

WE'RE SAILING AHEAD

Volume 2007 Issue 5

May 16, 2007

WELCOME NEW MEMBERS

We want to extend a big welcome to our newest members, "McFarland Homes" and "Alkon Consulting Services".

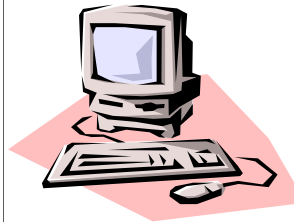
Owner **Ron McFarland** started **McFarland Homes** located at 2300 Ramblewood Drive, Highland, IN in 1988. He presently has 18 employees. McFarland is not only a land developer but also a home builder of single family and multi-family homes. The company is presently building the multi-family units in the new Monastery Woods on the south side of 129th at Parrish Av.

Their telephone number is 219 934-9885, Fax number 219 934-9886 or email to linda @ mcfarland-homes.net.

Al Konieczka is the owner of **Alkon Consulting Group, Inc.** of Schererville, IN. He and his staff have over 35 years of combined experience in this field. They are website designers who provide professional and affordable Internet solutions for today's global marketplace.

Full service Web site design, development and hosting and maintenance is their business. A new site can be created or an old site updated. They can take care of all your Web site needs.

You can find them at 219 322-1523, Fax At 322-6533; Website at www.alkonconsulting.com or Email them at: tina@alkoncgi.com



Stop in and say Hi!



Please stop in and say hello and do a little networking with these new members, they will be a great plus to the chamber family.

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A NEW TOWN MAP IS BEING PLANNED

With the influx of new residents and people interested in the community, we are in need of an updated town map. Our last map was put together in 2004 and we are not only out of them but the town has since added new subdivisions in

almost every corner of the community. To do the map, we will be working again with **Dir Ad Co Map Service** who prepared our last map and did an excellent job. Recently, we were made aware of a map that was produced by a company

called **Mass Marketing Inc.** They not only did not go thru the Chamber but their map has some serious omissions which included not identifying the two railroads that go through our town. If you are contacted by **Dir Ad Co** they have our OK!

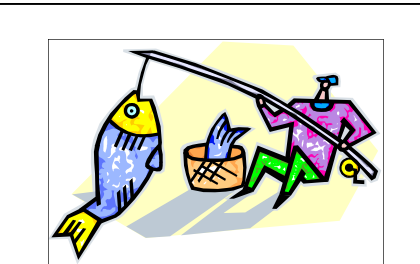
THE 133RD STREET WIDENING PROJECT FACES A DELAY

Plans to widen 133rd Avenue have hit a **small** snag. The bids received by the state for the project exceeded the engineers projected cost by 19%. But that hasn't stopped the project. The Redevelopment Commission is working with the state and town officials to research the figures and try to determine if changes can be made. The next bid letting could be at the end of the month. More information later.

A MULTITUDE OF EVENTS ON THE HORIZON

The Chamber is ready to begin a very busy summer schedule and we hope our events will bring business to the community.

Our first activity will be over by the time you receive this newsletter, it was a **Cruise Night** (Car Show) on **Friday, May 25** at the **Welcome Center**.



Our next event will be the **Kid's All-American Free Fishing Derby** co-sponsored by Wal-Mart's and the Chamber. It will be held Saturday, June 9 from 8a.m. to 12:30p.m. on the Welcome Center Lakefront. The first 100 children will receive free cane fishing poles and bait. Goodie bags from Wal-Mart and its associates

will be given to all children. The Chamber will offer hotdogs and beverages to everyone.

This is a wonderful way to spend the morning with your children or grandchildren and enjoy the lake and of course catch some fish.

The Chamber is finalizing plans for the first appearance of the Northwest Indiana Symphony Orchestra in Cedar Lake. The Symphony will perform a free concert on the Town Complex Grounds, Saturday, June 23 from 7:15p.m. to 9:15p.m. Bring your lawn chairs or blankets and enjoy the wonderful music under the stars. You can bring your own refreshments or enjoy the menu to be offered by Pier 74 Restaurant. The concert will showcase music for young and old alike. The evening will end with fireworks.

SUMMERFEST IS RIGHT AROUND THE CORNER

The Cedar Lake Summerfest Committee is busy making the final plans for its 26th annual Summerfest celebration scheduled for June 30 thru July 4.

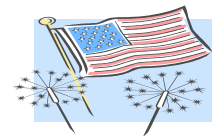
As in the past, the Chamber will sponsor the Beer Garden for all 5 days. For those of you who have never volunteered for the beer Garden, we serve draft beer and wine coolers during the fest.

Hours vary each day so we need quite a crew of men and women to either pour beverages or sell tickets.

If you receive a call to help, the work is not hard and you might meet some new members. Or if you would like to volunteer just call the **Chamber office** at **374-6157** or **Chairman Charlie Kaper** at **374-7532**.

The Summerfest offers great food, amusement rides, a car show, card-

board boat races, kiddies day with games and contests, senior citizen day, talent show, laser light shows, wonderful entertainment and extravagant fireworks displays.



50/50 RAFFLE HERE, TOO!

The Chamber will sponsor its annual 50/50 Raffle from June 1 thru July 4. We will sell 200 raffle tickets at \$10.00 with the winner receiving \$1000.00. The money raised through this raffle helps fund the Welcome Center. We will have raffle tickets at the Chamber office. To date, all of our winners have been local people.

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.

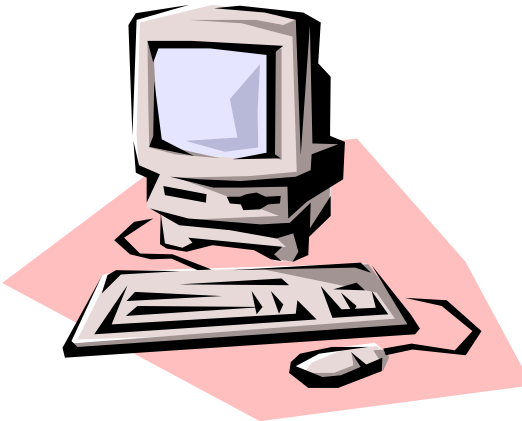
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

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



Caption describing picture or graphic.

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.

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.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

If the newsletter is distributed internally, 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



Caption describing picture or graphic.

the article. Be sure to place the caption of the image near the image.

CEDAR LAKE CHAMBER OF COMMERCE

7925 LAKE SHORE DRIVE
P.O. BOX 101
CEDAR LAKE, IN 467303



**WE'RE SAILING
AHEAD**

**ENJOY A RAILCATS GAME
WITH THE CHAMBER**

Would you like to attend a Railcats Baseball game in July, we have just the deal for you.

The Railcats will be playing the Joliet Jack Hammers on Friday, July 20 at 7p.m. and the chamber wants to get our members together for a "night out".

Tickets will be \$9.00 per person and we will be sitting together in a special area at the Railcats Stadium in Gary.

If you are interested, please contact the chamber office and we will make the necessary reservations. Tickets must be paid for in advance so mark your calendar, bring your significant other and have a great time.

For those who haven't attended a Railcats game, the stadium is very easy to reach and if we have enough people

we might try to get a bus to take us to the game. If not the drive is quick and we can get to the stadium from I-65.

Please call for your seats.



**GOLF OUTINGS
ON SCHEDULE**

Mark your calendars, we have three golf outings to remind our members about.

The first is the Boy's and Girl's Club Outing on Saturday, July 28 at the Indian Ridge Golf Club in Hobart. Tickets are \$65.00 per person which includes all food and beverages for the event.

Next will be the Cedar Lake Lions Club Outing on Sunday, August 5 at 12p.m. at the South Shore Country Club. Tickets are \$60.00 and hole sponsorships are \$100.00 or \$50.00. Contact Chairman Frank Lizak for more information at 374-7591.

Don't forget the Chambers annual Golf Outing on Sunday, August 26 also at the South Shore Country Club. The outing will start at 11a.m. and feature our usual early buffet, beverages on the course and a steak dinner.