



## Winnetka-Northfield Chamber of Commerce Newsletter

Celebrating 90 Years

### Platinum Members



ILLINOIS BONE AND  
JOINT INSTITUTE, LLC



Dear Chamber Members:

Happy New Year! 2014 will be etched in our memories as the year of the Arctic Blast that has gripped our nation and affected many of us in some way. The weather is certainly a conversation starter as we navigate our way through these frigid days.

Your chamber has been setting the calendar of events for the year and look forward to being a valuable asset to your business.

Discover China with the Winnetka-Northfield Chamber - leaving October 9, 2014 for 9 days all inclusive for only \$2,899.00 per person double occupancy. Travel with business people, civic leaders and residents to experience China's centuries-old history and customs. Take in the country's memorable sites and cultural experiences. Witness first-hand China's rapidly changing economy and their expanding role in the global marketplace. Citilinc International designed the 9 day all inclusive trip to China. Attend the orientation meeting March 10, Winnetka Community House, 620 Lincoln Avenue, Winnetka, 5-7:30 p.m.

Be a chamber ambassador. The Chamber Ambassador committee is comprised of highly visible, active volunteers who serve as an important liaisons to new and prospective members. They provide valuable introductions and guidance for new and prospective members attending events for the first time. Based off their personal experience and history with the Chamber, Ambassadors work with new members to become familiar with the full range of benefits offered by the



**STARBUCKS**  
NORTHFIELD



### Gold Members

[Avidia](#)

[Bernard J Michna P.C., Attorney at Law](#)  
[Cele & Brothers., Inc](#)  
[Coldwell Banker Winnetka](#)

[ComForcare Home Services](#)

[Fifth Third Private Bank](#)

[Fitness Together](#)

[Ford Orthodontics, Ltd](#)

[Green Bay Animal Hospital](#)

[The Happ Inn Bar and Grill](#)

[The Hudson Company](#)

[Jameson Sotheby's International Realty](#)

[Klomp Luxury Residences](#)

[Lakeside Foods](#)

[Material Possessions](#)

[Merrill Lynch](#)

[Music Institute of Chicago](#)

[Northfield Park District](#)

[Stormy's Tavern & Grille](#)

[UBS](#)

[Winnetka Animal Hospital](#)

[The Winnetka Wine Shop](#)

[Join Our Mailing List!](#)

Welcome New Members

**Welcome New Platinum Member**  
**Lothrop & Huntington**

**New Members**  
**Brickton Realty**

**Robyn Gabel, Illinois State Rep18th**  
**District**  
**Uplifting Lives**

organization and advice on how to take full advantage of being involved.

Our first event of the year - What is ZMOT? It is the Zero Moment of Truth that encompasses the time between consumers' first exposure to advertising for a product and the ultimate purchase decision.

**Did you know that when faced with multiple products, the time it takes for a shopper to make a purchase decision between them is usually three to seven seconds? These critical moments are known as the First Moment of Truth (or FMOT), and they determine whether or not all the advertising and promotion marketers have invested will pay off. Thanks to the Internet, another critical moment for consumer/brand interactions is also getting attention: the Zero Moment of Truth (or ZMOT).**

Click [here](#) to read more of Terry's letter.



Executive Director | Winnetka-Northfield Chamber  
Terry Dason  
(847) 446 - 4451  
[Website](#) | [E-mail](#) | [Linkedin](#)

### 2014 Chamber Calendar



The Winnetka-Northfield Chamber of Commerce has a year full of events for our members. We are excited about 2014 and hope that you can come to as many events as possible.

Click on the link below for the  
[2014 Winnetka-Northfield Chamber of Commerce Events](#)

## Winnetka-Northfield Chamber Community Guide

The Winnetka-Northfield Community Guide is the information source for new and long term residents. Take advantage of this great guide and let this one-time advertising opportunity work hard for you for an entire year!

The chamber will be producing the 2014 Community Guide with SUN-TIMES MEDIA, THE WINNETKA TALK. See the attached flyer for more rates.

Call Your Account Executive TODAY!

Donna Evans  
(312) 646-9321  
[donna.evans@wrapports.com](mailto:donna.evans@wrapports.com)

## New Website for Winnetka

The Village of Winnetka has launched a new Village website. Visitors to the Village of Winnetka's primary website, [www.villageofwinnetka.org](http://www.villageofwinnetka.org), will now be greeted with a new and improved resource. Not only is there a fresh look and feel, but users will find up-to-date content, easy to navigate pages, and new tools for contacting the Village and accessing information about meetings, events, and services.

Click [here](#) to read more about the features of the new website.

## Links

[Village of Northfield](#)  
[Village of Winnetka](#)  
[Northfield Park District](#)  
[Winnetka Park District](#)  
[Winnetka Community House](#)



Join us for  
**EARLY BIRD**  
Networking

Take a break and enjoy a breakfast out!



Come and learn about the **ZERO MOMENT OF TRUTH**

Join us as we learn new marketing strategies, network with new faces, and enjoy breakfast out.

**Wednesday, Jan. 1!**

7:30-9:00 am | \$10

Winnetka Community House  
620 Lincoln Ave, Winnetka, IL 60090

**RESERVE YOUR SEAT NOW!**

**Click to register and Bring A Friend!**

RSVP to the Winnetka-Northfield Chamber.  
All businesses are welcome. Do not need to be Chamber members mention this eblast from Sun-Times Media

## SOCIAL MEDIA BOOT CAMP

### WHAT IS ZMOT?

Learn about

## "Zero Moment of Truth" Social Media Boot Camp

In today's digital world, the rules have changed, consumers have changed. **HAS YOUR BUSINESS CHANGED?** Your prospective customers are on the web, is your business? Discover strategies and tactics on how to show up at the right place, at the right time and with the right content. Learn how to **ZMOT**.

**Business for Breakfast - Networking**

## Chamber Member News

**The Canvasback** is celebrating its 40th Anniversary in business in January. **The Canvasback** is one of the oldest retail businesses in Northfield. They are planning a week-long celebration beginning January 19 (the actual opening date in 1974). Stop by and visit them at 1747 Orchard Lane and wish them a Happy Anniversary!

Congratulations to **Castino Restoration & Home Services** on receiving the Angie's List Super Service Award for 2013! Click [here](#) to read the review.

**Hubbard Woods Motors** has been awarded Angie's List Super Service Award for 2013! Congratulations to **Hubbard Woods Motors** and click [here](#) to read their review. !

There is a lot going on at the **New Trier Township** offices. Check out their website [here](#) to find out about: passport services, office hours with government officials and community grants for the area.

Click [here](#) to read the newest **Village of Northfield** newsletter.

Send us your news: [wcc@winnetkanorthfieldchamber.co](mailto:wcc@winnetkanorthfieldchamber.co)



**Chicago Philharmonic**

*The Romantic Impulse Concert Series*

Presented by the Chicago

January 15, 2014  
7:30 am - 9:00 am

Winnetka-Northfield Chamber of Commerce  
at the Winnetka Community House  
620 Lincoln Avenue  
Winnetka  
\$10 for members \$15 for future members RSVP  
Click [here](#) for a flyer about the Social Media Boot Camp.  
The January Business for Breakfast is sponsored by Sun-Times Media/Winnetka Talk



**HUBBARD WOODS DESIGN DISTRICT  
FIRST ANNUAL DISTRICT-WIDE SALE**

**SAVE UP TO 75% ON SELECT INVENTORY CLEARANCE ITEMS AT THESE PARTICIPATING MERCHANTS**

FASHION, HOME FURNISHINGS, ART, ANTIQUES AND ACCESSORIES  
- AN INDOOR WINTER SIDEWALK SALE! -

**JAN. 16, 17, 18**

**CLEAN SWEEP SALE**

ARTISTICA	LEOLENO	ROMANTIKA
BEDSIDE MANOR LTD.	MARIGOLDS	ROBERT BRYAN HOME
CRÈME DE LA CRÈME	MATERIAL POSSESSIONS	SEAGRASS
E STREET	MATTIE M	SAWBRIDGE STUDIOS
JOLIE FEMME	MMINT INTERIORS	SKÄNDAL
KAMP GALLERY	PAGODA RED	STITCH(ES)
KNIGHTSBRIDGE ANTIQUES	RANDOONS	VILLAGE CARPETS

Visit these participating stores in the Green Bay Road Area between Tower Road and Scott Street in Winnetka  
See map on our website [www.ShopHWDD.com](http://www.ShopHWDD.com)

The **Hubbard Woods Design District** is having its First Annual District-Wide Sale. The Indoor Sidewalk Sale will

Philharmonic Society  
Hosted by the  
**North Shore Senior Center**  
Series of 3 Concerts!

**Concert 1**

Sunday, January 26, 2014  
The first concert in the series features  
"Quintet Op. 79" by August Klughardt,  
"Bagatelles for Woodwind Quintet" by  
Tom Benjamin, and "Quintetto in  
G Minor" by Ottorino Respighi.  
Click [here](#) for information about all  
concerts in the series.

**Chamber Events**

Monthly Winnetka-Northfield  
Chamber of Commerce Board  
Meeting

January 14, 2014  
7:30 am- 9:00 am

Business for Breakfast-Networking

January 15, 2014  
7:30 am - 9:00 am

Business After Hours

North Shore Community Bank  
January 21, 2014  
5:00 pm - 7:00 pm

Let's Do Lunch

Kamakura Restaurant-Wilmette  
January 28, 2014  
11:45 am - 1:30 pm

Click [here](#) to RSVP for events.

**Chamber and Members in the  
News.**

Santa skates at ice arena

Holiday events at the Library

Northfield gathers for festive fun at  
annual Winter Fest

Holiday fun in Northfield

Community House hosts

sing a long

Red Invitation Holiday Sunday Sale

WPD Holiday

be January 16, 17 and 18.  
Click [here](#) for a list of participating merchants.



**Business  
After Hours-  
North Shore  
Community**

**Bank**

January 21, 2014

5:00 pm - 7:00 pm

North Shore Community Bank and  
the Winnetka-Northfield Chamber of Commerce  
invite you to a Business After Hours.

Tuesday, January 21, 2014

North Shore Community Bank

576 Lincoln Avenue

Winnetka, IL

Please join chamber members and guests for an  
evening of networking.

RSVP: [847-251-4342](tel:847-251-4342) or  
[etaylor@nscbank.com](mailto:etaylor@nscbank.com)

**Let's Do Lunch**

January 28, 2014, 11:45 am - 1:30 pm

Join Winnetka-Northfield and Wilmette/Kenilworth  
Chamber Members for LUNCH!

Meet with Winnetka-Northfield and Wilmette/Kenilworth  
chamber members and guests to network  
and enjoy lunch at selected area restaurants.

Kamakura Restaurant

1116 Central Avenue

Wilmette

**Tuesday, December 10**

**11:45 am to 1:30 pm**

**\$15 for member--\$20 for non members**

Menu:

Miso Soup

Bento Box: Shrimp & Vegetable Tempura, Choice of  
Salmon or Steak or Chicken Tempura, California Roll,  
Salad, Fruit

Tea or soda  
RSVP by Friday, January 24th



Ways to reduce our carbon footprint and contributions to landfill in 2014. Here are a couple of ideas.

Styrofoam Recycling: Block-style Styrofoam may be dropped off in the lobby of the Winnetka Public Works building at 1390 Willow Rd. from 7am - 5pm Mondays - Fridays through Friday, January 10. Neighboring communities are welcome to drop off. Last year the Styrofoam was recycled at Abt, but this year it is being picked up by Dart. The program may continue past January 10. More details to follow. Please spread the word about the program and that **ONLY** block-style hard Styrofoam is accepted at this time.

Click [here](#) to read more.

#### **Get your business involved in Screen Break 2014.**

ScreenBreak 2014 will be here before you know it. The dates are **Sunday, March 2 through Saturday, March 8, 2014**. This will be the 20th year that our community has celebrated this wonderful week, first as TV Tune Out and now as ScreenBreak. Its purpose is to give families an opportunity to evaluate the role that television and other screens play in their lives and to explore other options. Families may choose to participate in the many alternative activities available throughout the community during the week. They may also decide to engage in activities at home, such as cooking, art, crafts, or reading, or they may enjoy a combination of both.

Your business can be a part of this successful event! The theme for this year is: "**Take the ScreenBreak Challenge!**"

For more info click [here](#).

Chamber info and updates online:

