

DuPage Character Development – Business Committee

Meeting Minutes

31-OCT-06 at 7:30 a.m.

ARAMARK – Downers Grove

- 1) Intro of new attendees: none
Others: Deby Baker Ken Fisher Steve Berning
Tom Itrich Pam Huck Ray Benedetto
- 2) Character Reminder: think about the long term goals in helping others become more responsible; it is easy to react in anger when someone is not responsible; take a breath, watch your words and tone ... use it as a teachable moment.
- 3) Logo, Web site, Pledge certificate: the web site is almost live; the home page layout was reviewed at the meeting; Tim Ahlenius from Synergistic Networks is developing the site. The site development and one year of hosting, while we get on our financial feet, are in-kind donations from Synergistic Networks. Pam Huck completed a lengthy survey that they used to draw out the design. Since we did not have a logo yet, Tim took the information provided and created one. It was well received by the committee with a few changes, thus we will proceed with that logo (will verify it is available) and slogan. Thank you, Synergistic Networks!
- 4) Business Committee growth: committee members have met with other businesses in the past month; there will be 3 chamber presentations during November. Deby Baker from Woodland Windows & Doors will step in as chairperson for the committee beginning in 2007. The position of vice-chair has been established and will be taken by Ray Benedetto.
- 5) Marketing Tools:
 - Info-mercial: Ray Benedetto will draft this to help all members develop a powerful opening statement in our marketing satchel.
 - PPT Presentation: Deby Baker and Pam Huck made some changes to the PPT; Deby presented the new PPT at the meeting, and will distribute to all members for use.
 - Standard letter of Introduction: Deby will issue a draft via e-mail to the committee tomorrow; please give her your feedback so it can be finalized ASAP.
 - Expo table display: Ken Fisher will bring the C@W display to the next meeting, so we can ensure that our display blends in.
 - Committee brochures: Tom Itrich said that Huskie Tools will pay for the printing of 5000 of our brochures. The Ink Well in Wheaton agreed to give a great price \$1000 for a 4-color brochure. Thank you, Huskie Tools and The Ink Well!

6) 2007 Quarterly Forums:

Tentative dates: (2nd Tuesday from 7:30 – 9:00 A.M.)

Feb 13th May 8th Aug 14th Nov 13th

Topics for the first two forums will be decided at the next meeting.

Ken Fisher will send the C@W table of contents via e-mail to the committee.

Use this as an idea base for topics

7) Next Meeting: **TUESDAY, 21-NOV-06 (7:30-9:00 A.M.)**

Location: Aramark – Downers Grove