Attending SHBA’s January luncheon is a great way for you to get the information that you need to make 2019 a successful year. The specialists who are part of our Ask the Expert Program will share their expertise and top tips and will answer your questions. Experts will represent the fields of marketing/advertising, banking, employment law and human resources and more. The Ask The Expert Program is a complimentary member benefit that gives you access to the expertise of your fellow members with respect to areas that are crucial to the operation of your business. To register for the luncheon go to: http://shba.org/upcoming-events/#event=22357496

THURSDAY, JANUARY 24, 2019
11:30 a.m. - 1:00 p.m.
South Holland Community Center
501 E. 170th Street
South Holland, IL 60473

SPONSORS:
COMCAST & GOVERNORS STATE UNIVERSITY
CATERER: JIMBOOO’S

Register Online Today!
Please contact Blevian at 708-596-0065 or info@shba.org for more information
Members $10  Non-Members $15
IF YOU WANT TO BECOME A MEMBER OF SHBA, PLEASE VISIT WWW.SHBA.ORG AND COMPLETE OUR MEMBERSHIP APPLICATION OR CALL BLEVIAN AT (708) 596-0065 FOR MORE INFORMATION.

UPCOMING EVENTS

• **SHBA's Networking Luncheon**, Ask the Expert Program Demo and Panel Discussion, Thursday, January 24, 2019, 11:30 a.m. to 1:00 p.m., South Holland Community Center, 501 E. 170th Street, South Holland

• **SHBA Networking Business Before Hours**, Thursday, February 28, 2019, 8:00 a.m. to 9:30 a.m., South Holland Public Library, 16250 Wausau Avenue, South Holland, IL 60473

• **SHBA's Business Expo**, Thursday, March 28, 2019, 10:30 a.m. to 2:30 p.m., South Holland Community Center. Free admission for attendees. Please register at http://shba.org/upcoming-events/#event=23182167

BOSS TALK AUDIO INTERVIEWS

Listen to this informative and interesting B.O.S.S. Talk interview that Tom Prentiss of Harrell and Associates conducted with Patrick Rush, Executive Director, South Suburban College (SSC) Foundation. The foundation’s mission is to support the educational purposes and objectives of the College by providing assistance in the promotion of SSC’s services and facilities. The SSC foundation provides scholarship assistance each year to many students who otherwise would be unlikely to begin or complete their college education. To schedule an appointment to be interviewed, contact Tim at 708-792-3522 or via email at TimPrentiss@outlook.com. You can check out our other B.O.S.S. Talk interviews by visiting: www.shba.org/boss-talk/, check out our facebook page, or click here: http://harrelandassociatesinc.com/boss-talk-patrick-rush-of-the-south-suburban-college-foundation/

JOIN OUR TEXT CLUB: STAY IN THE LOOP WITH WHAT IS GOING ON! TEXT SHBA TO 28748

Have your business’s news and updates featured here! Contact info@SHBA.org for more details.

WINTER WONDERLAND

SHBA was delighted to be included among the 30 businesses and organizations that were given an opportunity to decorate a tree as part of the South Holland Winter Wonderland in December 2018. Each display was creative and unique and added a festive flair to Veterans Park.

Will you please do us a favor?

Pre-register for SHBA’s networking luncheons and events online @ www.SHBA.org. This will help us to better plan for catering and logistics. Thank you!
Shear Designs II is a diverse hair salon that specializes in all hair types for women, men, & children.

Shear Designs II’s mission is to provide clients with superior hair care, through professional service and education to improve and maintain healthy hair to enrich the lives of our clients.

Our vision is to be the premiere hair salon, by providing professional hair care to rejuvenate, stimulate, maintain & enhance beauty for all clients at Shear Designs II.

We accept walk-ins, as well as scheduled appointments. We strive to maintain a professional and friendly atmosphere utilizing in quality service.

To provide our clients with maximum comfort and accessibility, we have salon services that will allow a wheelchair or scooter to pull into stations. This allows clients to remain in his/her wheelchair or scooter while they have their salon service. There is also accessible parking conveniently right next to the salon in the rear. We are located at 16126 South Park Avenue in South Holland, and our phone number is (708) 331-1990. You can also visit our website at sheardesignsii@gmail.com

Shear Designs II thanks you for the opportunity to service you!
What do you get when you have festive decorations, delicious food, jovial people, glorious prizes and giveaways, and live entertainment? You get the South Holland Business Association’s (SHBA) Holiday Party! This fun and fabulous annual event was held on December 12, 2018 at Glenwoodie Golf Club. SHBA’s Holiday Party Committee, which includes Chairperson Alexandra Glumac, Executive Director Blevian Moore, Kim Allen, Larry Powell, Ruth Ramirez, and Ted Ver Haar, volunteered their time and creative energy to making sure that the event is well-planned and enjoyed by all. This is no small task because there are so many details to consider and each year they strive to make the event better than the previous year.

This year they upped their offering by inviting Kathryn “Ms. Trysha” Grandberry, a former contestant from the America’s Got Talent program, to offer her renditions of some favorite holiday songs. She also helped to facilitate the SHBA Holiday Party grand tradition of the singing of “The Twelve Days of Christmas.” Ms. Trysha’s melodic intro motivated even the hesitant crooners in the room to join in the fun.

Other highlights of the event included the presentation of the Ted Ver Haar Award and the Beautification Award. This year there were two worthy recipients of Ted Ver Haar Award. Illiana Financial Credit Union and Abbott’s Printing were honored for their dedication, loyalty and service over and beyond ordinary expectations. Both businesses provide valuable support to SHBA via by donating their time, talent and treasures. We are truly grateful for both of them. The Beautification Awards were presented to WDB Marketing and Kiswani Freight for their efforts to beautify their property and the South Holland business community.

We appreciate your generous donation of toys for the Thornton Township Toy Drive which helped a needy child to have a happier holiday.

Our gratitude overflows for our annual and holiday sponsors who contributed greatly to the success of this event.
In December, the Village of South Holland held Ribbon Cutting events to celebrate the opening of two new restaurants:

Cabo San Lucas Grill  
(Mexican/American Restaurant)  
997 E. 162nd Street, South Holland

Chipotle Mexican Grill  
(Mexican Restaurant)  
559 E. 162nd Street, South Holland

Some people bristle at the thought of turning 40. They struggle with feelings of fleeting youth and missed opportunities of yesteryear. The South Holland Business Association has NO REGRETS as it embarks on its 40th year. We are tickled ruby red - the color for the 40th anniversary - at the realization that we are still a vital and vibrant part of the South Holland business community.

In recognition of this milestone, SHBA has given itself a bit of a facelift with respect to our branding and mission. Our new logo, which was designed and donated by the creative and talented team at Roeda, reflects our refreshed and renewed vision for the future.

Our revised mission is for SHBA to be a premier association that advances the interests of our members by providing access to information, resources, and relationships that foster opportunities for business success in our community.
INSTEAD OF A “BRAND” THINK “TATTOO”

BY LARRY GALLER
www.larrygaller.com  |  larry@larrygaller.com

Back in the Old West, ranchers used to brand cattle to indicate ownership since cows look pretty much the same except to another cow. The “brand” was the primary mark of differentiation. Today we think of “branding” in much the same way, as a means of permanent identification.

Now fast-forward 150 years and let’s update branding from the days of the Old West to the current era. Companies brand themselves, their products, their services so their audience can easily and immediately identify them, remember them and what they stand for in graphic terms.

Today it has become increasingly common for people to self-brand themselves by applying graphics, in the form of tattoos which has become the permanent identification technique for a generation. Instead of cows being tied up and held down against their will while a painful hot iron is held against their skin, those who get tattoos do so by choice.

Many, if not most products are undistinguished (and are close to indistinguishable) from their competitors except for marketing techniques, such as branding, that are used to communicate virtues such as perceived value and quality. I seriously doubt whether most people could distinguish the company that produces a sneaker if the logo (think Nike “Swoosh” or the New Balance “N”) were torn off or covered. A product or service is branded to communicate those attributes and a great deal of effort, time, and money is invested in the process.

Let’s update the branding process and make it more relevant to our century. Companies that have a strong brand are able to get their customers to volunteer to be one of their advertising mediums using tee shirts, caps, bumper stickers, and yes, even tattoos to identify themselves with their favored product or company. To a certain extent, the customer’s brain is tattooed with the self-identified cult status of the favored product. This takes a strong and sustained effort to affect the tattoo on the brain, but once it’s done, like a skin tattoo, it is permanent and well worth the effort.
Raise your hand if you wish that you had more time in your day. Well, put your hand down and click on this article by Laura Vanderkam, titled “Hidden Pockets of Free Time and Where to Find Them.” It provides tips for how you can incorporate time-saving and time-enriching activities into your day that can help boost your productivity. Click here: http://bit.ly/HiddenPocketsFreeTime If you have tips for being productive, please share them with your fellow SHBA members by emailing them to us at info@SHBA.org.

CORRECTIONS
The following corrections are being made to the November 2018 In The Spotlight article that featured Royal T Hair Boutique, LLC: The mantra should have indicated: “Everyday is a good HAIR day at Royal T Hair Boutique.” The website is: www.royalthairboutique.mprsite.com

To read the full corrected copy of the article, please go to www.shba.org/intercom/. We regret these errors.