JULY, 2019

MEMBER APPRECIATION PICNIC

Thursday July 25th, 2019

Veterans Memorial Park
160th & South Park
South Holland, IL
11:30 a.m. - 2:00 p.m.

Cost: Free to SHBA Members (members and employees only please)
$15 Guests (payable at picnic)

MENU
Ribs • Hot Dogs • Burgers • Baked Beans
Chips • Cake • Watermelon • Beverages
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 Member Appreciation Picnic**, Thursday, July 25, 2019, 11:30 a.m. to 2:00 p.m. at Veteran’s Memorial Park located 160th and South Park Avenue, South Holland, IL.

- **Xtreme Kustom Wheels @ South Suburban College**, Sunday, July 28, 12-5pm
  We’re baaaackkkkk!!! Cars, motorcycles and trucks covers about everything. This is a must come to event. Old school, new school and much much more. This event will be held on the parking lot of South Suburban College, 15800 S. State, South Holland. Vendors and food will be available on site. Definitely a family affair, so come out with yours and enjoy a day of awesome wheels!!! See you there!! It’s a FREE EVENT!

- **SHBA Golf Classic and Scholarship Awards Dinner**, Thursday, August 8, 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. Non-golfers you are welcome to come out, too. We will have games, golf-inspired activities, and much, much more. Click here to register: [http://bit.ly/SHBAGolfOuting2019](http://bit.ly/SHBAGolfOuting2019)

- **Shape Up with SHBA Networking Event**, Wednesday, August 14, 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.

- **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.
COOK COUNTY URGES RESIDENTS TO GO SOLAR

Cook County is partnering with the Midwest Renewable Energy Association (MREA) and the Citizens Utility Board to make solar energy more accessible and affordable for County residents. The partnership is coordinating a residential solar group buy program called Solarize Chicagoland, making it available to residents in Cook, DuPage, Kane and Will Counties.

The program takes advantage of volume purchasing, which can significantly reduce the up-front costs of installing solar on homes. The more people that participate, the lower the cost is for the solar installer and the lower the prices are for participants.

The price comes down for everyone when certain benchmarks are surpassed. Once the participants of the group buy collectively reach 50 kW of capacity, everyone gets an additional price reduction. Price reductions are also triggered at 150 kW and at 250 kW. A final reduction is triggered above 500 kW.

To learn more about Solarize Chicagoland, please attend a Solar Power Hour. These free, no obligation information sessions are being held throughout the summer. The schedule is listed on www.solarizechicagoland.com.

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Arden Courts
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Residential living for early to middle stages of Alzheimer’s disease and related memory impairments.

We also offer short term respite stays.

708-895-1600
2045 East 170th St.
South Holland, IL 60473

www.seniorhousing.net/ad/ardencourtsholland
On June 27, 2019 we headed toward Glenwoodie for a great day of golf! However, upon arrival we looked at the course and realized that golf was not an option. We made sure our golfers were aware of the postponement and for those that showed up, we played uno and a few other card games. The scholarship awardees received their scholarships as some were due to be at school on our reschedule date of August 8, 2019. However, you will still have an opportunity to have a great day of golf and meet some of the awardees.
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.

Village of South Holland Town Center Social and Cruise Night
Saturday, July 27 and August 24, 2019, 4:00 - 8:00 p.m.
We are once again having the Town Center Social! Enjoy live music, food, games, and face painting! This year the Village will be adding something new - Cruise Night. There will be numerous cars, from antiques to newer models! Whether or not you love cars, Cruise Night is a great experience for people of all ages. This event takes place at 16113 South Park Ave. For more information on bringing your car to Cruise Night please call 708-210-2904.

Coming soon!! Business After Hours at Roeda in September 20! Stay tuned and look for the date. If you would like to have a Business After Hours send an email to info@shba.org with a few dates in mind.

To learn about other members-only discounts, go to: www.shba.org/member-to-member-discounts/
CHARGING “THE IDEAL PRICE”?

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

The price you ask for the products and services is critical.

If you charge too much customers leave and go to the competition. If you charge too little then profits are diminished, sometimes to the point of loss. So the right price is somewhere between “too much” and “too little.” I’d like to advise you to charge “The Ideal Price” but have to admit that unfortunately there is no such thing as the “Ideal Price.”

So how do you establish the prices you charge? A simplistic overview of pricing strategies covers a wide range of options. Some charge a percentage markup of the cost because that is the “industry norm.” Others charge a price based on pricing charged by their competitors. Those with excess fulfillment or production capacity can increase sales volume and profits by lowering prices while others choose a pricing structure based on what they think their customers will pay.

Complicating the pricing conundrum is the fact that some customers will pay more for a given product if, for some reason, they find more value or have a greater need while others will only purchase that same service when the price is reduced by being “on sale,” with a rebate, or via negotiations. An example is the pricing differentiation in air travel; there are substantially different prices for the same flight depending on whether the ticket is purchased two weeks or two hours in advance and there are different prices depending on the amenities one wishes to purchase (coach / business class / first class).

No matter what you sell and the pricing structure you currently use, consider your pricing strategy based on the goals you have established for growth, profit, and market share. Basing your prices on an industry formula, your competition, or the costs associated with delivering your product is the starting point but, if you can add value and deliver your product / service in the manner you customer most desires, it is quite possible that you can raise your price while your customer gains more satisfaction from the transaction. When you can do that, you’ve found the “Ideal Price.”
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SHBA members are encouraged to contribute articles to the Intercom
Intercom News Deadline: 1st Friday of the Month
Send news to: P.O. Box 334, South Holland, IL 60473 (info@shba.org)

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Don’t delay, explore yourself and your town TODAY!

Scan here to visit us online.

Village of South Holland
Route 6 Façade Improvement Project

Do you want to spruce up the exterior appearance of your business? If your business is located in a Tax Increment Finance (TIF) district on Route 6 in South Holland, apply to participate in the Village’s Façade Improvement Project. The purpose of this program is to...

- Increase the physical attractiveness and marketability of South Holland’s businesses  
- Facilitate South Holland businesses in making these desired exterior improvements  
- Improve overall appearance, quality and vitality of the Village’s Commercial District

Approved projects are eligible to receive reimbursement after project completion in the form of a matching grant of up to a maximum of 50% of the actual improvement costs. The maximum eligible project cost is $100,000, and a minimum $1,000 material investment must be made.

Contact John Watson at 708-210-2903/jwatsone@southholland.org or Angela Harris at 708-339-8749/aharris@southholland.org of the Economic Development Department for program information and to determine eligibility.

Clean, Bright, and Beautiful!