



MUNDELEIN BUSINESS MATTERS

November 2009

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CUSTOMER SERVICE

By Dan Sawchuck, Accounting Freedom Ltd.
and Dave Verbeten, Action Coach

These days it seems that we have collectively resigned ourselves to the fact that Customer Service “just ain’t what it used to be.” What that really tells us is that we all have opportunities to differentiate ourselves from “everyone else” by providing great customer service to our clients. And from a business growth standpoint, the best source of increased business and referral business should be our current customers and clients. After all, they are the ones that know us best and should be willing to tell others about us.

With that in mind, we provide the following Customer Service tips. See where you can improve so that your customers become “Raving Fans” of your business.

Top 10 Commandments of Customer Service:

1. Don’t expect your customers to tolerate customer service mistakes.
2. Always do what you say you will do when you say you will do it.
3. Never, ever make a promise that you are not sure you can keep because promise-breaking is the same as lying.
4. Never try to remember your promises; put them on a task list.
5. Remember that unacknowledged communication is the most profound form of disrespect.

6. Respond to every inbound phone call or email in half the time your customers expect.

7. Review your task list before the end of the day to make sure you have not broken any promises.

8. If it appears that you won’t be able to keep a promise, always renegotiate before the deadline.

9. Use auto-responders and voice mail greetings to communicate your absence so you don’t appear nonresponsive.

10. Communication technology problems are never acceptable excuses for breaking promises, so make sure your technology is working.

NEW BUILDING CODES

By Pete Schubkegel, Director of Building



In April 2009, the Village adopted a new building and fire code, and in June 2009, adopted a new electric code. These new codes take advantage of new technology,

processes, installations and prior experiences related to building safety. These codes have allowed businesses to expand, additions to be built, and remodeling to take place that otherwise may have been cost prohibitive under the old codes. Park Street Café, Diamond Lake Condominiums and Epco Paint are just a few examples of those projects.

The new Codes are the 2006 International Building Code, 2006 International Fire Code, and 2008 National Electric Code.

Each of these codes includes local amendments created by the Village in order to tailor to the needs of our community. To get a copy of the amendments, or to find out more information on the codes, please contact the Building Department at 847-949-3283.

SNOW REMOVAL

By Pete Schubkegel, Director of Building

As a reminder, in February 2008, the Village of Mundelein enacted an Ordinance regarding the depositing of snow on sidewalks and streets. Section 9.40.035 of the Mundelein Municipal Code states: “No person shall shovel, plow or otherwise place snow/ice or cause or permit shoveling, plowing, or placing of snow/ice from a private driveway, parking lot, or other private property upon any highway, street or public sidewalk so as to hinder, obstruct, impede or otherwise interfere in any way with movement of traffic upon said street, highway or sidewalk.”



The ordinance also does not allow snow to be relocated onto another parcel of land within the Village. Violators are subject to fines up to \$750. Please be sure to inform your snowplow contractors and employees of this ordinance requirement.

ELECTRONIC MESSAGE SIGNS

By Emmett Talkington, Village Planner

On September 28, 2009 the Mundelein Village Board approved electronic message center signs for certain commercial, public and institutional uses. A need for electronic message center signs was brought to the attention of the Village Board after several applications from local business owners. Businesses and organizations must meet certain criteria in order to be eligible for an electronic message center. Many municipalities in the surrounding area have approved these signs or similar signs in order to bring attention to businesses and organizations in their municipality.

For more information on the electronic message center, or to find out if your business or organization is eligible, please view the Village of Mundelein Municipal Code at www.mundelein.org.



MUNDELEIN CENTENNIAL

By Mike Flynn, Assistant Village Administrator

The major events of Mundelein's 100th anniversary celebration are complete. The final event, held October 17th at the University of Saint Mary of the Lake, featuring an organ concert, banquet and the unveiling of the fully restored Old No. 1, was a huge success. Old No. 1 was donated to the Village by Cardinal Mundelein and originally dedicated at the University of Saint Mary of the Lake on July 18, 1925.



Old No. 1

Many local businesses contributed to the success of the Centennial celebration, far too many to list here. Thanks to all of you that helped with sponsorships, contributed a silent auction item, donated to the restoration of Old No. 1, or provided in-kind services. We could not have done it without you. A full list of contributors is posted on the Village website.

CENTENNIAL PLAZA

By Mike Flynn, Assistant Village Administrator

Although our Centennial year is almost over, the Centennial Committee is still working on a “legacy” project that will contribute a permanent reminder of the year to future generations. That project is the Centennial Plaza, a 10,000 square foot improvement to Kracklauer Park featuring a plaza and landscaping in a passive recreational setting. The planning committee has partnered with Blanford Landscape Architects, Architerra Landscaping, and Northfield Block to get the project started. Construction is anticipated in summer of 2010.

Corporate sponsorship will be available. A committee representative may be contacting you in the near future with additional ways you may be able to help.

COMPREHENSIVE PLAN

By Victor Barrera, Director of Planning & Development

What is a Comprehensive Plan?

A Comprehensive Plan will serve as Mundelein's official guide for land use, physical improvement and development. It will provide a decision-making foundation that is based on the community's vision for the future, and an understanding of how things are and how things could be. The new Comprehensive Plan will serve as Mundelein's "road map" for the next 10 to 15 years, protecting and enhancing the unique and established character of the community.

Mundelein is in the process of updating the Village's Comprehensive Plan and would like your opinion and insight. If you would like to participate, please stop by the Village Hall to pick up a survey or visit the Comprehensive Plan Website via the link on the Village website, www.mundelein.org.

LAKE COUNTY PARTNERS

By Frank Brisbois, Interim President

Finally, we're seeing some good economic news on the horizon (in fits and spurts, of course). The Conference Board's Leading Economic Index (LEI) increased for the sixth consecutive month. The six month growth rate in the index improved to its highest pace since 1983 and government economists report that the 3rd quarter, 2009 gross domestic product increased by an annual rate of 3.5%. Unfortunately, the downward trend in employment is keeping the indicators from rising any faster than they already are.

Unemployment is still a problem and probably will continue to be a problem for a number of months. The national unemployment rate stood at 9.8% in September, and the state's was 10.5%. Lake County's rate reached 10%, a level we have not seen since the recession of the early 1980's. However, there is a real thirst for credit as evidenced by the number of companies contacting Lake County Partners for SBA 504 loans and Recovery Zone Facility Bonds. Lake County's businesses and entrepreneurs are getting themselves ready for the recovery. That's good news...Lake County's business community is resilient and ready to get past this downturn!

PACE RIDESHARE AND VANPOOL INCENTIVE PROGRAM

By Ryan Wiesen, Administrative Intern

The PACE Rideshare and Vanpool Incentive Program provides an economical, convenient, and environmentally friendly alternative to driving alone for commuters. RideShare is a free internet service which facilitates the forming of carpool groups for Northeastern Illinois residents. RideShare commuters may then take advantage of the Vanpool Incentive Program to use PACE vans to commute to work. The Vanpool Incentive Program has two options: the Traditional Vanpool and the Metra Feeders program. The Traditional Vanpool brings commuters from their home area to their work area. The Metra Feeders option transports commuters from a Metra station to a nearby worksite. Vanpool has potential tax savings for both employers and employees through the Commuter Choice Benefits Program. More information and registration is available at www.pacerideshare.com.

CENSUS REMINDER

By Ryan Wiesen, Administrative Intern

The Decennial U.S. Census will be held on April 1, 2010. The U.S. Census Bureau and the Village of Mundelein are seeking help in ensuring that every individual is accounted for. The Census determines political representation in the U.S. House of Representatives, as well as the distribution of \$300 billion in annual government spending for community services. Your business can help by posting information on the U.S. Census for employees to read. Information on the U.S. Census is attached to this newsletter and is available at www.census.gov/2010census or www.mundelein.org.

BUSINESS NEWSLETTER TO GO PAPERLESS

Please send us your email address to receive Mundelein Business Matters electronically. We would like to improve our communication and outreach to our business community. The best way to do this is via email. Please email us at info@mundelein.org and sign up today.

NEW BUSINESSES

Welcome to the following new businesses that have opened in Mundelein since May 2009.

Entertainment: Timmy's Golf Center, 850 E. Route 45; Neon Moon Ltd., 2061 W. Maple Ave.; Tala Restaurant, 506 N. Lake St.

Specialty: M & M DDC, 1200 S. Lake St.; Solutions For Your Home, 445 N. Lake St.; CPR Appliance & Vacuum Repair, 300 N. Seymour Ave.; Aerial, 1132 W. Maple Ave.; Hector's Hair Salon, 406 N. Seymour Ave.; Advocate Home Care Products, 104 Terrace Dr.; Ross – Chiropractor LLC, 506 E. Hawley St., #2.; True Sound, 674 S. Lake St.

Automotive: Meineke Auto Care Center, 313 Townline Rd.; George's Auto Service, 1270 Townline Rd.

Industrial: Waukegan Pallet, 664 Tower Rd.; ACO Gears Machining, 1240 Allanson Rd.; Martin Calibration, 1210 Allanson Rd.

Financial: Allied Home Mortgage, 621 N. Lake St.

Special Thanks to Jay R's Steel and Welding, Inc., 840 Tower Road, Mundelein, for rebuilding the trailer to Santa's Cottage and assuring that this traditional Mundelein downtown event will remain possible for many years to come. Roger Nally of Jay R's built a new steel frame and transferred the cottage from the old, broken down trailer onto the new frame and trailer.

And, the Fire Department would like to give a big thanks to **Jay R's**, the **Jean Ross Company**, and our local **McDonald's** restaurants owned by Brian Consolo, for their partnership in the conversion of our 1972 Mack fire engine for use as our Public Education Vehicle. Thanks also to Bill Scarim of **WW Display**, 401 Washington Blvd., for donating the quarter sawn white oak for the hose bed of Old #1, and for building new Stop, Drop and Roll signs for the Fire Department's Public Education Program.