STATE OF THE VILLAGE

SPEAKER: Mayor Don De Graff

THURSDAY, MAY 23, 2019

11:30 a.m. - 1:15 p.m.
South Holland Community Center
501 E. 170th Street
South Holland, IL 60473

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VILLAGE OF SOUTH HOLLAND
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CATERED BY: PANERA BREAD

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

- **South Suburban College (SSC), Community Job Fair**, Tuesday, May 21, 2019. 10:00 a.m. to 2:00 p.m. at SSC Fitness Center, 15800 S. State Street, South Holland.

- **Shape Up with SHBA Networking Event**, Wednesday, June 5, 2019, 7:30 a.m. to 9:00 a.m., South Holland Community Center (SHCC), 501 East 170th Street, South Holland. Come build business relationships while you build your body as you walk around the SHCC indoor walking track. Free admission and feel free to bring a guest. For more information and to register go to http://bit.ly/SHBA-SHCCBBH3

- **SHBA Networking Luncheon**, State of the Village with Mayor Don De Graff, Thursday, May 23, 2019, 11:30 a.m. to 1:15 p.m., South Holland Community Center, 15800 South State Street, South Holland. Please RVSP by going to http://bit.ly/SHBAMay2019Luncheon

- **SHBA Golf Classic and Scholarship Awards Dinner**, Thursday, June 27, 2019, at Glenwoodie Golf Club located 19301 S. State Street, Glenwood, IL. Registration and continental breakfast starts at 8:00. Shotgun start at 9:30 am.

- **SHBA Member Appreciation Picnic**, Thursday, July 25, 2019, at Veteran’s Memorial Park located 160th and South Park Avenue, South Holland.

- **BOSS TALK AUDIO INTERVIEWS**: Listen to the following informative and interesting BOSS Talk (Business Opportunity Success Story) interviews conducted by Tim Prentiss by visiting our website www.shba.org/boss-talk: Abbott’s Printing, Animated Manufacturing, Anytime Fitness, Ashley Medical Supply, BarTech Group, Blueberry Field, Burrows Photography, Calvin Christian School, Carl Buddig & Company, Force Energy Group, Holland Home, Kirk’s BBQ, Lakar Enterprise, MB Financial Bank, Property Tax Reductions, Ramirez Law Office, Roeda Signs, South Suburban College, The Insurance Exchange, Unity Christian Academy, WDB Marketing, Xtreme Kustoms Wheels

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.
THE FOLLOWING INDIVIDUALS ARE SLATED TO SERVE ON THE SHBA BOARD OF DIRECTORS FOR THE 2019-2020 TERM:

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Please attend our May 23rd Networking Luncheon to voice your choice.

SHBA MEMBERS SCHOLARSHIPS ARE AVAILABLE!

Qualifications:
- Must be an owner, employee or child of an employee of a business or organization that is a member of SHBA.
- Must have completed 24 college credit hours.
- Must submit application by May 31, 2019.

Email info@shba.org to request an application.

For more info, contact Blevian at 708-596-0065.

DON’T BE LEFT OUT...

JOIN SHBA or RENEW YOUR MEMBERSHIP

Ways to join or renew:
- Online @ www.shba.org
- Mail payment to: South Holland Business Association, P.O. Box 334, South Holland, IL 60473

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The Intercom
Have you noticed that the South Holland Business Association (SHBA) has been doing things in a new way? (We hope so.) Not only did we hold our first Business Expo in March, we have been offering some unique opportunities for our members and guests to meet and greet.

On April 17, 2019 we held our first “Shape Up with SHBA” fitness-focused networking event at the South Holland Community Center’s indoor track. This early morning activity provided a relaxed environment for people to build relationships as they built their bodies. This is a win-win because our businesses and our bodies need to be healthy to experience vitality and longevity. Several participants said that it was just what they needed to kick-start their day. Based on this positive feedback we hosted a second “Shape Up with SHBA” event on May 1, 2019. (Thanks to Mark Harrell of Harrell and Associates for sponsoring our post-walk healthy snacks.) Stayed tuned because we have other creative “Shape Up with SHBA” events in the works.

Not only did we have events for members who like to do business before hours, we also co-hosted a Business After Hours networking event with The Content House (TCH) (www.thecontenthousechicago.com) on April 25, 2019. Everyone who attended this event was amazed and impressed by the creative environment and array of media and marketing services that TCH offers. There is a recording studio, a photography studio, and a well-appointed podcast room that was made available so attendees could do Facebook live podcasts. TCH made the event super exciting by having drawings for some amazing giveaways that will help the lucky winners to boost their social media and marketing presence. (If you didn’t win, check out the Member to Member Discount section in this newsletter to learn about the discounts that TCH offers SHBA members.) Thanks to our sponsors for this event Providence Bank and Trust and Ed Miniat.

If you would like to sponsor a Business Before, During or After Hours Networking Event, please contact Blevian Moore at 708-596-0065 or at info@SHBA.org.
SHAPE UP WITH SHBA!

IN THE SPOTLIGHT
YOU JUST MISSED AN OPPORTUNITY TO BE IN THE SPOTLIGHT!
Don’t let that happen again. Submit an article that describes your business or organization so that others in the business community will know what you have to offer. For more information, contact Blevian at 708-596-0065 or info@SHBA.org.

DON’T KEEP IT TO YOURSELF!
Share the Intercom with your colleagues, associates, and fellow employees by forwarding this issue to them or by asking them to sign up to receive our e-blasts/newsletter by going to www.tinyurl.com/SHBANews.

TRENDING TOPICS
The Metropolitan Planning Council will be hosting an Equity in Action: A Conversation Series (http://bit.ly/MPCEquityInAction) that will discuss everything from affordable housing innovation to a growing movement to combat poverty and income inequality. During this dynamic lineup of public events, progress will be celebrated, pressing social issues will be examined, and plans will be set in motion to ensure accountable for advancing the change that is needed.

THE CONTENT HOUSE
The Content House (TCH) is a full service media & project management agency. Its mission is to guide and equip all creative entrepreneurs from start to completion of their visions by facilitating a unique creative environment, strategical experience & state of the art equipment to bring their wildest dreams to life! It offers coaching, brand identity, media strategy, video advertising, web design and podcasting services. TCH offers SHBA members up to 50% off of select services. To learn how to take advantage of this and other members only discounts, go to: www.shba.org/member-to-member-discounts.
A SEAMLESS FRONT END AND CONSTANT FOLLOW-UP PRODUCES SALES

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

The woman walked into a photography studio and inquired whether a photographer would come to their home to take family photos in front of the fireplace. The receptionist nicely told her that they would do that, gave the prospective customer a brochure and price list for “on-location photo shoots” then took down the woman’s contact information, including her email address, which was added to the “prospect” database.

That’s it, a seamless front-end and constant follow-up system. It starts with a “Thank you for inquiring” note and is followed with a series of newsletters, coupons, announcements of open houses, and seasonal offerings like Valentine, Halloween, and other holiday promotions.

Did the woman become a customer? I don’t know since the incident occurred just last week, but I can assure you that, if the woman compared other photo studios to this photographer’s systemized approach to answering the inquiry, this photographer would be heads and shoulders above in comparatives like professionalism, preparedness, showing interest in the prospect, and appearance of quality. Over time, after she receives a number of communications and promotions, the woman will have to be impressed even more.

It is a fact that most businesses do not systemize either the sales process or the follow-up process very well, if at all. Yet, for many products or services, the purchasing decision is not impulsive. It is often a “kicking the tires” methodical accumulation of knowledge about options and various choices available - comparing one prospective vendor or product against another. The longer the decision-making process for a given vendor or product, the more a follow-up program will differentiate your company or your product / service versus your competitor in converting the prospect into a customer.

As a personal example, a friend just moved into a retirement community in Illinois. She had been doing research by “kicking the tires” of these communities for at least five years. When she finally made the decision to make this big move, her choice was easy because of the sales and follow-up system of her chosen new home.
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For information on SHBA, please call 708-596-0065 or send an email to info@shba.org.

SHBA members are encouraged to contribute articles to the Intercom News Deadline: 1st Friday of the Month
Send news to: P.O. Box 334, South Holland, IL 60473 (info@shba.org)