



Revitalizing your Chamber!

Change. Change is good. Last year at this time, we wrote: Just as the internet is constantly changing, the St. Charles Chamber of Commerce must change with the times and keep up with technology. Once again, as we come to the end of the year and begin another, we welcome the dawn of a new era at the St. Charles Chamber of Commerce. Not only are we changing with the times, we are embracing the change!

We welcome a new President to the Chamber, who will be starting her tenure mid-December. She brings a wealth of business and marketing knowledge, years of Chamber experience, technological savvy, and community spirit!

The Chamber is establishing a new Industrial Committee, similar to the program our Chamber offered years ago. We will survey the local companies to find what issues they are facing, and then develop the programs that will keep them here and attract new businesses.

We are developing a mentoring program, called Genesis, so new business owners and members can partner with established members. This provides benefits for the mentor and mentee through sharing best practices and developing a common bond. Our intent is to engage our Chamber Ambassadors and use them and new Ambassadors to be our liaisons. We hope to make a large Chamber feel more personal.

Keeping up with technology, the Chamber has a new Facebook Page and Twitter account. Go to our website at stcharleschamber.com, and click on the links so you can follow

the Chamber and "Like" our page! We will be offering our members social media and search engine optimization workshops, so they can keep up with the times as well.

It is because of our members that we have such a vibrant business environment; however, for many professionals, surviving the last four years has been a challenge. You might feel like you are so busy that you are constantly working in your business instead of working on your business, or you might feel like no matter what you have tried, the results you are looking for never appear. That is why our Chamber has a singular focus. We want you and your business to succeed.

The Chamber staff and Board of Directors' number one goal is to provide new and existing businesses the opportunity to build wealth and prosperity. We will offer a series of Dale Carnegie Training seminars that will develop your business while networking with other Chamber members. The first in a series of five breakfast workshops—"Selling in Tough Times"—will begin on January 18. In March, we are "Building Business Relationships That Build Business". May will

bring "1+1=3: How to Make Collaboration Work for You!" After we take the summer off, September will help attendees "Explore the 'Leadership Edge'"; and we end the series in November with "Taking it up a Notch in 2013". We are excited to offer these events, and we are confident you will find value in attending.

We look forward to the opportunity to develop programs with the St. Charles School District that will provide students with a chance to experience a career that is of interest to them. Whether it is taking your child to work or having a group of aspiring engineers spend an afternoon with a local firm, the Chamber embraces the education and development of our future business men and women.

Yes, change is good! To thrive in today's economy, the Chamber and its members must change with the times, and continually adapt to new technology and innovations in their business environment. We look forward to helping our members grow their businesses, their business knowledge, and improve their business connections in the coming year in new and exciting ways!

The 2012 Chamber of Commerce Membership Committee



Upcoming Events

**Thursday, December 1, 11:30am–2pm
Women's Business Council Holiday Luncheon**

Elgin Country Club, 2575 Weld Road, Elgin
Members will meet and network before the Holidays! (RSVP/ Members Only \$30).

**Wednesday, December 7, 5–8 pm
Chamber Holiday Party**

Dunham Woods Riding Club
33W333 Army Trail Rd., Wayne
The St. Charles Chamber of Commerce celebrates the Holidays with the entire membership. Members and Significant Others are welcome.
(RSVP/Members Only \$30).

**Friday, January 13, 2012, 8–10 am
Legislative Committee "State Update" Breakfast**

Hilton Garden Inn, 4070 E. Main St., St. Charles
Elected Representatives and Senators will be discussing items of interest and the interaction between their individual Districts. (RSVP/ Members \$20/
Non-Members \$40 in advance).

**Wednesday, January 18, 2012, 7:30–9 am
Dale Carnegie Training Breakfast, TBA**

The first in a series of five workshops – "Selling in Tough Times".
(RSVP/Members Only \$20).

**Thursday, January 19, 2012, 4:30–6 pm
Business After Hours Event—Sensible Threadz**

208 S. Kirk Road, St. Charles
Business After Hours Events are hosted by member businesses on the third Thursday of every month. Each event is a great opportunity to network with other professionals and meet area business owners.
(Members & Non-Member Guests).

**Thursday, January 26, 2012, 11:30am–1:30pm
Women's Business Council Luncheon "Networking Event"**

Pheasant Run Resort & Spa
4051 E. Main St., St. Charles
Come to lunch and network with other Chamber Members. (RSVP, Members Only \$25).



The Chamber's Annual Membership Breakfast



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