

WELCOME

Welcome to the Northbrook Chamber - where your membership is an **INVESTMENT** in you and your business!

Contact:

Gail Eisenberg

Membership & Events Director

Gail@NorthbrookChamber.org

(847) 513-6006 Direct



NORTHBROOK CHAMBER
of Commerce & Industry

Business First.



OVERVIEW

- WHY JOIN THE CHAMBER?
- COMMUNICATION TIPS AND TOOLS FOR MEMBERS
- PROMOTE YOUR BUSINESS WITH CHAMBER MEDIA
- MEMBERSHIP UPGRADE BENEFITS
- MEMBERSHIP APPLICATION
- SCHEDULE A COFFEE WITH THE CHAMBER
- SAMPLE E-ANNOUNCEMENTS
- SAMPLE NEWSLETTER
- SAMPLE MEMBER SPOTLIGHT
Benefit Included in Upgraded Memberships

QUESTIONS?

CONTACT GAIL EISENBERG AT
(847) 513-6006 OR
GAIL@NORTHBROOKCHAMBER.ORG

WHY JOIN THE CHAMBER?

The Northbrook Chamber of Commerce & Industry is a vibrant business organization made up of more than 700 businesses with a 60 year tradition of providing networking, educational, and marketing services for its members while working to build a better business environment and a stronger community.

Marketing & Promotion

- Community Resource Guide Listing
- Advertising Opportunities
- Website Listing
- Social Media Channels Promotion
- Monthly Member e-Announcements
- Sponsorship Opportunities
- Website Advertising

Networking & Events

- Structured Networking Breakfast
- Virtual Business Roundtables
- Professional Development Events
- Educational Programs
- Chamber Coffees
- Women in Business
- Presidents Club
- Business After Hours
- Workshops

Annual Special Events

- Annual Meeting & Business Awards
- Annual State of the Village Address
- Multi-Chamber Business Expo
- Economic Outlook Breakfast
- Golf Outing
- Auction & Taste of the North Shore

BENEFITS & SERVICES

Advocacy

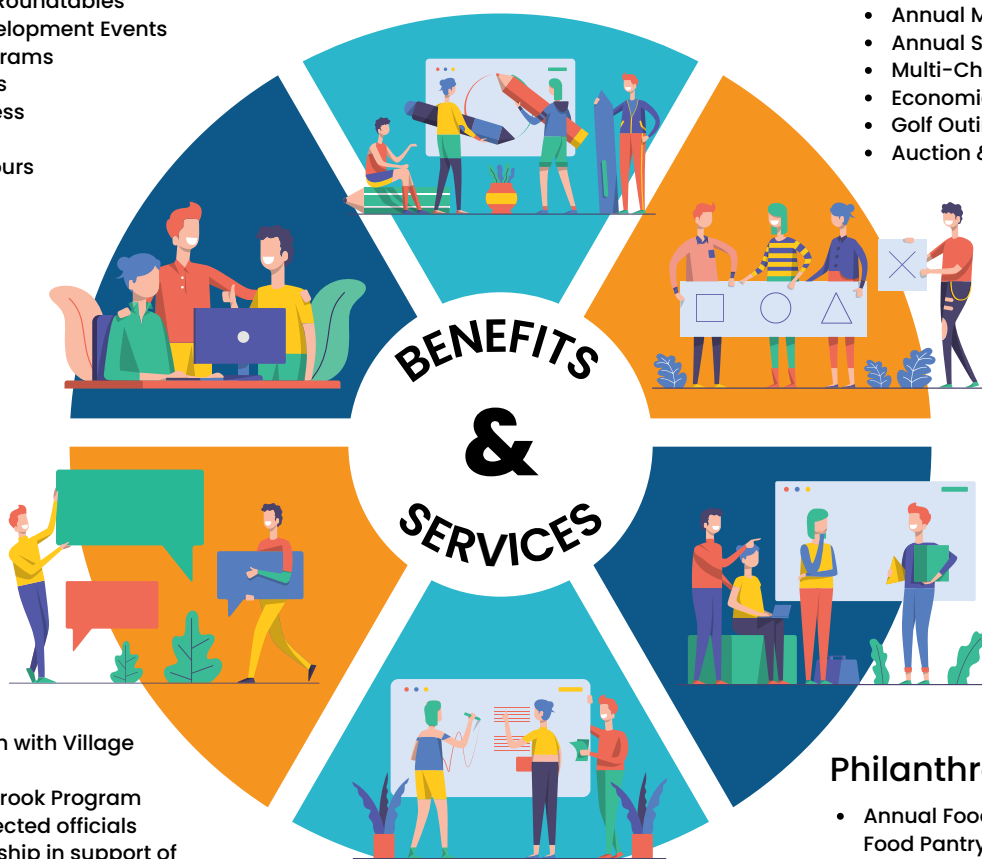
- Chamber outreach with Village officials
- Leadership Northbrook Program
- Luncheons with Elected officials
- Marketing partnership in support of Northbrook retail businesses
- Provide updates and content relevant to business ownership

Credibility

- Referrals
- Field public inquiries
- SEO Boosts via search engine analytics
- Connects a business to the community

Philanthropy

- Annual Food Drive for the Northfield Food Pantry
- Sponsor the Northbrook Student Meal Pack Program
- Support for Local Charitable Organizations
- Coordinate volunteer opportunities for member businesses





Communication Tips for Chamber Members

How to Stay Informed and Share Your News!

Sources for Chamber Info

Email Publications

(Add info@northbrookchamber.org to your contacts)

- Weekly [event reminders](#) (every Thursday)
- Monthly [newsletter](#) covering local business, government, and Chamber updates (last week of the month)
- Monthly [e-Announcements](#) sharing news from members (first day of the month)
- Monthly [Member Spotlight](#) marketing feature for Gold/Platinum members (mid-month)

Follow us on Social Media

- Chamber Public [Facebook Page](#)
- Members-Only [Facebook Group](#)
- Northbrook Chamber [Instagram](#)
- Northbrook Chamber [LinkedIn](#)
- The Find It in Northbrook [Facebook](#) and [Instagram](#) (a partnership with the Village of Northbrook - promotes Village stores and restaurants)

Northbrook Community Resource Guide

- Contains comprehensive info for residents and businesses as well as directories of all Chamber members.
- Print version mailed to Northbrook households and businesses in June, distributed at high-traffic locations year-round. Digital available on Chamber website.
- Optional ad space available; sales open in late January.

Platforms to Share Your Business News

Contact Communications Director Carolyn Gessner, (847) 513 6005 or carolyn@northbrookchamber.org, for assistance with these opportunities:

- [e-Announcements](#): Submit news to Carolyn by the 25th of the month with links to press releases, event registration, etc.
- [Facebook](#): We frequently share content posted by members on our public page. You also can connect with other members by sharing news in the Chamber Connections [Members-Only Group](#).
- [Hot Deals](#): Members can place no-cost ads for limited time offers on northbrookchamber.org, which also appear on the Chamber's Facebook and Twitter
- [Job Postings](#): Members may post job openings that are visible on northbrookchamber.org and Facebook
- [Member Spotlight](#): Gold and Platinum members may schedule features in the monthly Spotlight eblast (1/year for Gold, 2/year for Platinum).

Northbrook Stores & Restaurants

- Find It in Northbrook [Facebook](#) and [Instagram](#) pages
- Northbrook Community Text Program: Free marketing available to all Northbrook stores, restaurants and personal service businesses.



CHAMBER WEBSITE:

Your microsite on NorthbrookChamber.org is a powerful tool to raise your public profile. Each member page includes a searchable business description, keywords, contact information, and links to your website and social media accounts. Because search engines consider Chambers to be highly credible, every backlink to our website through your listing, Hot Deals, and sponsorships boosts your SEO -- raising the rank of your website in Google searches.

e-ANNOUNCEMENTS:

Share news through the Chamber's monthly e-blast, sent to 1,650 Chamber e-mail contacts on the first business day of every month. e-Announcements are particularly helpful when announcing classes or programs where follow up is required. Announcements are 40 words or less with a link to your event or news item for registration or for further information. Send e-Announcement info to carolyn@northbrookchamber.org by the 25th of the month.

PROMOTE YOUR BUSINESS THROUGH THE CHAMBER MEDIA most are *FREE (but priceless!)*

Businesses looking for new marketing opportunities have a valuable partner with the Chamber. Members can increase their visibility by taking advantage of our free, low-cost, and upgraded marketing media.



HOT DEALS:

Research shows that over 90% of Americans shop with coupons.

- Hot Deals are no-cost ads for special offers shared on the Chamber website and Facebook.
- A Hot Deal icon appears next to the member listing on our website, making your business stand out when someone searches by business category.
- Effective offers are quantifiable, with a percentage off, or specific dollar savings.
- Offers can have an expiration date for a short term, or an extended time period or be seasonally timed.
- Members can post the offer themselves or submit it to carolyn@northbrookchamber.org and it will be posted for them.

MEMBER CALENDAR:

Post events that are open to members like Ribbon Cuttings, Lunch & Learns, seminars, classes, etc.

SOCIAL MEDIA:

The Chamber uses a variety of social media platforms to engage with members and promote member news to the general public. Tag @northbrookchamber in your company's Facebook posts to alert us to info that should be shared. Join the private Chamber Member Connections Facebook Group to post business news at your convenience and connect with fellow members. Northbrook retailers and restaurants have special marketing opportunities on Facebook and Instagram through a Chamber/Village partnership, #FindItInNorthbrook.

MORE MEMBER SUPPORT:

- New Members are welcomed with automatic posts on Facebook and recognized in e-Announcements.
- Free Help Wanted ads can be shared on our website and Facebook
- Not on social media? Send us your photos and info by email -- we will create posts that promote you on the Chamber's Facebook page.

The Chamber reserves the right to edit any of the items for content and space purposes. We cannot guarantee inclusion or placement

REVISED 8/2022

MEMBER SPOTLIGHT:

eBlast features for upgraded members are available, but limited. Advance registration required.



2023 MEMBERSHIP UPGRADES

GOLD + PLATINUM COMPARISON

UPGRADE BENEFIT MARKETING TOOLS

Please call us to discuss your options, deadlines, or questions.

BENEFITS: Annual Upgraded Member Benefits to market your business and help you grow.		BASIC	GOLD	PLATINUM
ALL: Monthly Networking & Educational Events, Marketing & Promotion, Annual Special Events, Advocacy, Credibility, Philanthropy				
Membership Categories: Appear online in your microsite and in the community guide, helping you reach more targets. [value: \$50]		1	2	3
Member Spotlight: eBlast feature emailed to over 1,900 members and VIPs. Promote + market your products, services, and locations. Limited availability per month/reservation required in advance. [value: \$250]		N/A	1	2
Business Category Banner on Chamber website: Your banner ad featured on your primary category page. Member provides ad in jpg or png format, 480 x 60 pxls. [value: \$195]		N/A	1	N/A
Directory Search Banner on Chamber website: Your banner ad featured on the main directory search page. Member provides ad in jpg or png format, 480 x 60 pxls. [value: \$300]		N/A	N/A	1
Enhanced Listing: Extra descriptive, searchable content, logo, 5 hyperlinks on the Chamber website, plus extra key words. [value: \$100]		N/A	1	1
Video Link on your website listing page. YouTube only [value: \$100]		N/A	N/A	1
Chamber Member Mailing List: 1 time use. Excel document or labels, includes street addresses. [value: \$150]		N/A	1	1
Community Guide: Highlighted Company Name in listings. [Priceless!]		N/A	2	3
555 Club Ad Feature in print Community Guide. [value: \$525]		N/A	N/A	N/A
Quarterly Events for CEO/Presidents only: Education/Advocacy *By Invitation Only [value: \$1,000]		N/A	N/A	N/A
Total Value of Benefits		N/A	+ \$850	+ \$1,450
Upgrade Investment - What you actually pay! Bundle discount annually in addition to regular dues.		N/A	+ \$285	+ \$570



MEMBERSHIP APPLICATION

2002 Walters Avenue Northbrook, IL 60062 · tel (847) 498-5555 · fax (847) 498-5510 · www.northbrookchamber.org · gail@northbrookchamber.org

REASON FOR JOINING

- ☐ Networking & Educational ☐ Community Involvement ☐ Gov't Advocacy ☐ Benefits & Discounts
☐ Marketing & Promotion ☐ Other _____

COMPANY INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Website _____

Business Category _____ # of Employees _____

Business Description - Please provide a brief description for use on the Chamber website (50 words/600 characters max.)

Keywords - Please list 8 words to enhance an Internet search of your business/company.

1) _____ 2) _____ 3) _____ 4) _____

5) _____ 6) _____ 7) _____ 8) _____

EMPLOYEE INFORMATION

Primary Contact _____ Title _____

Phone # _____ Email _____

Company CEO _____ Title _____

Phone # _____ Email _____

Marketing Mgr _____ Title _____

Phone # _____ Email _____

MEMBERSHIP DUES

INVESTMENT SCHEDULE

# of Employees	Membership Dues
1-3	\$295
4-10	\$325
11-20	\$390
21-50	\$475
51-150	\$620
151-400	\$775
401+	\$775 plus \$1.25/employee over 400

**Part time employees are counted as 1/2 employee for dues purposes. Banks, utilities, and charitable organizations have special dues rates. Please contact the Chamber for more information.*

Basic Membership Dues \$ _____

+ Optional Membership Upgrade \$ _____

- ☐ Gold + \$285
☐ Platinum + \$570

Total Investment \$ _____

Referred by _____

PAYMENT

- ☐ Check Enclosed ☐ AMEX ☐ Visa/Mastercard

Card # _____ Exp. Date _____

CV2 CODE _____ Billing Address Zip Code _____

Memberships are held in the name of the company and are not transferrable. Membership year runs January 1 through December 31. Memberships automatically renew January 1st and will be charged to the credit card provided unless cancelled in writing by the member 15 days prior, cancelled by the Chamber for nonpayment of dues after 90 days, or for non-compliance with Chamber policies. Membership Dues are nonrefundable. Membership Dues are deductible as an ordinary and necessary business expense. (effective 8.10.2022)

Authorized Signature _____ Date _____



Schedule a COFFEE WITH THE CHAMBER

Whether you're new to the Northbrook Chamber, or you've been a member for a long time and need a refresher, consider scheduling a Coffee with the Chamber appointment. Bring your own device! Chamber staff and/or ambassadors will meet with you for:



- An individualized overview of benefits.
- Hands-on help with our website; learn how to log in to connect with other members or post Hot Deals, jobs, and your own events!
- Conversation about how the Chamber can best serve you.
- A demonstration; feel free to bring your laptop or tablet.
- Discovering Chamber benefits such as: marketing, networking, website, and advocacy.
- You'll also learn more about deadlines, and how to get your news published in the Chamber newsletter and the monthly e-blast announcements.

Don't miss this opportunity to maximize your membership!

Contact Carolyn at (847) 513-6005 for social media and communications.

Contact Gail at (847) 513-6006 for membership questions, upgrades, and sponsorship information.

SAMPLE MONTHLY E-ANNOUNCEMENTS



Chamber e-Announcements

December 2022

NEWS FROM MEMBERS



Representatives of [Northbrook School District 27](#), [Northbrook School District 28](#), and [Northbrook/Glenview District 30](#) attended the [National Blue Ribbon Schools Awards](#) in Washington, D.C., in which Westcott and Westmoor elementary schools and Wood Oaks Junior High were recognized as "exemplary high-performing schools."

Volunteers from the [Rotary Club of Northbrook](#) and the [North Suburban YMCA](#) collected over 200 outerwear donations during the Illuminate Northbrook event on November 18.

[SomerCor](#) has relocated its offices to the historic [Rookery building](#) in Chicago's financial district effective December 1.

[Reds Garden Center](#) will host visits and photos with Santa on December 3 & 4, 11:00 a.m. - 4:00 p.m.

[Allgauer's on the Riverfront](#) presents Breakfast with Santa on December 3, 10, and 17. Call (847) 664-7999 for reservations.

[Northbrook Court](#) welcomes families and pets for photos with Santa. [Book appointments online.](#)

Volunteers are welcome to participate in the [North Suburban YMCA's Holiday Giveback](#) event on December 10, packing "blessing bags" of supplies for people experiencing homelessness.

Ed Gjertsen II, [Engage Wealth Group](#), served as

UPCOMING EVENTS

Advance registration is required for in-person Chamber events. Registration fees are non-refundable.



RSVP by Noon Today to be on the Lead Sheet!

First Friday Networking Breakfast

Hosted by [Mission Hills Club](#)

Fri., December 2

Informal Networking 7:00 a.m.; Meeting Begins 7:30 a.m.

\$18 for Members,

\$25 Prospective Members

The Chamber's signature monthly event includes individual introductions, table networking, trivia questions and more. Trivia prizes are welcome; bring them to the event. Sponsored by [Cobalt Photography](#), [David Telisman Communications](#), [Lewis Floor and Home](#), [Matt Settler-Dasco Insurance](#), and [Unique Carpet Cleaning](#).

Small Business

Resources: Illinois

Department of Commerce & Economic Opportunity

Wed., December 7, 10:00 a.m. Chamber Office

Complimentary for Members

\$35 for Prospective Members

Agnes Masnik from the Office of Regional Economic Development presents an overview of available

moderator for a public discussion of [sustainable investment strategies](#) sponsored by the Northbrook Public Library, Go Green Northbrook, and the Chamber.

[YogaSix Glenview](#) offers a 200-hour [Yoga Teacher Training Certificate course](#) beginning January 20.

The [Northbrook Civic Foundation](#) announced that the 2022 [Northbrook Days festival](#) raised almost \$75,000 for local scholarships and grants.

[Northbrook Park District](#) has published a combined [winter/spring guide](#) covering programs and events through May 2023.

[Northbrook Public Library](#) invites all ages to create 3x3" artworks for a community [Tiny Art Show](#).

Welcome New Members!

Coach - Business/Personal
[International Community Hope Project](#)

Credit Card Processing
[Marty Adelberg - Electronic Merchant Systems](#)

Financial Services
[Money in Motion, Inc.](#)

Insurance
[Insurance Ray](#)

Interior Design
[Beyond Redesign](#)

Mortgage Bankers/Brokers
[Joanne Rogers - Guaranteed Rate](#)

Real Estate - Residential
[Anne Levinstein - Baird & Warner](#)

Northbrook Chamber of Commerce
2002 Walters Avenue
Northbrook, IL 60062
847.498.5555 [www.NorthbrookChamber.org](#)

Chamber Hours
9am-5pm Monday-Thursday
9am-Noon Friday
Appointments recommended.



programs and resources in this multi-chamber event.

Business Roundtable
via Zoom

Mon., December 12, 3:30 p.m.
Build closer connections and share your insights in this discussion facilitated by P.J. Weiland, ActionCOACH.



Holiday Business After Hours at The Glen Club

2901 W. Lake Avenue, Glenview

Thurs., December 15, 5:00 p.m.
Complimentary for Members
Celebrate the holidays in a Winter Wonderland created especially for us by The Glen Club. Enjoy delicious appetizers, festive beverages and stunning decor as we continue this popular year-end Chamber tradition. Open to Northbrook Chamber members only.

POSTPONED

Please note that the Cybersecurity event previously planned for December 12 has been rescheduled for January 2023.

Follow the Northbrook Chamber on Social Media



Join the [Northbrook Chamber Member Connections Facebook Group](#).

SAMPLE MONTHLY NEWSLETTER



BUSINESS NEWS & VIEWS

December 2022 Newsletter

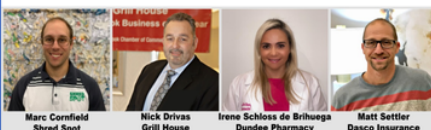
["Find It and Win" Contest Sparks Holiday Shopping Campaign](#)

Local shoppers have an extra incentive to visit Northbrook stores and restaurants this holiday season: a Shop Local contest with weekly drawings for \$50 gift cards. It's just one element of a multifaceted marketing campaign presented by the Chamber in partnership with the Village of Northbrook.



[Read More](#)

[New Board Members Named for 2023](#)



Four members have been selected to join the Chamber's Board of Directors beginning in January 2023. Marc Cornfield, Nick Drivas, Irene Schloss de Brihuega, and Matt Settler were presented as a slate by the Board's Nominating Committee earlier this fall, filling vacancies as current members Stephen Barr, Bob Caldwell, Hania Fuschetto, and Alli Gilley complete their terms of office.

[Read More](#)

[Looking Ahead: A Letter from Executive Director Kathi Quinn](#)

Holiday greetings from the Chamber! During this hectic time of year, I'd like to pause for a minute to thank our members for making our organization vibrant, engaging, and welcoming. The past year has been filled with transitions and challenges but our Chamber's unique sense of community and mutual support has remained consistent. The important things don't change.



[Read More](#)

[Reminder: 2023 Business Award Nominations Close December 9!](#)

The Chamber will honor five outstanding members in 2023 at the Annual Meeting & Awards Celebration. Now's the time to submit nominations for:

- Business of the Year
- Corporate Citizen of the Year
- Emerging Business of the Year



DECEMBER EVENTS

Note: Advance registration is required for all in-person Chamber events. Note that the Chamber must pay our vendors based on advance registrations, and therefore cannot offer refunds for events.



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Hosted by [Mission Hills Club](#)

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The Chamber's signature monthly event includes individual introductions, table networking, trivia questions and more. *Donate trivia prizes for extra visibility!* Sponsored by Cobalt Photography, David Telisman Communications, Lewis Floor and Home, Matt Settler-Dasco Insurance, and Unique Carpet Cleaning.

[Small Business Resources: Illinois Department of Commerce & Economic Opportunity](#)

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Agnes Masnik from the Office of Regional Economic Development presents an overview of available programs and resources in this multi-chamber event.

[Business Roundtable via Zoom](#)

Mon., December 12, 3:30 p.m.

Build closer connections and share your insights in this discussion facilitated by P.J. Weiland, ActionCOACH.

SAMPLE MEMBER SPOTLIGHT



Member Spotlight

MEMBER SPOTLIGHT | December 2022

Get to Know Northbrook Chamber Platinum & Gold Members

It's time to make us
your healthcare
partner.



Dundee Pharmacy

Families across the North Shore have trusted Dundee Pharmacy for generations. We provide compassionate, convenient care at the lowest cost. Our special no-cost packaging options ensure the correct medication is taken at the right time. Open seven days a week, with same-day home delivery available. Transfer your prescriptions today! Call (847) 480-1000 or visit DundeeRX.com.



SERVPRO of Northbrook / Wheeling / Glencoe

Responding faster to any disaster! [Fire](#), [water](#), [storm](#) or [mold](#) damage - SERVPRO's highly-trained technicians provide 24-hour emergency service to meet your restoration needs. Frozen pipes, sump pump failures, and ice damming? We'll get the job done "like it never happened." Ask about our residential and commercial [cleaning services](#). Call (847) 498-8889.



Sunset Foods

Enjoy an easy and delicious holiday with [catering from Sunset Foods](#). Choose from a wide selection of dinner packages, individual entrees, appetizers, seafood trays, desserts and more, with traditional favorites for Hanukkah, Christmas, and New Years Eve celebrations. Place your order early and then relax -- Sunset has you covered! Call (847) 272-7700 for assistance.



North Shore Balloon Decor

Your big day is our big day! Make your celebration spectacular with decorations from North Shore Balloon Décor. [Holiday parties](#), [corporate events](#), [bar/bat mitzvahs](#), [banquets](#): we make any event memorable with unique designs and custom installations. Browse our online gallery or [contact Megan](#) for your personal consultation. North Shore Balloon Decor: For the Party People!



Maharaj Indian Grill

Take a delicious break this winter with lunch or dinner at Maharaj Indian Grill! Our award-winning chefs bring you the flavors of India with colorful, aromatic specialties, including excellent vegetarian options. Enjoy our welcoming [dining room](#) at White Plains Shopping Center, or order online for convenient [carryout](#) or [delivery](#). Ask us about [catering](#) for your holiday gatherings! Located at 3111 Dundee Road in Northbrook.

**YOUR
LOGO
HERE**

Upgrade For 2023!

The Member Spotlight is just one of the marketing benefits included in an upgraded Chamber membership. Your business will also receive an enhanced website description, bonus business categories, extra visibility in the Community Guide, online banner ads, and more -- all for one affordable annual investment. [Contact our office](#) today to upgrade your membership and schedule your 2023 Spotlight!