



WE'RE SAILING AHEAD

Cedar Lake Chamber of Commerce

Volume 2007 issue 1
JANUARY 1, 2007

2007 OFFICERS ARE Elected

It's official, our officers for 2007 are in place and we are ready to start the new year. The officers include:

President -Lester (Charlie) Kaper,
Cedar Lake Florist;
Vice-President-Robert Carnahan,
Cedar Lake United Methodist Church;
Secretary - Diane Jostes, Associate
Treasurer - Al Bunge,
Lake Shore True Value Hardware.

Directors will include:

Jean Eberle-Associate Member
Ralph Miller — CL Boy's & Girl's
Club
Howard Skorka-S & S Auto
Rebuilders,
John Schutz-Center Chrysler
Dina Sutton- Century 21 South
County Real Estate

The officers and directors were elected at our annual general meeting on Wednesday, December 13 at Pier 74 Restaurant. Owners

The Spencer Family were our hosts providing us with delicious pizza and beverages. All those attending also brought wonderful goodies.

Directors will be sworn in at the first meeting of the year on Thursday, January 4 at the Welcome Center. Please note the meeting date and stop in to say hello.

Committee Chairman are expected to be named so if you are interested in any of the following please let the office know. They include: Action, Budget, Beautification, Building and Maintenance, Car Show, Christmas Decoration Contest, Christmas Decorations, Flag Day, Float for July 4th, Float for Christmas, Garden Walk, Golf Outing, Hospitality, Junior Miss, Master Plan, Membership, Nominating, Parade of Lights, Public Relations, Special Meetings, Signs and Ads, Tag Day, Web Site, Yard Sale and N W Indiana Symphony.

WELCOME NEW MEMBER

The Chamber would like to welcome two new members to our business family,

"ILLIANA EYECARE"
13115 Wicker Ave. Suite E.
Telephone 219 374-7800
Fax 219 374-5196

Co- owners are optometrists, Dr. Jill Davids and Dr. Paul A. Veld.

The doctors opened their new office in the Great Oaks Centre on Dec. 1, 2006 and are ready for new patients. Hours will be Mon.-Wed.-Fri. 9a.m. to 5p.m.; Tues. & Thurs. 1p.m. to 7p.m.; Sat 8a.m. to 12noon.

Southside Pizzeria will open their new store in the former Demotte State Bank building at 111 Broadway in Lincoln Plaza Shopping Center in the next several weeks. Keith Piszro and Family have had a pizzeria in St John for several years. They plan to have pizza, chicken and Italian cuisine highlighting their menu and will also have a small bar and a pizza drive-up window.

We hope our members will stop in and say hello.

Christmas Decoration Contest

Thanks to Chairman Robert Carnahan, some 20 homes and businesses took part in our annual Christmas Decoration Contest .

Bob and his judges went out on Sunday, December 17 to find the wonderful

entries. The winners included:
Residential Category:

1st Place—Fred Jones 11610 W. 143rd Place

2nd Place—Tie Jim and Tammy Todd, 9021 W. 141st Ave. and Tim & Jodi Kubiak, 9080 W. 129th Pl.

Businesses:

1st Place

Cedar Lake Florist 8600 Lake Shore Drive; 2nd Place - Jim's Repair Service 11900 Wicker Ave. and 3rd Place—SOS Hair Design 10706 W. 133rd Ave.



CEDAR LAKE CHAMBER OF COMMERCE
7925 LAKE SHORE DRIVE P.O. BOX 101
CEDAR LAKE IN 46303

PLEASE OPEN
DUES BILLING IS ENCLOSED

**SEMINARS OR
SPEAKERS TO HELP
LOCAL BUSINESS**

The Chamber Board of Directors are interested in hearing from our members about topics of interest to you and your business. We are planning to have speakers address the membership this year at lunch, dinner or possibly in a seminar format and the topics could include insurance, mortgages, new business law, employee relations, web sites, computers, telephone service, marketing or how to stimulate traffic to your door. There are many more topics, just let us hear from you at 374-6157.

**TIRED OF THOSE
OLD CELL PHONES**

Don't forget, we are still busy collecting those inactive cell phones and we have a resource to recycle them for people in third world countries. The chamber will receive a small monetary amount for each one we turn in which will help our budget.

One of our directors has brought in 57 inactive phones so we know they are out there. If you have one or more we can pick them up or you can drop them off at the chamber office or Jim's Repair Service.

**MIKE HOWE & STAFF
ARE IN THEIR NEW OFFICE**

We want to congratulate our member Mike Howe of Allstate Insurance on the opening of his new office in Cedar Lake. It is located at 13124 Wicker Avenue. The phone number there is 374-9400 and fax is 374-5119.

This is Mike's third office, the other two are located in Schererville and St John.

Stop in and say hi to Mike or Patricia Aguilar, a Licensed Sales Producer. You can email Pat at "paguilar3@allstate.com"

Our hearty congratulations!



Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find

“filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally,

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance,

an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can

choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Cedar Lake Chamber of Commerce

7925 Lake Shore Drive
P.O. Box 101
Cedar Lake, Indiana 46303



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the readers attention. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.