



NORTHBROOK CHAMBER of commerce & industry

BUSINESS NEWS & VIEWS

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BRINGING PEOPLE & BUSINESS TOGETHER

JUNE 2018

Meet New Clients, Gain Visibility at the Multi-Chamber Business Expo!



"I made three to four great contacts with national accounts," comments Jim Broderick, Money Mailer.

BUSINESS EXPO & AFTER HOURS

Monday, July 23, 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, an event such as the Chamber's Business Expo can help members make those contacts in new and valuable ways. Surveys from past

participants cite 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.

"Last year was my first year to participate in the Expo as I had recently joined the Chamber," comments Marc Levin, ShelfGenie. "Not only was the event well executed, and the turnout better than I expected, it was also a great opportunity for me to introduce myself and ShelfGenie to the local business community and meet potential clients. Immediately following the event I committed to be an exhibitor again this year!"

Gaining a big return on a relatively small investment is another advantage cited by repeat exhibitors. "I made three to four great contacts with national accounts,"

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With 6b Approval Pyramid Packaging Expansion Planned

Thanks to a recent decision by the Village of Northbrook Trustees in favor of granting a Cook County 6b tax break, Pyramid Packaging is making plans to move forward with the expansion of its current headquarters at 2901 Shermer Road, south of Willow Road.

Pyramid is a distributor of packaging machinery, supplies and services, specializing in supplies for food, medical and industrial customers. The company is currently headquartered in a 6,500 square

foot building, which it has occupied for the past 5 years. Company owner Bob Ploen says that he selected the Northbrook location in 2013 because the one acre lot was ideal should the growth of his business require more space.

The two-part expansion will involve more than doubling the size of the current building to 13,500 square feet to accommodate continuing business growth. Ploen estimates the first phase of the

Pyramid Packaging Cont. to pg. 3

Message from Chamber President



Throughout the year, the Chamber devotes significant resources to recruiting new members. These new members bring fresh ideas, energy, and perspectives into the organization. At the same time, it is equally important to retain our

existing members. A mix of new and veteran members provides consistency and balance to the organization. Every year around this time, we take stock of how successful we have been with this process. I am happy to report that this year the Chamber had an impressive retention rate just slightly above 84%. While the Chamber has every right to be proud of this achievement, it's important to look past this statistic to see what's behind it. One reason for the Chamber's success is that our members care about each other and are invested in each other's success. A testament to this is the monthly First Friday networking breakfast, buzzing with energy and with over 120 people exchanging leads and making connections. Members also often share with me some of the successes they have experienced through their Chamber relationships. Even this month's guest column

with tips on how members can improve their search engine optimization (SEO) is a gesture by one of our members to help others.

For its part, the Chamber works hard to offer beneficial programs such as the upcoming Expo and After Hours, which helps members showcase their businesses and make new connections. Whether you are a veteran Chamber member, or new to the organization, please know that the Chamber is committed to your success and cares about your experience. At the same time, we are always interested in your ideas and suggestions for how we can better serve you.

I'd like to take a minute to acknowledge all of the support we have received for this year's Golf Outing. Despite the late arrival of spring and warm weather this year, we have received overwhelming support for the Outing. It is gratifying to see so many sponsors supporting us, all the golfers signed up and the many volunteers, all working hard to make the Outing another great success. Please know that your support helps to keep membership dues affordable for all businesses and allows us to give back to the community through programs such as the Meal Packing event.

Looking forward to seeing everyone out on the course!

Exact Blade Earns Village's First Green Business Award

For its many efforts to conserve energy, re-purpose materials and for its unique system of recycling



iron and steel byproduct materials from its sharpening operations, Chamber member Exact Blade Knife Sharpening & Cutlery was recently awarded the Village of Northbrook's Inaugural 2018 Green Business Award. Following a review of all the applications, the company was voted unanimously for the first ever award by the Environmental Quality Commission. "These actions have diverted waste from landfills and serve as a good example of ways to reduce a business' impact on the environment," according to the Village Resolution.

Exact Blade is a sharpening service, cutlery, garden tool and saw blade dealer located at 813 Waukegan Road at Dundee. According to founder Dan Mennemeyer, since its inception

in 2013, every aspect of the company's operation is guided by environmental responsibility. "One of the principles behind my business from the start was being green," comments Mennemeyer. Exact Blade uses a cold water whet stone method with magnets to capture all the iron and metal particulates, eliminating the need for noisy ventilation machines and vacuums that use a lot of electricity. The metal particulates are essentially "iron dust" and are recycled into the ground at the owner's home or given to customers who ask to use them for iron hungry plants, shrubs and trees.

Exact Blade also worked with ComEd to convert the store's lighting to state of the art LED lighting, which helped to contribute to an 8 kwh reduction in electrical usage. Most of the furnishings in the shop, including

Exact Blade Cont. to pg. 3

BOARD OF DIRECTORS

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Michael Nortman
Crossroads Development

Steve Schmit
Wiss, Janney, Elstner Associates

Neisha Vitello
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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

Pyramid Packaging Cont. from pg. 1

project is expected to begin over the summer with the construction of a new 8,092 square foot building 12 feet south of the current building. In phase two, the company plans to move into the new structure, tear down its current building, and add another 5,440 square feet. The addition would bring on 3 - 4 additional hires. Construction is estimated to cost between \$1.2 and \$1.5 million and is expected to be complete in two years.

The 6b, which provides an incentive for industrial development, reduces the overall property tax bill for industrial and warehouse buildings over the course of 12 years. The 6b requested by Pyramid would apply to the added value that would result from the new construction and will cut the property tax bill by more than half, from \$742,000 (without the 6b) to around \$334,000 over 12 years. "We feel this investment will have a positive impact on the community and the neighboring businesses," comments Ploen, who says he has a good relationship with other businesses in the area and feels that the area is changing.

Before Trustees voted on the 6b, School Districts 30 and Glenbrook High School District 225, the Northbrook Park District, Northbrook Library, the Industrial and Commercial Development Commission, (ICDC) and the Economic Development Committee (EDC) all weighed in on the impact of the tax break. In April, Glenbrook High School sent a letter to the Board in support of the 6b, noting that the loss of tax revenue to the schools would not be significant, would keep Pyramid in Northbrook, and that new



construction could spur other positive development in the area. Another benefit of the construction will be improvements to traffic flow. The new design will solve the challenge of bringing traffic off of Shermer Road and onto Holste Ave., according to Ploen. The new docks facing Holste are designed to improve traffic flow and enhance overall vehicle and pedestrian safety from trucks backing up and pulling away from the current dock

The company had explored the possibility of building on a new site in another municipality, but Ploen indicated that he wanted to stay in Northbrook. "The 6b was a highly significant factor in our decision to stay in Northbrook. In the long term it's a win-win," he notes.

Exact Blade Cont. from pg. 2

cabinets in the work area, are reclaimed from other buildings including vintage homes. Exact Blade also repurposed case goods from hotels and other businesses that are in good shape, including chairs, tables and cabinets. Instead of using purchased plastic products or paper bags, newspaper and used boxes are used to package customers' finished service items like knives and garden tools.

Within just two years of its start with a mobile truck, Exact Blade had enough business to open a brick and mortar sharpening shop and add retail, offering brand name knives, garden tools and saw blades. Mennemeyer chose Northbrook because of its central location in the NorthShore

Mennemeyer accepted the Green Business Award at the April 24th Village Board Meeting. For more information, visit www.exactblade.com.

Contractors Alerted to Village Ban on Coal Tar Sealants

Village officials announced recently that coal tar-based pavement sealants have been banned in Northbrook and can no longer be used on residential or commercial driveways or parking lots.

Sealants are used to protect driveways or parking lots from weathering and to maintain a dark, glossy appearance. There are two types of sealants -- coal tar-based and asphalt-based. Both are equally effective, however the coal tar-based products are known to be harmful to the environment.

Coal tar is a byproduct of coal processing and also comes from power plants. It contains polycyclic aromatic hydrocarbons (PAHs) which are known to be toxic to aquatic life and can also be harmful to humans in certain concentrations.

As an alternative, businesses and residents can seal their driveways with

asphalt-based sealants, carried by most home improvement stores. According to some experts, asphalt-based sealants are better in terms of preserving air quality, smell better, prevent oxidization and do not cause skin irritation.

Contractors will need to verify that the products they use do not contain coal tar sealants. and will need to be licensed by the Village. The pavement sealing licenses are available from the Development and Planning Services Department and cost \$60. Contractors will be required to sign an affidavit acknowledging that they will not use coal tar-based sealants and will be required to keep Safety Data Sheets to identify the materials used in their projects. Coal tar sealants were also recently banned in Glenview, Deerfield, Wilmette, Winnetka, and Highland Park. For more information call (847)272-5050.

Business Expo Cont. from pg. 1

comments Jim Broderick, Money Mailer. "The potential money to be made far exceeds the cost associated with being an exhibitor."

Exhibitors also appreciate the fact that the event draws a large number of attendees. "The audience more than met my expectations," notes Michael Zywicki, Emerald Place. "It was a good mix of people."

"It was my first Expo and I didn't know what to expect -- I was blown away by the amount of people," commented Brady Pankow, Ruth's Chris Steak House. "The audience was good and very receptive," adds Marilena Tanasescu, Northbrook Bank & Trust. "The venue was great, the parking easy, appetizers were delicious. I will be an exhibitor again this year!"

The Chamber organizes a fun scavenger hunt 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 22, the cost increases. Early registration is encouraged, as space sells out every year.

Partial List of Expo Exhibitors

- 22nd Century Media
- ARC Homecare and Nursing Professionals
- BasketWorks
- Bright Horizons at Northbrook
- Chaos Tamers Professional Organizing
- Chicago's North Shore Convention and Visitors Bureau
- Covenant Village of Northbrook
- Delta by Marriott Chicago North Shore Suites

- Elisco Design Architects
- Farmers Insurance - The Slavin Agency
- First Choice Coffee Service
- Five Seasons Sports Club
- Gail's Brownies
- Greenhouse Group, LLC
- Hilton Chicago/Northbrook
- Home Instead Senior Care
- Johnny's Kitchen & Tap
- Noggin Builder
- North Suburban YMCA
- Northbrook Bank & Trust Company
- Northbrook Public Library
- Rover's Place
- SCORE
- ShelfGenie
- The Dolins Group
- Whitehall of Deerfield
- XellerateIT

To add your name to this list of exhibitors, return the enclosed registration form, or contact Katie Walther at (847)513-6003

How Your Northbrook Chamber Membership Can Boost Your Online Ranking

Submitted by Ron Goldblatt,
NorthShoreLoyalty & Mobile Solutions

Getting to the top of a search page on Google or any other directory requires a lot of time and effort, but your Northbrook

Chamber membership can help. One factor that has a big impact on the algorithms to get you ranked higher on a search page is the use of backlinks. Backlinks are simply links from one website to another site. Since your Chamber membership includes a link to

your business, you are already linked to an "authoritative" website in the eyes of Google. To maximize this relationship, it is impactful on your rankings to create a "backlink" to the Northbrook Chamber on your website. The easiest way to create this backlink is to follow these four simple steps:

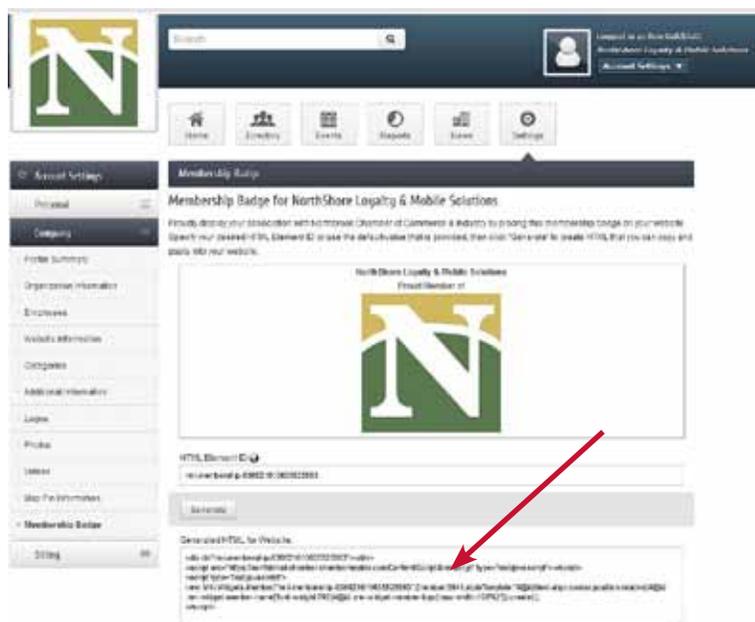
and go to your Company Information page.

2. Tap on the Membership Badge option at the bottom of the page
3. Generate the HTML code by tapping the Generate link button
4. Paste that code to the bottom portion of your website home page.

If you do not know how to paste HTML code to your website, ask your website provider for help.

Backlinks are not the only factor that can get you to the top of a search page, but it is always a good idea to use all the free resources available to help get you there.

Ron Goldblatt is the owner of NorthShore Loyalty & Mobile Solutions. The company's purpose is to create engagement for their clients. It finds new customers and brings all customers back more often through a suite of marketing services that enhance search engine rankings, increase customer reviews, optimize website design and leverage text marketing and loyalty programs.



1. Login to your Chamber account

Congratulations to the following Chamber members whose new appointments to Village Commissions and Boards were recently announced: Jill Carlisle, **la de da!** and Ron Goldblatt, **NorthShore Loyalty & Mobile Solutions** to the Industrial and Commercial Development Commission (ICDC) for three-year terms; and Kristen Gorenberg, **Ruben and Goldberg** to the Zoning Board of Appeals for a four-year term.

CMX Cinema will hold an Event/Meeting Showcase at their Skokie location on Wednesday, June 6, 7:30 a.m. - 10:00 a.m. for anyone interested in the venue for social and corporate events or meetings. Attendance is complimentary and includes breakfast and a raffle. RSVP to events. oldorchard@cmxcinemas.com or call (224)580-6847.

Barilla invites businesses to arrange a private tour of a special, one of a kind traveling exhibit "The Legacy Wall" that features 125 mini biographies of LGBTQ people and highlights the many important roles they have played throughout human history. The exhibit will be displayed at their Northbrook office through Friday, June 8. Email jessica.sharpe@barilla.com to schedule a tour.

The **Northbrook Public Library** presents "Marketing your Business in a Digital World" on Thursday, June 7, 7:00 p.m. - 8:30 p.m. The class will offer suggestions about ways to make it easier for your business to be found online. Registration required at www.northbrook.info

Red's Garden Center will offer a Companion Gardening Seminar on Saturday, June 9, offering tips for how to use plant characteristics such as height, scent, etc. to create mutually beneficial relationships with other plants and a more earth friendly, healthy garden. There is no charge to attend but pre-registration is required. Call (847)272-1209 or email reds@redsgardencenters.com to RSVP.

Participants in The **American Cancer Society's** Relay for Life, which starts Saturday, June 9, 6:00 p.m. and continues

to Sunday morning June 10, 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 for more information.

The **Northbrook Police Department** will participate again this year in the "Law Enforcement Torch Run" in support of Special Olympics Illinois. Joining with other officers around the state on Sunday, June 10 Northbrook officers will carry the torch for a three mile stretch along Milwaukee Avenue. The goal is to raise \$15,000; 100% of all donations go directly to support Special Olympics Illinois. Visit www.northbrook.il.us/PoliceTorch or call (847)664-4460 for donation information.

The **Northbrook Park District's** "Tuesdays in the Park" free outdoor concerts run June 12 through July 24. Performances begin at 6:30 p.m. New this year is a partnership with local restaurants including Little Louie's and Lucky Fish, who offer takeout specials to bring to the park each week. Visit nbparks.org for more information.

The eighth annual **North Shore Chamber Music Festival** will be held on June 13, 15 and 16 at the Village Presbyterian Church, featuring works by Vivaldi, Tchaikovsky and Chopin as well as talented young musicians from The Betty Haag Academy of Music. For more information visit www.nscmf.org or call (847)370-3984.

Throughout the month of June **Whole Foods Market** will donate 10 cents to the **Chicago Botanic Garden** for every recycled bag used. Funds raised support programs for youth. Visit www.chicagobotanic.org for more information.

The **Northfield Township Food Pantry** Palooza: Rock 2 Stock Music fest fundraiser will be held on Saturday, June 30, 5:30 p.m. - 10:30 p.m. at the downtown Glenview Metra parking lot. There will be live music, dancing and family fun. Food, beer, wine,



Granite City General Manager Jeff Berlin welcomed over 100 guests including Chamber President Tensley Garris, to last month's Business After Hours.

and refreshments available for purchase. Cost is \$10 at the door. All proceeds benefit the food pantry. For more information call (847)724-8300.

Covenant Village of Northbrook recently awarded \$6,200 raised from its recent Holly Fair to four agencies: the Northbrook Fire Department, the Northbrook Police Department, the Northfield Township Food Pantry and the Northbrook Public Library.

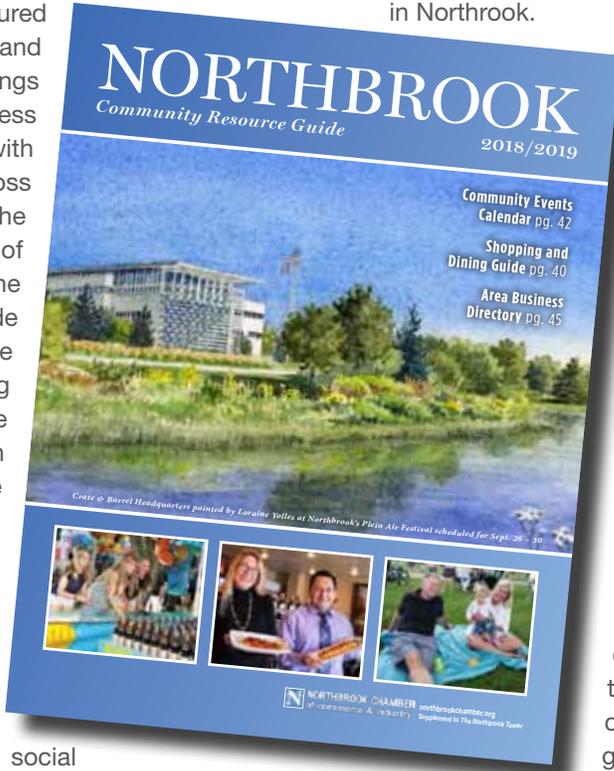
Amy Torf, **Noggin Builders**, was one of four featured TEDx speakers at the Northbrook Public Library last month. Amy's presentation, "Curly Fries and Creative Problem Solving," was part of the live event organized independently and licensed by TED, which promotes "ideas worth spreading." Her presentation can be seen on the Library's website www.northbrook.info/tedx/

Cancer Wellness offers "Hot Topics in Nutrition" on Monday, June 18, featuring oncology dietician Lori Bumbaco, who will give updates on what's new in oncology nutrition along with updates on antioxidants and fasting. There is no charge to attend. Register at www.cancerwellness.org or call (847)509-9595.

Northbrook Community Guide Hits the Streets!

The Chamber's signature publication, the 2018/2019 Northbrook Community Resource Guide was recently mailed to all 16,500 households and businesses in Northbrook. Chamber members are prominently featured in the Categorical and Alphabetical listings in the Business Directory, with categories cross referenced in the editorial sections of the publication. The four color Guide contains valuable information on living and working in the community with comprehensive information about Village services, schools, demographics and statistics, recreation, tax information, and civic and social organizations. A two-page calendar of events is also included.

A separate Shopping and Dining pull-out section in the center of the Guide includes all Northbrook restaurants and highlights Northbrook's major shopping districts. There are also valuable coupons



and discount offers from Chamber members. The Shopping and Dining Guide is an important component of the Live Shop Dine campaign, a partnership with the Village to promote shopping and dining in Northbrook.

The Community Guide and Shopping & Dining Guide are 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, stop by the office, or pick one up at an upcoming event. The Chamber wishes to express its appreciation to the many members for their advertising support in the publication.

Last Chance to Register for June 8 Golf Outing!

There are still a few spots left for the Chamber's highly anticipated Golf Outing! Held at Sportsman's Country Club, the 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, a bucket of balls, putting contest, followed by a shotgun start at 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 contests as well as the \$500 Raffle prize are also announced at the dinner. For the fifth year in a row, costs for the Outing remain the same. To register or purchase raffle tickets, return the enclosed flyer or call the office at (847)498-5555.



Monthly Networking Events

First Friday Networking Breakfast

Friday, June 1
7:00 - 9:00 a.m.
Chamber Office
\$12 members, \$20 guests payable at the door

Join over 120 members and guests for proven networking opportunities at the First Friday Networking breakfast. The structured breakfast includes time for informal networking, brief introductions and roundtable discussions that will give you solid business leads. Starting this month Dunkin Donuts will be providing coffee. *Guests MUST register 24 hours in advance. Guest registration will not be taken at the door.*

SOHO (Small Office/Home Office) Roundtable

Wednesday, June 13
11:45 a.m. - 1:15 p.m.
Chamber Office
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 business concerns. Discussion is driven by participants, and often centers around best business practices, the latest trends, marketing tips and technology.

Business After Hours

Thursday, June 21
5:00 p.m. - 7:00 p.m.
North Suburban YMCA
2705 Techny Rd.
Complimentary for members, \$20 for guests

Help the Y kick off its 50th anniversary celebration! Attendees are encouraged to bring a memory to share, including a picture at a Y event or program that will be compiled for a historic look at the Y and its impact on the community for a feature in a Northbrook Tower. Bring plenty of business cards for a chance to win a six month Y membership.

Last month over 160 business and civic leaders enjoyed the Economic Outlook Breakfast featuring keynote speaker by Erik Davidson, Wells Fargo Private Bank. Granite City was the gracious host of the Business After Hours.



1. Rich Rushkewicz and Jeff Thoelecke, Northbrook Bank and Trust **2.** Keynote speaker Erik Davidson, Wells Fargo Private Bank, (l) with Chamber President Tensley Garris and Chip Flannagan, Wells Fargo Private Bank **3.** Village Trustee Jim Karagianis with Courtney Olson, First Bank of Highland Park **4.** Phil Kuhn, Hub International and Dick Hochschild, American Weathermakers at the After Hours **5.** (front l to r) Village President Sandy Frum and Pat Lederer (second row l to r) Library Trustee Carlos Frum, John Seaman and Bart Leahy with Morgan Stanley, Peter Balyeat and Harley Korman, at the Korman/Lederer table **6.** Jeff Berlin demonstrates the brewing process at the Granite City After Hours **7.** Mary Marcus, @ properties with Marybeth Hughes-Lacey, Therapeutic Massage Center **8.** Northbrook Public Library Executive Director Kate Hall (front row 2nd from left) at the Northbrook Bank and Trust table **9.** Abby Clark, Absolutely Creative Promotions with Scott Bosley, ENSOL Energy at the After Hours

CALENDAR OF EVENTS					JUNE 2018
Mon	Tue	Wed	Thu	Fri	
28 Chamber Office Closed in observance of Memorial Day	29	30	31	1 First Friday Networking Breakfast 7:00 a.m. - 9:00 a.m. Chamber Office	
4	5	6	7	8 ANNUAL GOLF OUTING & DINNER Sportsman's Country Club 11:30 registration; 1:00 p.m. Shot gun start	
11	12	13 Small Office/Home Office Rountable 11:45 a.m. - 1:15 p.m. Chamber Office	14 Chamber Board Mtg 7:30 a.m. - 9:00 a.m. Chamber Office	15	
18	19	20	21 Business After Hours North Suburban YMCA 5:00 p.m. - 7:00 p.m	22	
25	26	27	28	29	



**FATHER'S DAY
HOT DEALS**

Chicago Botanic Garden
Father's Day Canoe Adventure
Valid: June 16 and 17

Exact Blade
50% Off Personal Steak Knife
Valid: through June 17

Five Season Sports Club
Father's Day Brunch
Valid: June 17

Northbrook Family Eye Care
\$50 off contacts with purchase of sunglasses
Valid: Through June 30

Smart Jewelers
Discounts on Watch Repairs for Dad
Valid: through June 17

Sportsman's Country Club
Free Golf Cart for Dad on Father's Day
Valid: June 17

Buffalo Wild Wings
15% off Dad's Meal on Father's Day
Valid: June 17

Restrictions may apply. For more details & special offers go to northbrookchamber.org