a	26	27	28 "Be Our Guest" Chamber Annual Dinner (Lincoln Inn Banquets) 6:00p
29	30	31				



Scan here to register
for an event through
your smartphone

Events Not To Be Missed

Tue, Jan 10, 5:00p to 7:00p—2nd Tuesday Meet & Greet. Don't miss our quarterly Prospective Member Meet & Greet...dubbed the "2nd Tuesday". These are always great fun and a wonderful opportunity to meet some extraordinary people. Bring a prospective member and be eligible to win \$50 in "Chamber Dollars." Here's your opportunity to help us grow and save some money! We'll be at TGI Fridays, 490 N. Randall Road.

Thu, Jan 12, 11:30a—Lunch & Learn-Key Success Factors of a Growth Mindset. Join us for part I of our 6-part Lunch & Learn Series with Aurora University. Business leaders know their businesses must grow to survive. However, growth is difficult, especially in today's economy. Investment capital is difficult to find, and companies are reluctant to take risks. Managers need practical ideas that can be used now. Join Dr. Dennis Kripp to learn how to build a growth strategy mindset. (RSVP \$25)

Fri, Jan 13, 9:30a—5-Star Learning Ranch Ribbon Cutting. Help us welcome 5-Star Learning Ranch to Batavia. Come to 0S734 Wenmoth Road and see the magnificent facility Anita Graham and her staff have waiting for the area's young learners.

Thu, Jan 19, 7:30a to 10:00a—Community Leadership Series: City Services, Are you getting what you pay for? Join us to hear representatives from the City of Batavia talk about their Mission & Vision. Learn the role of your elected officials and the city departments and department heads. Hear about the city budget, including sources and targets of funds. What are their mission critical issues? We'll be at City Hall. (RSVP, \$15)

Sat, Jan 28, 6:00p—"Be Our Guest" Chamber Annual Awards Dinner. Lincoln Inn Banquets will serve as the dramatic backdrop for this completely redesigned signature event. Enjoy selections from the acclaimed BHS production of Beauty and the Beast! Plan to attend this black-tie optional evening during which we will honor the 2011 Citizen of the Year, and announce the winners of the Ole Awards. The evening also features the high school Chamber Orchestra and includes a wonderful silent auction. (RSVP \$55)



Annual Dinner artwork courtesy of **Lighthouse Marketing**

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Community College
Jack Zaruba, BBC Construction & Remodeling

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

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Welcome New Members

Aliano's Ristorante

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Fax: (630) 406-9452
e-mail: mario@alianosbatavia.com
Web Site: www.alianosbatavia.com
Restaurants

fusekreative

Mr. John Fusek
465 Palace Street
Aurora, IL 60506
Phone: (630) 777-8641
e-mail: john@fusekreative.com
Web Site: www.fusekreative.com
Advertising & Graphic Design

Gammon Coach House Restaurant

Mr. Jon With
3 South Batavia Avenue
Batavia, IL 60510
Phone: (630) 482-3663
e-mail: info@gammoncoachhouse.com
Web Site: www.gammoncoachhouse.com
Restaurants

Hair Cuttery

Ms. Stacy Gable
2008 West Wilson Street
Batavia, IL 60510
Phone: (630) 761-3382
e-mail: loml101797@aol.com
Web Site: www.haircuttery.com
Salons

Woofbeach

Mr. Eric Wilson
1840 Mill Street
Batavia, IL 60510
Phone: (217) 848-1433
e-mail: ewwilson84@gmail.com
Web Site: www.woofbeach.com
Pet Services

Welcome Back!**Tower Car Wash & Detail Center**

Mr. Robert Powell
2120 Main Street
Batavia, IL 60510
Phone: (630) 406-1099
Fax: (630) 406-1158
e-mail: towercarwash@gmail.com
Web Site: www.towercarwashbatavia.com
Automobile/Car Wash



Scan to access the
Chamber Directory
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phone

Goodwill & Kluber step up to Premier Partnership

As we begin 2012, the Chamber needs to thank six members who, by their extraordinary commitment, will enable us to invest even more successfully in the health of our businesses and in the community. The six members at the right have invested \$2500 in addition to their dues so that the Chamber can continue to offer the level of education, communication and advocacy you have come to expect.

Why do they invest? The reasons are as varied as are the needs of our members, but it all comes down to value.

- Scott Reppert of Superior Health Linens appreciates our efforts to work with State Representatives Tim Schmidt and Mike Fortner to help clarify Illinois Department of Public Health regulations that will help them, and everyone in their industry better manage their delivery costs.
- Goodwill appreciates our support when they appeared before the City to discuss zoning codes related to charitable and other donations. They are also looking forward to increasing their visibility in

the community.

- Jeff Volkman and Marcia Boyce certainly see the advantages they get from the visibility we give to our partners, but they also believe in the Chamber...and are very generous in their support of the Chamber, not only financially, but with their time and their words.
- Alarm Detection Systems believes in the valuable impact the Batavia Chamber has had, and can continue to have, on the business community in the Fox Valley and beyond.
- Finally, when Mike Kluber discovered a Partnership had become available he simply said, "I think this is a great value."

Regardless of their reason, I do hope, as a member of the Chamber, you will find a way to thank them in some small way in 2012. Even if you cannot use their services, you might consider sending them a note or giving them a call just to say thanks.

Because if you, too, want the Chamber to remain a valuable force in the community, these six members enable us to remain excellent!



Your Chance to Excel at Social Media! by Roger Breisch

First a little test to see how good you are right now! At the right are 12 well-known icons (okay, some may be a challenge) in the realm of social media. How many can you identify? If it makes you feel any better, I only knew 6. (Answers on page 11.)

So why the quiz? Because the Chamber is offering you a chance to help yourself, by joining the Chamber's new Social Media Committee. But, in the spirit of full disclosure, this committee is being formed to help the Chamber develop its strategy for social media. We're trying to figure out the best ways to communicate with our customers using the exploding venues coming online on the web. When should we use email? Should we have a Facebook page, and if we do, who manages the content? Should we invest in and use more videos? What

should be our policy on texting our members? Some of them would like that...others would hate us for it. Does LinkedIn play a role? How does all this relate to the granddaddy of our web presence...www.bataviachamber.org?

But be honest for just a moment—don't you have exactly the same questions for your business?

So here is the invitation. Join us at Gibby's Wine Den on January 16 at 5:00 p.m. We are going to begin the discussion for the Chamber, and along the way, you are bound to get lots of ideas about how to make social media work for you.

Before you pass up this invitation, ask yourself, "What do I have to lose?" (By the way, if you Google that phrase you can find a book on teen weight loss...but we won't be discussing that on the 16th!)



Batavia Chamber Legislative Updates

House Passes New Rules on Regulators by Kent Hoover

Small businesses hate red tape—except when it's applied to federal agencies issuing new regulations.

In the name of reducing regulatory burdens on small business, the House passed two bills that would impose new requirements on the federal rule-making process:

- The Regulatory Flexibility Improvements Act, which passed Dec. 1 on a 253-167 vote, would require agencies to consider the indirect economic impacts of proposed regulations on small businesses, as well as direct impacts. It also would force all agencies to convene panels of small business representatives to review major regulations. Under current law, that requirement applies only to the

Occupational Safety and Health Administration, the Environmental Protection Agency and the Consumer Financial Protection Bureau.

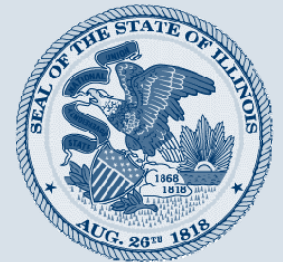
- The Regulatory Accountability Act, which passed Dec. 2 on a 263-159 vote, would require agencies to provide evidence justifying proposed rules, cite the legal authority under which they're issued, and consider their costs as well as benefits. It also limits the ability of agencies to bypass the rule-making process by issuing guidance documents, and expands the right to challenge rules in court if agencies don't follow these requirements.

Many business groups support the two bills, which face an uphill climb in the Senate and a veto

threat from President Obama. The bills bring "more accountability to the federal rulemaking process" and give "small businesses a greater stake" in it, said Dan Danner, president and CEO of the National Federation of Independent Business.

"Many agencies have been using loopholes to avoid regulatory reviews the Congress intended, and this legislation will put a stop to this practice," said Jay Timmons, president and CEO of the National Association of Manufacturers.

"Anything Congress can do to promote smarter regulation will help accelerate business growth and put America back to work," said Dow Chemical Co. Chairman and CEO.



Happenings in Springfield by Sean Sebold, Sebold Capital Management

Pensions

It is very difficult to not be cynical about how Springfield is trying to fix the problems that ail the State. Last month we talked about SB512 that was voted on and approved by both Democrats and Republicans that provides some modest changes to the pension system. This bill has not been signed by the Governor. Now a new bill has been presented to get rid of all the reforms that were just passed. It appears that legislators would rather get rid of a bill that shows some progress towards pension reform, rather than take the rather minute chance that the bill could be legally challenged. The Governor has stepped in to create a "working group" to examine the complicated issue. I feel warm and fuzzy.

How loud can you scream?

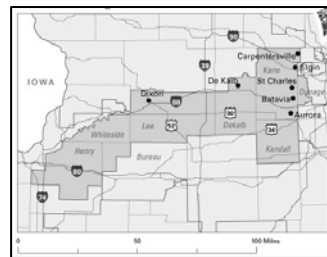
After the increase of the corporate tax rate in January from 4.8% to 7%, companies have continued

to complain that the tax increases make Illinois a less competitive state in which to locate. The most vocal Illinois businesses, the CME Group and Sears have had their voices heard and received their payoff. The State has agreed to tax the CME on only 27.54% of their trades, significantly lowering their tax burden. Sears was paid off through the renewal of a special taxing district. Aside from repealing the corporate tax rate increase, one has to wonder what the State will do when more than 100 other companies' incentive packages expire over the next three years? Deere and Abbott Labs may have some state shopping on their list.

Redistricting

As a follow up to last month's news item, the GOP lost their redistricting battle in the courts. The new districts will stand as they have been presented. The city of Batavia is in the redrawn 14th district. This district's shape

has changed dramatically. You really have to wonder who thinks this stuff up.



Before



After



Scan here to email your legislators on your smartphone

BUSINESS INTELLIGENCE REPORT

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

The iGeneration: empowered and influential. The generation coming in behind the Millennials is nearing adulthood. Meet the iGeneration, also called Generation Z — a young but mighty group of consumers under the age of 18. They are intelligent and empowered consumers with tech knowledge and marketing savvy unlike any other generation.

Their personal disposable income, aka allowance, is higher than generations before, ranging from \$10 to \$39 a week, according to Fuse Marketing. However, the bigger point for marketers is this group's influence. By the time they reach college, they have accumulated 300 or more friends on Facebook and they hold significant sway with their parents.

"There's a real resurgence of connectivity between kids and parents. We see more influence, more discussions on spending and more discussions about purchases, including big investments like cars," said Ara Finlayson, Fuse's director of agency insights.

Teens and tweens are highly connected with new technology and that's how marketers can best reach them. It's probably no surprise that one of the best ways is through social media. But it's not just about putting up a Facebook page and garnering "likes." The iGeneration understands marketing and advertising. While they're generally OK with marketing messages, they prefer their friends' stamps of approval. Around 78% of teens trust recommendations from their peers, according to Fuse, and 77% rely on their friends to tell them about new products and brands vs. 59% who look to TV advertising. Source: *Advertising Age*, Oct. 17, 2011

Using mimicry to increase retail sales. Can teaching retail salespeople to mimic customers increase sales? Based on recent experiments conducted by researchers at the Universite de Bretagne-Sud in France, people buy more from you when you act like them.

An experiment was carried out in a retail setting where four sales clerks were instructed to mimic, or not, some of the verbal expressions and nonverbal behavior of the customers. On their way out, these customers were asked to evaluate the sales clerks and the store.

By mimicking customer behavior, 78.8% of the customers in the experiments ended up buying the product. Without mimicking customer behavior, buyers only made a purchase 61.8% of the time. Along with increased likelihood of buying, mimicked customers were more complimentary of the salesperson and the

(Continued on page 8)

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IDEAwatch...Tips for Growing Your Business

Has a prospect ever flipped out over your fee? You can prepare prospects to have a reasonable expectation of your fee, even when it varies according to the project. 1) Provide round numbers or a price range on your website. 2) When your prices are higher than average, post testimonials from clients saying why it was worth paying more. Also, make sure everything from your bio and portfolio to your wording and graphic design support the image of a top-of-the-line professional who receives premium fees. 3) If you sell a product or service that most customers don't shop for very often, educate them on the quality, effort, guarantee or rare ingredients that come with what you deliver, prior to stating the fee. Source: www.yudkin.com

Make your best clients feel like royalty. Treat your top five clients to lunch on the anniversary of your first day of doing business together. It's a great way to say thanks and an opportunity to discuss new business possibilities. Source: www.ithinkbigger.com

Increase employee satisfaction by focusing on career development. A recent

survey by Right Management revealed that the number one priority of workers looking toward their next job is greater opportunity for advancement, indicated by 27% of participants. This was followed by better management team (21%), more flexible work environment (21%), better compensation (17%) and less work pressure (14%). Even if you can't offer regular promotions, you can demonstrate a commitment to career development by varying people's tasks and responsibilities, shuffling work teams and doing cross-team training. Source: www.theworkbuzz.com

Should your business bother to create a Facebook page? To help you decide, marketing expert Mark Schaefer suggests you ask if your business fits with this statement: "Come waste some time with me." After all, the overwhelming reason people go to Facebook is to waste time. So, do you have a business that people want to waste their time with? If you are Disney, the answer is probably yes. If you sell ball bearings, probably not. Other good Facebook fits include companies that provide humorous, entertaining, interac-

tive, newsworthy, interesting and/or educational content; beloved brands that have passionate "fans" outside of social media like BMW, sports teams or the neighborhood pizza joint; and brands that allow you some exclusive access, deal, discount, contest or benefit from being on Facebook. Source: www.businessesgrow.com

What's the best frequency for email marketing? Data from the "2011 Merchant Guide to Maximizing Sales" indicates that 39% of consumers would like to receive emails weekly from companies with whom they have opted in. This is more than double the proportion indicating the second-most preferred option, twice a month, and triple that of the third-most preferred choice, two to six times a week. Source: www.marketingcharts.com

Cold calling is still a necessity for some companies, but that doesn't mean it needs to be approached with dread. For example, Soltec Electronics in Florida has what they call the Cold Call Power Hour. Twice a week the sales team meets in the sales room manned

(Continued on page 8)

Worst Mistake to Make When Overloaded

by Ann Latham

When there is too much to do, things fall through the cracks, delays become epidemic and stress spirals out of control. If others are involved, discord brews and respect erodes. The result is rarely pretty.

But it doesn't have to be that way. When there is too much to do, there are only six possibilities. The good news is that five of them are effective. The bad news is that most people choose the sixth.

Here are the five effective ways of dealing with overload: 1) Accomplish more. 2) Delegate/outsource. 3) Cut corners. 4) Postpone. 5) Abandon.

What is No. 6? The sixth choice, the only ineffective option, is not consciously selecting one of the five. Every one of the five is a valid option that can be managed for good results. But too often, people choose the sixth choice by not deciding. And by not making the tough decision, they are leaving this decision to chance. The easy will triumph over the difficult, the tactical over the strategic and the urgent over the important.

What will help me accomplish more?

One of the most common questions clients ask me involves personal productivity. How do you know if someone could accomplish more? The answer is simple. They can.

But they won't automatically accomplish more just because you pile more on or ramp up the pressure. Nor will you accomplish more under those conditions.

Whether you are trying to accomplish more or want your employees to accomplish more, here are some tips:

1. Be clear about your objectives. Where are you leaping to solutions without finding root cause? When are you talking without an end point in mind? Are you getting results or just staying busy?

2. Provide/get feedback. We often need external input to see the opportunities for improvement. How am I doing? Is there a faster method? Where am I wasting time?

3. Take a time out. Reflect on your own process, picture yourself doing your work and track your own time.

4. Change your approach to tasks that slow you down. Where

are the decisions you are slow to make, the times when you hesitate, when you overthink the situation, the activities that always look like mountains? Find out what is really slowing you down. Break big objectives into concrete, bite-size next steps.

5. Reconsider the things you enjoy doing. Where does that enjoyment lead to perfection, unnecessary enhancements and puttering?

6. Find the tasks that should be easier. Where are you reinventing the wheel where a recipe, template or standard procedure could make the task a snap?

7. Check your focus. Are you distracting yourself or letting others distract you unnecessarily?

8. Don't overplan. Planning is an important tool, but it's not an outcome. When perfect plans become the objective themselves, they cross the line into fiction, give the illusion of control, suck up vast amounts of time and provide little actual value. Plan the familiar just enough to manage the interdependencies and plan the unfamiliar with the focus on learning and removing barriers as soon as possible.

What should I delegate or outsource?

Individuals and organizations of all types are often slow to delegate or outsource. In many cases, it's a case of being penny-wise and pound-foolish. In other cases, it is simply the result of not taking the time to think through the possibilities, implications and trustworthy alternatives. To get you started, identify activities that: 1) Drain energy — things that simply aren't a good fit for the current resource; 2) Are peripheral to your main focus and capabilities; 3) Are performed infrequently, and therefore, probably inefficiently and ineffectively; 4) Mastering will not increase your value to your customers; 5) Are preventing you from doing the things that only you can do or that you must do well.

Isn't cutting corners bad?

"Cutting corners" has a reputation it doesn't deserve. Shoddy need not be the result. "Good enough" really might be good enough. "If it's worth doing, it's worth doing well" is simply not good business thinking. Cutting corners is about making conscious decisions about how much time something

deserves and how well it must be done.

Obviously, you must meet customer expectations. But, don't gold-plate your products. In many, many cases, 80% is good enough. That extra 20% is usually visible only to you.

How do I decide what to postpone?

The perennial winners in the fight over time are usually the urgent, the customers and the squeaky wheels. But urgent does not mean important, customers are not all created equal and squeaky wheels do not have to be fixed.

Here is where priorities are critical. And if you have too many priorities, you simply don't have priorities. What accomplishments would have the most positive impact on your future? If you can complete only three things, what must those be? Which customers are most important? What is urgent but not important?

What should I abandon?

Again, priorities are critical, but here are the two most important questions to consider: What are you doing that provides little return on investment now and/or in the future? What are you doing that contributes least to outcomes for which customers are willing to pay?

The former may send you back to your strategic drawing board. The latter may be as simple as: Are you reading and responding to emails that should just be deleted? Are you filing or saving things for later that you will never get to? Are you getting those unimportant ducks in a row before starting important tasks?

Choosing among the five effective methods for managing overload is not always easy, but that is what management is all about. Not choosing one of the five effective options, is both risky and stressful.

*Ann Latham creates clarity. As president of Uncommon Clarity, Inc., she provides consulting for companies who want better results faster. Visit AnnLatham.com or UncommonClarity.com for more information, to sign up for her newsletter or to purchase her newest book, *Uncommon Meetings: 7 Quick Tips for Better Results in Half the Time*. (c) 2011 Ann Latham. All Rights Reserved.*

NEWSwatch (continued)

(Continued from page 6)
business.

This concept is backed by a similar study performed on Duke University undergrads. In that study, the decision maker was more than twice as likely to buy when mimicking was employed.

Seasoned salespeople may already be familiar with mirroring and matching client behaviors. These studies confirm the effectiveness of this approach and suggest that all salespeople should be taught these techniques. Source: blog.insideview.com, Nov. 18, 2011

Resetting a 'bad morning' boosts productivity. When an employee arrives at work in a bad mood, will those negative feelings affect his or her productivity for the rest of the day? For many, the answer is yes, which is why you should consider helping employees start the day on a positive note.

Researchers Nancy Rothbard and Steffanie Wilk discovered that workers who were happy at the start of the day generally stayed that way as the day progressed. Those who came to work miserable, on the other hand, experienced a more than 10% decline in their productivity as they had to take more breaks to get through the day.

You can help reset a bad mood by granting an upset employee a little extra time for a pleasant break, e.g., a walk, music listening, going for coffee, etc. Boost overall morale with management practices such as emailing an uplifting thought to your staff first thing each morning, providing cookies or fresh fruit and offering genuine smiles (which studies show are contagious).

Source: *The Wall Street Journal*, Oct. 24, 2011

Another blow to brainstorming sessions. If you've ever left a brainstorming session feeling like the best ideas were never uncovered, you were probably right. Previous studies have concluded that getting a group of people to think individually about solutions, and then combining their ideas, can be more productive than getting them to think as a group in a brainstorming session. The reasoning is that some people are afraid of introducing radical ideas in front of a group; or the group is either too small or too big to be effective.

Yet another reason could be "cognitive fixation, where being exposed to another's idea makes it more salient in your mind and blocks ideas of other types," according to a new study by Nicholas Kohn and Steven Smith, two students at universities in Texas.

In one experiment, researchers manipulated the number of ideas participants saw in their chat windows, with some getting a few cues and others getting more. Their hypothesis was right: When exposed to many cues, the participants offered up ideas that were less creative and diverse.

However, the overall number of ideas was not significantly affected, meaning candidates went more deeply into those fewer categories that they did consider—suggesting fixation. Of course, fixation is not always bad and brainstorming could be effective if the goal is to explore a few categories in-depth. Also, in a separate experiment Kohn and Smith determined that they could end that fixation with a break and a 5-minute unrelated task. Source: Sipaonline.com, Nov. 9, 2011

IDEAwatch (continued)

(Continued from page 6)

with phones and call lists. No email access, no incoming calls to disrupt the process; only a determined attitude and an hour of getting into the cold-calling groove. Salespeople learn by hearing one another's approach, and seeing top salespeople get rejected helps the less experienced reps see it happens to everyone. They keep a chart in the conference room to show their new accounts and create a friendly competition. But what if you only have one sales rep—or you're the only rep? Find peers who are faced with the same aversion to telephone prospecting and create a Power Hour of your own. Source: www.inc.com

Less can be more when it comes to incentives. Money is the most expensive way to motivate employees and numerous studies show that big bonuses are less effective than smaller, unexpected gestures, because gifts create a relationship while bonuses are purely transactional. Consider how pleased you are when a friend brings a bottle of wine to your house for dinner and how different you'd feel if he offered to pay you for the home-cooked meal. In the office, small gestures create a similar friendly feeling. Sending an unexpected gift or, say, a \$65 check to employees when they've accomplished something notable will result in them feeling far more connected to the company than the relatively small financial investment would otherwise have implied. Source: blogs.hbr.org

Network your way to more business by following the advice of best-selling business author Harvey Mackay: "Diversify! If everyone in your network looks the same as you, it isn't a network; it's an anthill." Expand your reach by creating a network that includes people of different ages, races, religions, education and income levels. Source: *Dig Your Well Before You're Thirsty* by Harvey Mackay

Perhaps You DON'T Need to Save Money...

...but if you would like to, or want to gain customers, here's a way to get started: **M2M Discounts.**

Several Chamber members offer discounts just because you have the foresight to invest in the community through your membership. Are you taking advantage of these offers?

If you are not on this list, should you be? Every time a member renews, we send a copy of our M2M discounts with their membership cards. Your organization could be on that list. It's free except for the generosity you offer to a fellow Chamber member.

Here's our current list, with a couple of recent additions. And remember, *all employees of Chamber member organizations are eligible for these discounts!*

Accounting: *MJT Accounting & Business Solutions, Inc.* – 10% discount on the first six months of services. 519 Bailey Drive, Batavia, IL 60510, 708-828-3474.

Air Quality: *Confident Aire, Inc.* – 5% discount on heating and air conditioning repairs and maintenance. 338 McKee Street, Batavia, IL 60510, 630-761-9007.

Auto Care: *Batavia Firestone* – Oil & Filter Change \$19.99, tires at 10% over cost with free installation, all other service repairs are 10% off. 351 S. Randall Road, Batavia, IL 60510, 630-879-1800.



Computer Equipment and Services: *Karabowicz & Associates* - 5% discount on all computer hardware and software purchases and 10% discount on all network, desktop, and application services during the first 3 months. Mention Batavia Chamber when either emailing sales@karanet.com or calling 630-879-1360.

Department Stores:

Costco Wholesale Club – Purchase a \$50 Business Membership and receive a \$10 cash card. 215 S. Randall Road, St. Charles, IL 60174. Questions? 630-549-2040.

Sam's Club - Batavia Chamber Members will receive a \$10 Gift Card when they sign up for a new Membership or renew an existing Membership. 501 N. Randall Road, Batavia, IL 60510, 630-761-9100.

Jewelry: *K.Hollis Jewelers* – 5% discount on all jewelry (except loose diamonds). 147 S. Randall Road, Batavia, IL 60510, 630-879-8003.

Lodging:

Baymont Inn & Suites – 15% discount off rack rate (not valid with other discounts & subject to availability). Mention Batavia Chamber when making your reservations. 308 S. Lincolnway, North Aurora, IL 60542, 630-897-7695.

Best Western Inn of St. Charles – 20% discount off nightly rate (not valid with other discounts & subject to availability). Mention Batavia Chamber when making your reservations. 1635 E. Main Street, St. Charles, IL 60174, 630-584-4550.

Comfort Inn & Suites – 15% off the rack rate AND fresh baked cookies in the room! (Not valid with other discounts & subject to availability) Please mention the Chamber discount when you call. 1555 E. Fabyan Parkway, Geneva, IL 60134, 630-208-8811.

Marketing: *Neighbors of Batavia Magazine* – 10% discount off standard advertising rates. 4739 Clearwater Lane, Naperville, IL 60564, 630-995-3482.

Office Supplies: *Office Depot* – discounts if members sign up for their Business Solutions. Visit <http://bsd.officedepot.com>. (Note: The Chamber receives a small rebate for member purchases.)

If you would like us to add you to this list, give us a call today!

Need to Raise Capital?

Need to raise capital to get your next business idea off the ground?

New fundraising sites are cropping up all of the time. For example, Chubby-Brain.com matches you with the appropriate sources of funding—from grant providers to venture-capitalist firms to well-known angel investors. Or use its free database of investors

to narrow down which ones might be interested in your idea. RaiseCapital.com allows people with business ideas to post text, photos and videos about their projects to attract money for a one-time \$99 fee. Invest-



tors receive a daily update of newly registered businesses. OnGreen.com focuses on business ideas and patents that are a part of the green economy and tries to bring inventors, entrepreneurs and investors together. Source: www.pcworld.com

Events You May Have Missed



The Chamber welcomed Aliano's Ristorante to Batavia at their recent grand opening. (l to r) Phil Aliano, Mayor Schielke and Mario Aliano.



The annual BWIB Holiday Networking Lunch featured an auction of beautiful gift baskets. The participants also collected 55 toys and \$300 for the Batavia ACCESS Toy Committee.

Overcoming the Fear of Change by Roger Breisch

Dee Hock, Chairman Emeritus of Visa International, once said, "People do not hate change, they hate *being* changed." As I suggested on the cover of this issue, when people resist change, there is usually some element of fear the benefits of the change have yet to overcome.

When Judi and I bought our current home many years ago, it was painted a rather mousy gray. We wanted a different color, but we could "easily" change it.

Once we owned the house, I began a mental cost/benefit analysis. Costs: Since we did not have the money I had to borrow or buy scaffolding, decide on the paint, find the time and gain the confidence to do something I had never attempted. Benefits: We'd like it better. The costs, including the fear I was incapable, overwhelmed me.

Fast forward 5 years. The house is still the same mousy gray, but it has begun to peel, some of the underlying wood was deteriorating, and likely the neighbors were beginning to wonder about the deadbeats next door! Five years later, we had the money to hire professionals. The costs involved in doing the job myself evaporated and the benefits of a newly painted, protected house were huge. The house got repainted.

Why people change, and what pre-

vents them, is, in some way, quite simple. They need to *perceive* that the benefits outweigh the costs. What makes individual change challenging is that we seldom understand ourselves well enough to uncover the deep fears that constitute the greatest costs. What makes organizational change challenging is that they are made up of individuals that don't understand their own resistance to change...and every person perceives a different set of costs and benefits.

When a company decides to implement new software, for example, a young person with a career ahead of them can perceive the benefit of improving their skills, making them more marketable. And since they have grown up in the age of computers, learning a new platform is nothing. In fact, it is often fun.

On the other hand, a member of the staff nearing retirement perceives none of the benefits of improving their skill set and little potential for personal advancement. The costs include the fear that they simply might not be capable to learning something so new.

For many years I worked as a consultant to senior managers, trying to motivate them to move their organizations to a human-resource-powered, quality-focused culture. They saw the costs—training, equipment, new poli-

cies and (most fear inducing) new behaviors—as being very high, frightening and immediate. The benefits were amorphous, not easily quantifiable and payable in some unknowable, possibly distant future. It's no wonder my success rate was less than stunning.

If we want to change, or we need others to change, how might we proceed? The perceptions of the costs and benefits must be explored. But since those can involve a deep dive into a person's emotional makeup, discussing it must be done in a safe environment. Those, unfortunately, seldom exist in today's organizations.

Here are a few questions to consider:

1. What will the change cost?
2. What about the change is painful?
3. What will you lose?
4. What is most fearful about the future state?
5. If you could, for even a moment, put that fear aside, how do you feel about the change?
6. What can be done to ease that fear?
7. What might be pleasant about the new future?
8. What can be done to make the perceived benefits greater?
9. How might buying into the change generously help others.
10. What is one small step you might take to explore the new future?

News & Notes About Chamber Members



Pictured above:
St. Andrews'
Frank Jemsek,
Marianne Jemsek
Hinckley and Jerry
Hinckley

LISA SMITH
YOUNGDAHL
graphic design

The Council for the Advancement and Support of Education, National Council for Marketing and Public Relations, and the Association of Marketing and Communications Professionals honored **Waubonsee Community College** with 16 awards in late 2011. Congratulations!

The Loyola University Family Business Center has selected **St Andrews Golf & Country Club** as winner of the 2011 Illinois Family Business of the Year Award. This award has been recognizing top family owned businesses in the State since 1993. This year's awards drew over 250 nominations for the five categories which included; small, medium and large businesses as well as awards for community service and the Century Award.

Lisa Smith Youngdahl Graphic Design has received a 2011 CardioVascular Advertising Award. A Gold award was awarded for MidwestHeart, a magazine format

newsletter created for Midwest Heart Specialists. The competition recognizes outstanding excellence in advertising for the specific service lines of cardio and/or vascular services.

The Certificate for Achievement for Excellence in Financial Reporting has been awarded to the **City of Batavia Finance Department** by the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR) for the year ending December 31, 2010. Well Done!

Batavia Business learned recently about a creative co-marketing idea between two Chamber members...

Relax in one of the whirlpool suites at the **Comfort Inn & Suites Geneva** and enjoy a complimentary glass of wine with a fig & walnut butter flatbread at **Gibby's Wine Den** in Geneva. Great idea!

In December **Print Perfect**

purchased a Konica Biz-Hub 6500 digital printing press. This will produce high-quality, short-run color, along with black and white printing. Great for short run lengths and quick turn around.



On January 19, the **Batavia Public Library** will offer "Going Green in New Ways." Jennifer Jarland, Kane County Recycling and Resource Conservation Program coordinator, offers new ideas on water conservation, recycling beyond curbside, electronics legislation, and more. The program is suitable for homeowners and businesses. Register online at bataviapubliclibrary.org or call (630) 879-1393.



Books to Know & Love by Roger Breisch

The Joy of Living: Unlocking the Secret & Science of Happiness by Yongey Mingyur Rinpoche

Much like *Who Moved My Cheese*, this book found its way to the *New York Times* bestseller list.

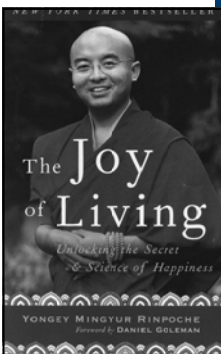
If you have been following the thread of this issue of *Batavia Business*—the fear of change—this is a good place to end that journey. Why? Because this book offers ways to begin another, more powerful passage—one that emanates from moments of quiet meditation.

In the article on the cover, I spoke of ways in which we do violence to ourselves by unfairly wedging our entire lives into boxes that only describe a small part of who we really are. Meditation helps us see the portions of our lives as just that...small pieces, rather than all-encompassing definitions.

The article on *Overcoming the Fear of Change* on the previous page, points out that much of the fear we face is so

deeply engrained we find its roots inaccessible in the normal course of our lives. Quieting the mind in the course of meditation is a way to tap into, and better understand, the inner turmoil that prevents us from moving forward in life. Beyond that, it also offers insight into the pain, anger, fear and sadness that arise from experiences other than the loss of wealth.

"Know thyself" is one of the most difficult challenges ever issued to humanity. To understand who we are at the deepest level—what we love, what we hate, what we fear, what makes us sad—is a life-long task. I have come to believe that quiet meditation is an essential vessel for the journey. It is said that the Buddha offered thousands of ways to quiet the mind, and listen deeply to the way our minds operate. It is only by this kind of deep reflection that we come to know who we are in relation to the world we encounter every day.



Answers to the social media quiz on page 4:

- a. Facebook
- b. Yahoo
- c. LinkedIn
- d. Blogger
- e. Flickr
- f. Stumbleupon
- g. Vimeo
- h. Twitter
- i. YouTube (a gimme!)
- j. Google
- k. Wordpress
- l. MySpace



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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:

City of Batavia
Drendel & Jansons Law
Group

Harris N.A.
Provena Mercy Medical
Center

Premier:

ARENDS
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.
Walmart
Waubonsee Community College

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