



# NORTHBROOK CHAMBER of commerce & industry

BUSINESS NEWS & VIEWS

NORTHBROOKCHAMBER.ORG

BRINGING PEOPLE & BUSINESS TOGETHER

JUNE 2017

## Businesses Report Multi-Chamber Expo a Productive Showcase - Sign Up Now!



*"The exposure that we receive as an exhibitor at the Expo makes the small investment more than worthwhile"*  
- Patty Peterson , CRC Concrete Raising and Repair

### BUSINESS EXPO & AFTER HOURS

Monday, July 24, 5:00 p.m.  
Hilton Chicago Northbrook

Sponsored by



In today's fast paced digital world, businesses don't always have an opportunity to make face-to-face connections with prospective customers. However, a venue like the Chamber's Business Expo and After Hours can help

members make those contacts in new and valuable ways. Statistics from recent surveys reveal businesses find unique value from events like the Chamber Expo, citing the ability to build brand awareness, unveil a new product or service to a receptive audience, generate leads and build lasting customer relationships.

Hosted by the Northbrook, Deerfield Bannockburn Riverwoods (DBR) and Glenview Chambers at the Hilton Chicago Northbrook, the Expo has space for up to 67 exhibitors.

In the convenience of one setting, the event offers members a turnkey opportunity

to showcase their business using their own creativity, limited only by the space allowed. The event is heavily promoted and draws a wide audience of over 400 business and civic leaders from throughout the North Shore.

Returning exhibitors report that the Expo helps build successful connections that result in new business. "Last year we made a ton of contacts at the Chamber Expo," comments Kim Nyren, North Suburban YMCA. "The energy in the room was palpable and the Chamber does a terrific job with set-up. We formed a totally unexpected partnership with

*Business Expo Cont. to pg. 4*

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### Last Chance to Register for June 9 Golf Outing

Held at Sportsman's Country Club's 27-hole course, the Chamber's highly anticipated annual Golf Outing offers a great opportunity to invite friends, colleagues and clients to enjoy a full day of golfing fun. The all-inclusive event features 18 holes of golf with friendly competition for skills contests and best scores. The Outing kicks off at 11:30 a.m. with lunch, bucket of balls and putting contest. The shotgun start is 1:00 p.m. After coming off the course, golfers will head to Marcello's for the fabulous

Cocktail Hour and Dinner. Winners of the skills contest as well as the \$500 Raffle prize are also announced at the dinner. Not a golfer? Sign up for the cocktail hour and dinner at Marcello's and enjoy meeting with golfers as they relive the day's excitement. To register or purchase raffle tickets, return the enclosed flyer or call the office at (847)498-5555.



## A Message from the Chamber President



Last month two new individuals and one incumbent were sworn in as Village of Northbrook Trustees. I'd like to offer my congratulations to both Jason Han and Muriel Collison as well as veteran Kathryn Ciesla

and wish them well as they begin a new three year term. We at the Chamber look forward to getting to know them and continuing our excellent working relationship with all of the Trustees.

But I would be remiss, if I did not give a big shout out to retiring Trustees Michael Scolaro and Todd Heller for their dedicated years of service. These individuals and the others who serve on commissions spend long hours at countless meetings as well as many hours behind the scenes educating themselves on the issues, sharing their professional expertise and providing strong leadership to make Northbrook a better place to live and work. The personal sacrifice and tremendous time commitment that comes with public service is not always evident and all of these individuals deserve our gratitude.

If you've attended one of the Chamber's networking events lately you may have noticed a lot of new faces. Many of our new members excitedly launch their entry into the organization at our First Friday networking breakfast, as well as our other events, where they hope to make connections. Over the years, I have witnessed members enthusiastically embrace these opportunities with some finding more success than others. Even our most seasoned networkers often report that they were nervous the first time they attended a Chamber event, but felt welcomed by the group, particularly the ambassadors. If I could give one piece of advice based my years of experience at the Chamber it would be this -- stick with it! Don't just tick it off your To Do List and wait for business to roll in. Building a network of contacts takes time and personal investment. Our Membership Director Kathi Quinn has put together a few excellent tips to help you navigate event networking. Check them out on page 4 of this newsletter.

The golf course is greener than ever, the contests are all teed up, the raffle prizes are ready and waiting to be claimed, and the promise of a day and evening of fun lies ahead; can't wait to see everyone out at the Chamber's Golf Outing!

## Caterpillar Moving Global Headquarters to Deerfield

World leading manufacturer of construction and mining equipment, Caterpillar Inc., recently announced that it will make Deerfield its new global headquarters. The company reached a multi-year leasing agreement with Deerfield's Corporate 500 Centre Office Park,

Caterpillar CEO Jim Umpleby commented that the site helps achieve their goal to be more accessible to global customers, dealers and employees. "This location will appeal to our diverse, global team today and in the future," he said, adding that it also gives employees options to live in either an urban or suburban environment.

The move is drawing positive comments from civic leaders and associations as it is expected to be a win for the North Shore business community. "This move is great news for Northbrook and the North Shore area," comments Chicago North Shore Convention and Visitors Bureau Executive Director Gina Speckman. "Caterpillar hosting meetings and events will have a positive impact on our hotels, restaurants and service businesses. They have been a great corporate citizen in Peoria so I assume they will continue this kind of civic

510 Lake Cook Road, and is expected to start moving 100 employees into the 100,000 square foot facility this fall. Eventually there will be 300 employees in the new headquarters when it is fully operational in mid-2018.

According to company officials, the jobs will be primarily in core corporate functional areas such as accounting, finance and communications. The site was selected for its convenience to not only downtown Chicago via commuter train, but also to O'Hare airport.



*Caterpillar Headquarters Cont. to pg. 3*

## BOARD OF DIRECTORS

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**NORTHBROOK CHAMBER  
of commerce & industry**

2002 Walters Avenue, Northbrook, IL 60062

847.498.5555 | Tel  
847.498.5510 | Fax

info@northbrookchamber.org  
www.northbrookchamber.org

## Village Weighing Options for Facility Improvements

With a number of the Village's facilities beginning to show signs of age, and many in need of modernization due to changing operational procedures, the Village Board has established an Ad Hoc Facilities Committee to discuss possible remedies. Trustees A.C. Buehler, Kathryn Ciesla and Bob Israel recently reviewed a list of the most critical short and long term needs by Police, Fire and Public Works and discussed options with Village staff.

"Some of the buildings haven't always changed to accommodate department needs," commented Public Works Director Kelly Hamill, who pointed out that equipment for Police and Fire have advanced over the years with vehicles and firefighting equipment getting larger.

Some of the biggest issues are the Fleet Maintenance Garage, constructed in 1956, which can no longer accommodate some of the larger fire equipment. The 47 year old Police Station has been retrofitted to accommodate Police operations, but is not current for best practices for standards and protocols. Fire Station 11 requires significant updates to the operational portion of the building including living quarters and office space. Improvements are also needed to better accommodate the increasing number of women employees. Many buildings need new roofs, HVAC systems and nearly all need security updates.

### Police Station

- Originally constructed in 1974 as combined Police and Fire Station

### Caterpillar Headquarters Cont. from pg. 2

engagement here."

Renaissance Hotel General Manager Stephen Barr adds, "It's always great to see companies like Caterpillar move into this area which will be great for business and the community as a whole. We look forward to having the opportunity to partner with them."

In her statement about the move, Deerfield Mayor Harriet Rosenthal commented that the village's easy access to transportation, quality schools and neighboring major corporations were

- Jail and prisoner intake areas need remodeling to meet current requirements and eliminate safety issues for officers and prisoners

- Additional space needed for department issued equipment in locker rooms

- Generator undersized and needs to be upgraded

- Restroom facility for interview rooms needed in the Investigations Unit

### Fire Station 11

- Constructed in 1971 as the Fire Department Headquarters to house 3 full time firefighters and volunteer firefighters (now has 6 firefighters and 17 administrative staff)

- Better women's locker rooms and sleeping accommodations needed

- Electrical improvements needed to ensure enough capacity for ambulances to be plugged in

- HVAC and fire sprinkler improvements needed

### Fleet Maintenance Garage

- Cannot adequately raise ladder truck and other large apparatus for repairs



- Need to add locker room facilities for men and women as well as women's washroom
- Vehicle lifts have reached the end of their useful lives
- No air conditioning or fire suppression
- Ceiling height restrictions and lack of work space

Possible scenarios range from expanding and renovating the current buildings onsite, or possibly moving the spaces to other locations (such as the fleet garage to the Fire Station). Trustees said they would be willing to consider constructing new facilities should the cost of repairs be prohibitive.

To fully evaluate space needs, the committee directed Village Manager Rich Nahrstadt to seek Request for Qualifications (RFQ) from consultants to perform a space needs analysis so the panel can figure out the next steps. Trustees also discussed making site visits to other municipalities to consider some of the newer facilities, looking at the possibility of grant money, and partnering with other municipalities with similar needs. It was generally agreed to continue to address any life safety issues immediately, but to hold off spending funds on larger capital improvements for the three buildings that will be reviewed with the space needs analysis until the findings are reported.

To see the report visit [www.northbrook.il.us](http://www.northbrook.il.us).

a draw. Caterpillar did not receive any incentives from Deerfield or the state.

The Deerfield global headquarters will complement Caterpillar's footprint in the Chicago area which includes the company's Digital and Analytics Hub in the Merchandise Mart, which opened in 2016.

The \$39 billion company is a world leader manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. The company has 12,000 employees in the Peoria area.

## Business Expo Cont. from pg. 1

another not-for-profit organization, and also made several other mutually beneficial connections.”

Others report that it provides an opportunity to show the relevance of their business. “Last year was my first year in the Chamber, as well as exhibiting at the Expo,” comments Marcy Gelber, Travel 100 Group. “It gave my company the exposure it needed to show how much I have to offer. It also allowed me to dispel the myth that travel agencies no longer exist. The attendees were enthusiastic and supportive of the exhibitors.”

Gaining a big return on a relatively small investment is another advantage cited by repeat exhibitors. “The exposure that we receive as an exhibitor at the Expo makes the small investment more than worthwhile,” comments Patty Peterson, CRC Concrete Raising and Repair, who was the first to sign up this year. “We always make new connections that result in new business. And it’s a classy, professional and fun event! We will definitely continue to participate in years to come.”

David Kirschner, from SCORE Chicago echos the comments. “The Chamber Expo is one of the better events we exhibit at during the year. It’s very well run and attendees are very receptive to our services.”

By limiting the number of exhibitors to 67, it is easy for attendees to stop by and learn about each business in the room. The Chamber sponsors a quiz contest to encourage attendees to circulate the room and check out as many exhibitors as possible while enjoying complimentary refreshments.

Exhibitors are provided with a 6 foot skirted table, postcards to help promote the event, a listing on all collateral material, including local newspaper ads, the Chamber newsletter and the website. Premium exhibitors are guaranteed wall space assignment, extra space for floor signage, and electricity. Refer to the enclosed flyer for early bird pricing. After June 23, the cost increases. Register early as space sells out every year.

### Expo Exhibitors

- 22nd Century Media
- AMLI Deerfield
- BasketWorks
- Bright Horizons at Northbrook
- Chicago’s North Shore Convention and Visitors Bureau
- Costco Wholesale
- CRC Concrete Raising & Repair
- Elisco Design Architects LLC
- Farmers Insurance - The Slavin Agency

- First Bank of Highland Park
- First Choice Coffee Service
- Hilton Chicago Northbrook
- IL Rep. Laura Fine
- IL Rep. Elaine Nekritz
- Indak Lighting
- Johnny’s Kitchen & Tap
- Junk King
- Lewis Floor & Home
- Money Mailer
- North Suburban YMCA
- Northbrook Bank & Trust Company
- Northbrook Public Library
- Orangetheory Fitness
- Ruth’s Chris Steak House
- ShelfGenie
- Shred Spot
- State & Main Kitchen and Bar
- The Dolins Group
- Travel 100 Group
- Village of Northbrook
- Whitehall of Deerfield

To add your name to this list of exhibitors, return the enclosed registration form, or contact Tami Olsen at 847-513-6003.

## Simple Ways to Win at Event Networking

by Kathi Quinn, Membership Director



One of the best parts of my job is observing the enthusiasm of new members as they embark on their journey into Chamber membership. Members often tell me that one of the main

reasons they join the organization is the ability to make new contacts and connections at our networking events. Networking is a critical skill that can help you build a brand, grow your business and develop confidence. Yet, for many people the thought of networking can be intimidating. Here are a few tips to get it right!

**1. Challenge Yourself.** Set a networking goal for yourself before walking into the room. One that I like to use is to meet three new people. Seek out those you don’t know, before catching up with colleagues. Then invite a colleague over to join the conversation, make an introduction and move on to another new person! Exchange business cards before you move on if appropriate. Don’t forget follow up. Schedule a coffee or lunch with a new contact that you met.

**2. Perfect your pitch.** A short, well-crafted pitch can make the difference between being memorable and forgettable. Be clever, yet clear and concise about who you are, and what you do. New to networking pitches? The Chamber has a team of ambassadors who can help

you navigate networking, and members are willing to help you become First Friday ready!

**3. Don’t be on time.** Arrive early and smile! Unlike social events – being early to a networking event gives you key advantages. You can scope out the room, get comfortable and check out the attendee list before the venue fills up. Attendees will see you as they enter. Greet them with a smile – ice broken! This makes starting a conversation with someone you have never met before - easy. Being fashionably late might work for a party, but not in networking. If you are an introvert or shy, consider being early and smiling your go-to networking tools.

*Event Networking Cont. to pg. 6*

The seventh annual **North Shore Music Festival** will be held on June 7, 9 and 10 at the Village Presbyterian Church, featuring Beethoven, Brahms and Mozart masterpieces performed by world renown classical artists and a number of Chicago area talented young musicians. For more information visit [www.nscmf.org](http://www.nscmf.org) or call (847)370-3984.

Enjoy watching the **North Shore Place** chef prepare a few of his finest culinary creations and also tour the facility on Thursday afternoons June 8, 15, 22 and 29, 3:00 p.m. Limited seating available. To RSVP call (224)633-2319.

Need to borrow a projector and a screen for a meeting? With your **Northbrook Public Library** card, you can check out a projector and an 80 inch screen for up to a week. Visit [www.northbrook.info/create/tech/projectors](http://www.northbrook.info/create/tech/projectors) to learn more, or to place a hold on a projector or screen.

Participants in **The American Cancer Society's** Relay for life starting Saturday evening, June 10, 6:00 p.m. to Sunday morning June 11, 6:00 a.m. at Glenbrook North High School will walk to raise funds to support research, educational programs and free services for cancer patients and their families. Visit [www.RelayForLife.org](http://www.RelayForLife.org) for more information.

Congratulations to Joni Cohen ECCS, **Party Cruiser's Etc.** for receiving the first Elite Cruise Counselor of the Year award from the Cruise Lines International Association (CLIA) at their Hall of Fame Cruise Industry awards dinner recently. The award recognizes individuals who demonstrate their commitment to professional development and whose efforts significantly impact the travel agent landscape.

Learn to cook with garden-fresh ingredients all summer long at the **Chicago Botanic Garden** Chef Series, Saturdays and Sundays in June through October 8, 1:30 and 2:30 p.m. Sponsored by Whole Foods, noted chefs will prepare recipes in the Regenstein Fruit & Vegetable Garden open-air amphitheater. Visit [www.chicagobotanic.org/chef](http://www.chicagobotanic.org/chef) for information.

*Brad Floden, Cobalt Photography (2nd from l) along with over 100 other Chamber members and guests enjoyed learning more about Express Video Productions from staffers (l to r) Kelly Aron, Jeff Goldstein and Dan Kalish at the recent Business After Hours.*



Tickets are now on sale for the **Northbrook Rotary** annual Rubber Ducky Race fundraiser which takes place on July 4 at the Village Green. Sponsorships are also available. For more information visit [www.northbrookrotary.org](http://www.northbrookrotary.org) or call Alan Karzen at (773)716-6324 or Nate Ruben at (847)946-1803.

**Drumstix Market** now offers special dinner picnic boxes for Village Green and Ravinia concert goers this summer. Dinner for four is \$75 and includes 20 pieces of fried chicken, sauces, two 16 ounce containers of coleslaw, 16-ounce container of baked beans, large farmers salad and two honey cornbreads. Includes plates, plastic ware and napkins. Call (224)723-5467 to order.

A ribbon cutting for the new **Northbrook Park District** Sports Center Pool renovation will be held on Saturday, June 17, 10:00 a.m. The Center features a 25-yard pool with six lanes, a leisure pool, vortex pool, deep water diving pool with drop slide and a climbing wall. For more information visit [nbparks.org](http://nbparks.org).

**Glenview State Bank** will host a Shredding Event on Saturday, June 17, 9:00 a.m. - noon at its Glenview office. Up to 25 pounds of paper documents can be disposed of; drive through service is also provided.

Learn tips to keep your perennial garden in top shape at an informative free seminar at **Red's Garden Center** on Saturday, June 17, 2:00 p.m. There will be demonstrations of pruning, pinching and thinning techniques. Space is limited; RSVP at (847)272-1209.

**Northbrook School District 28** was one of eleven school districts in the state to receive national recognition for outstanding music education. For the third year, the district received the Best Communities for Music Education designation from the National Association of Music Merchants Foundation.

**Northfield Township Food Pantry** Palooza: Rock 2 Stock Streetfest fundraiser will be held on Saturday, June 24, 6:00p.m. - 10:00 p.m. at the downtown Glenview Metra parking lot following Summerfest. There will be live music, local food vendors, beer, wine, dancing and family fun. Cost is \$10 at the door.

Congratulations to **North Suburban YMCA** President/CEO Howard Schultz, who was recently selected to be a member of the Y-USA Small and Mid-Size YMCA CEO cabinet, a 16-member representative group of YMCA CEOs from around the country. For more information visit [NSYMCA.org](http://NSYMCA.org).

**Covenant Village** recently awarded \$8,500 raised from its Holly Fair to the Northbrook Fire Department, Northbrook Police Department, the Northfield Township Food Pantry and the Northbrook Public Library.

**The Book Bin** will have Summer Hours during June, July and August. Monday through Thursday the store will be open 9:00 a.m. - 7:00 p.m.; Friday and Saturday until 5:00 p.m.

## Northbrook Community Guide Hits the Streets!

The Chamber's signature publication, the 2017/2018 Northbrook Community Resource Guide has hit the streets -- recently mailed to all households and businesses in Northbrook. The four-color guide is a highly-regarded community reference source for information about Northbrook. A calendar of events listing important community activities as well as comprehensive information about Village services, schools, demographics and statistics, recreation, events, tax information, and civic and social organizations are popular features.

Chamber members are prominently featured in the categorical and alphabetical listing of businesses, with many business categories cross referenced in the editorial sections of the publication. A separate Shopping and Dining pull-out section is a handy reference for Northbrook's major shopping districts and area restaurants, with valuable coupons and discount offers.

Published in partnership with 22nd Century Media, the Guide is stocked at high traffic locations around town for further distribution to new residents, businesses and visitors. Hundreds of copies are also distributed to hotels, community groups, large corporations and civic organizations throughout the year.

If you would like additional copies, or if you have any questions about the Guide, please call the Chamber at (847)498-5555. wishes to express its appreciation to the many businesses who supported the publication with advertising.



The Chamber

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Event Networking Cont. from pg. 4

**4. Be a gatherer.** Make it your goal to “gather” information! Approach a networking event from the idea you give (your attention) rather than get (a sale). People love to talk about themselves! The more you know about another person, the better your chances are in determining if they can be a customer for you, provide you with a referral, or be a collaborator. “Gather” details about them: how they chose their field, what they are

passionate about. Be friendly and professional. For example, it's okay to say, “How long have you been a widget-maker?”, but don't say “I sell widget-supplies, want to buy from me?” You may be surprised at what you gain when you focus on the other person!

**5. Face time matters. Don't be a one and done networker.** Members of the group need time to get to know you and to trust you before they will do business with you. Connect with members by participating in both large and small group events to meet with the broadest range of professionals. Don't forget to try all of our opportunities such as educational seminars, advocacy programs and committees. Showing up and getting involved helps deepen your connections.

At the end of the day it's about success based on your goals. Think quality, not quantity. Did you meet someone interesting? Will you be able to create

meaningful connections with them? Were you able to help someone else? Did you learn something new? These are the take-a-ways for great networking! Please call me if you would like to talk more about effective networking strategies.

### First Friday Networking Breakfast

Friday, June 2  
7:00 a.m. - 9:00 a.m.  
Chamber Office  
\$10 members, \$20 guests payable at the door\*  
*Guests MUST register 24 hours in advance. Guest registration will not be taken at the door.*

Join over 100 Chamber members and guests for proven, successful networking opportunities at the First Friday networking breakfast. The structured event includes time for informal networking, brief introductions, and round table discussions that will give you solid business leads.

### SOHO (Small Office/Home Office) Roundtable

Wednesday, June 14  
11:45 a.m. - 1:15 p.m.  
Chamber Office  
No charge; members are invited to bring their lunch.

At this informal roundtable discussion, small business owners and entrepreneurs help each other problem solve and discuss relevant concerns. Discussion is driven by participants, and often centers around best business practices, keeping up with the trends, marketing tips and the latest in technology.

### Business After Hours

Thursday, June 15  
5:00 p.m. – 7:00 p.m.  
Fenceworks  
3177 MacArthur Blvd.  
Complimentary for members; \$20 for guests

Help celebrate the 50th anniversary and new location of this north shore institution previously known as The Guy on 41. In addition to a VIP ribbon cutting, there will be tours of the spacious year-round showroom featuring swing sets, trampolines, basketball hoops and lots of fences. Bring plenty of business cards for networking and a chance to win a raffle prize.

Last month the Chamber held an informative Economic Outlook breakfast and participated in a ribbon cutting at new downtown restaurant Jar Bar.



**1.** Village Trustee Jim Karagianis (r) with Alex Irland and Courtney Olson, First Bank of Highland Park **2.** Economic Outlook breakfast speaker Jack Ablin, BMO Private Bank US and Pat Lederer, Korman/Lederer **3.** Jasen Toussant, Northbrook Bank and Trust with Northfield Township Supervisor Jill Brickman **4.** Susan Zecca, Northbrook Bank and Trust, Molly Hamer, Northbrook Park District and Mindy Munn, Northbrook Park District, Rich Rushkewicz, Northbrook Bank, Nathan Margol, Northbrook Bank, RJ Gravel, Glenbrook North High School **5.** Chamber President Tensley Garris (c) with Jar Bar owners Karen and Adam Firsell (with scissors) **6.** Anna Amen and Carlos Frum, Northbrook Public Library **7.** Peter Balyeat, Korman/Lederer (c) with his guests (l) John Seaman, Morgan Stanley, and Michael Rudman, SVN Chicago **8.** Cathleen Doyle and Kate Hall, Northbrook Public Library at the Xpress Videos After Hours

## CALENDAR OF EVENTS

JUNE 2017

Mon	Tue	Wed	Thu	Fri
29 Chamber Office Closed in observance of Memorial Day	30	31	1	2 First Friday Networking Breakfast 7:00 a.m. - 9:00 a.m. Chamber Office
5	6		8 Chamber Board Meeting 7:30 a.m. - 9:00 a.m. Chamber Office	9 ANNUAL GOLF OUTING & DINNER 11:30 a.m. Registration 1:00 p.m. Shotgun Start
12	13	14 Small Office/Home Office Rountable 11:45 a.m. - 1:15 p.m. Chamber Office	15 Business After Hours 5:00 p.m. - 7:00 p.m. Fenceworks 3177 MacArthur Blvd.	16
19	20	21	22	23
26	27	28	29	30



## FATHER'S DAY HOT DEALS

### Chicago Botanic Garden

Father's Day Canoe Adventure and Special Grill Menu  
Valid: Sunday, June 18

### Exact Blade

Half Off Personal Steak Knife for Dad  
Valid: Through June 18

### Five Seasons Sports Club

Father's Day Breakfast buffet  
Valid: Sunday, June 18

### Northbrook Family Eye Care

\$50 contact lens credit with purchase of sunglasses for Dad  
Valid: month of June

### Pinstripes

Father's Day Special Brunch  
Valid: Sunday, June 18

### Ruth's Chris

\$25 Gift Card when celebrating with Dad  
Valid: Sunday, June 18

### Smart Jewelers

Discounts on watch repairs for Dad  
Valid: Through June 18

### Sportsman's Country Club

Free golf cart for Dads  
Valid: Sunday, June 18

*Restrictions may apply. For more details & special offers go to [northbrookchamber.org](http://northbrookchamber.org)*