

SUMMER 2006

Dates to remember:

- **August 29 & 30**
Director's Workshop
Illinois Main Street
- **General Meeting Dates**
September 6, 2006
October 4, 2006
November 1, 2006
- **September 18 & 19**
Illinois Main Street
Basic Training
Workshop

Executive Director
Anita M. Cummings

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UBAM

United Business Association of Midway

Mailing Address: 6158 South Central Avenue • Chicago, Illinois 60638
Office Address: 5680 South Archer Avenue • Chicago, Illinois 60638
(773) 767-3336

Illinois Main Street Ribbon Cutting



Illinois Lt. Gov. Pat Quinn (from Right), Anita Cummings, Executive Director of United Business Association of Midway, Alderman Frank Olivo (13) and Alderman Michael Zalewski (23) cut the ribbon at UBAM Park on June 14th opening the Clearing business district along 63rd Street, between Central and Austin to become part of the Illinois Main Street Program.



Left: Kicking off the initial stages of the Program, AIRPORT ELECTRIC has donated 20 decorative lamps to the project, anticipating the assistance of 13th Ward Alderman, FRANK OLIVO, in the renovation of light poles, and installation of the antique fixtures.

Right: On a recent fact finding mission, UBAM Board members gathered ideas for our Illinois Main Street project. Banners and flower pots would be a welcome addition to the "IMS" 63rd Street corridor.



Above: Wally Machala (LASALLE FINANCIAL SERVICES) and Eileen O'Hara (LASALLE BANK) canvass the businesses along 63rd Street, explaining the Illinois Main Street Project, encouraging businesses to support the comprehensive economic development program and to partner with UBAM in seeking the training and design assistance available to Illinois Main Street businesses.



From Anita's Desk

Dear Fellow Business Owner:



We at UBAM trust the summer is going well and you are gearing up for an exciting and productive fall season! ILLINOIS MAIN STREET activities are moving ahead. A workshop for Executive Directors and Design Committee members will be taking place at the end of August in Lincoln, Illinois. UBAM will be hosting a Basic Training Workshop for all Board and Main Street Committees on September 18th and 19th. Illinois Main Street Committee members from neighboring Illinois towns as well as our counterpart in Chicago (Six Corners) are expected to attend. We anticipate lots of networking and information sharing. Please mark your calendar, if you ARE a committee member or if you would consider becoming one. This is a project that is definitely worth your time and effort.

Finally, check your mail for the September meeting notice. We are pleased to welcome former candidate for Board President and current Cook County Board Commissioner, FORREST CLAYPOOL, our special guest speaker for that September 6th meeting. Don't miss this one as we discover what County government IS and perhaps what it SHOULD BE!

As always, many thanks for your ongoing support!

Sincerely Yours,

Anita M. Cummings, Executive Director



“BIG BOX” . . .

Unless you have been actually living in a box, you are well aware of the controversial ordinance that passed in the City Council that mandates “big box” companies--those over 90,000 square feet and whose parent companies have \$1 billion in regional sales—to offer what advocates of the ordinance call a “living wage” and to offer higher benefits to all workers. By 2010, that wage would be \$10.00 per hour with benefit value totaling an additional \$3.00 per hour. Considering the fact that Wal-Mart’s CEO earns roughly \$43,000 a day, it would seem that there just might be room in the profit margin for a bit of an employee increase. Opponents of the ordinance (including Mayor Daley) cite concerns that thousands of jobs as well as sales tax revenue will be lost to the City. In addition, how will this affect future ordinances for smaller businesses? How do you feel about this issue? Join us for the September meeting for the opportunity to participate in UBAM’S informal “for or against” poll!!

Tackle your to-do lists while business is slow during summer months

The summer means a slowdown in business for many small companies, with customers and clients going on vacation. That gives many owners a chance to catch up on some of the tasks they keep putting off, such as redoing Web sites or getting the office painted.

It's also a good time to do some prospecting for new business.

"Most companies, when they're busy, they don't see marketing as a necessity," said Sadie Peterson, who has a marketing consultancy, SD MarCom Inc., in San Diego.

Peterson sees the summer as an ideal time to send out newsletters to current customers and follow-up letters to reconnect with customers who have been out of touch. These are tasks that often fall by the wayside in busy times, and "it can really increase their business," she said.

It takes just a quick look around your business, and maybe a little creativity, to make the summer a productive time. An informal e-mail survey of companies found that revamping Web sites, planning holiday gift-giving and doing office renovations were among the other downtime chores they were tackling this summer.



The summer is a great time to redo a Web site because when business is slow, you can be sure that any glitches are taken care of before traffic picks up again. And planning holiday gifts and events now will take pressure off owners who will have a heavier workload later in the year--and maybe enable them to enjoy the holiday season a little more.

Getting your office redone now also makes a lot of sense--if workers are on vacation, there will be fewer people to disrupt. You might even let staffers work from home, or, if business is really slow, close down while the work is being done.

Other business owners said they were reorganizing files or taking continuing education courses.

Many management and human resources consultants note that because the summer is seen as a more social time of the year, it gives business owners a chance to reward employees with events like picnics or barbecues, or maybe just ordering pizza in. A little bit of summer goodwill can go a long way toward building staffers' loyalty to the company.

Of course, summer also means vacation time. Many new entrepreneurs shy away from taking time off while they're trying to build their companies, but veterans will tell you that taking time off is critical. Some rest and relaxation will help you come back with more energy and new ideas. And you don't have to abandon the business; with cell phones and laptops, you can stay in touch with clients and employees.

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UBAM

UNITED BUSINESS
ASSOCIATION OF MIDWAY

Mailing Address: 6158 S. Central Ave.
Office Address: 5680 S. Archer Ave.
Chicago, IL 60638
Phone: 773-767-3336
Fax: 773-767-3386
E-Mail—Ubam@ubam.org

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at www.UBAM.org**

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- Ameriprise Financial
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- Montelongo Construction
- Performance Limousine Service
- Professional Mortgage Services, Inc.
- Rusek & Associates
- Sharioke Productions
- South Perk
- The Customer Connection



More Recommended



Summer Reading

“Vital Friends: The People
You Can’t Afford to Live
Without,”
by Tom Rath

“Kiss Theory Goodbye:
Five Proven Ways to Get
Extraordinary Results in
Any Company,”
by Bob Prosen