



# Lake in the Hills Business Insider

## ◆ Winter 2007 ◆

## Upcoming Dates

All activities listed below will be held at Village Hall, 600 Harvest Gate, unless otherwise indicated.

### November 13, 2007

Business Relations Committee Meeting, 6:00pm

### December 1, 2007

Festival of Trees  
5:00pm

### December 6, 2007

BRC Holiday Party  
5:30pm - 7:30pm  
Winestyles  
319 N. Randall Rd.

### January 4, 2008

Gordon Larsen Award Nomination Deadline

### January 15, 2008

Business Relations Committee Meeting, 6:00pm

### February 14, 2008

Board of Trustees Meeting  
Gordon Larsen Award Presentation  
7:30pm

### February 19, 2008

Business Enhancement Program - Building Your Business Plan  
7:30am - 9:00am

### March 18, 2008

Business Relations Committee Meeting, 6:00pm

### March 18, 2008

Business Enhancement Program - Building Your Business Plan  
7:30am - 9:00am

## Business Relations Committee Hosts Holiday

The Lake in the Hills Business Relations Committee will be hosting its second annual holiday party on December 6, 2007 at 5:30pm. The event will take place at WineStyles, 319 N. Randall Rd in Lake in the Hills and is open to all Lake in the Hills' businesses.

This event offers an excellent opportunity to learn more about what the role of the Committee is and what it is doing for you. Stop in and enjoy some networking and casual conversation while enjoying appetizers and a wine tasting sponsored by Winestyles.



The entry fee to attend the event is the donation of a non-perishable food item that will be donated to the Lake in the Hills Food Pantry.

## Business Enhancement Program - Building Your Business Plan

**Mark your calendars for February 19, 2008!**

It's something every business should have, but where do you start? How do you put all of the pieces together to make sure your business is successful?



The Business Relations Committee will be continuing its Business Enhancement Program in 2008 by offering a six-part series titled, "Building Your Business Plan." The first session is scheduled for February 19, 2008 at 7:30am. The program is expected to run approximately 1½ hours and will include a continental breakfast. All of this is offered at no cost to Lake in the Hills businesses.

The first session will consist of an overview of the components of a Business Plan. Each session thereafter will be dedicated to a specific section of the Plan, such as the Operations Plan, Marketing Plan, or Competitive Analysis. The sessions will continue into August, each being held on the third Tuesday of each month at 7:30am. Businesses who have attended all six sessions will receive a certificate of completion.

Businesses not registered in Lake in the Hills will be charged \$15 for each session or may RSVP & pay \$75 in advance to attend all six.

*This quarterly edition is brought to you by Lake in the Hills Administration. For any business inquiries, please contact Gerald D. Sagona, Village Administrator at (847) 960-7411 or Shannon Andrews, Assistant Village Administrator at (847) 960-7412.*



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## 6<sup>th</sup> Annual Festival of Trees Sponsors Needed

Businesses, here is your chance to be a part of a community-wide holiday celebration where hundreds of residents will see your involvement. Your business can be a part of this festive event by purchasing a live evergreen tree covered with hundreds of lights for \$75.

You may choose to decorate your tree with a theme of your choice, or sponsor a tree allowing a non-profit organization to decorate. The community will vote of their favorite tree and a prize will be given to the winner. Your business name will be prominently posted near your tree and will be displayed through Christmas, giving your business community-wide recognition. For more information on sponsoring a tree call 847-960-7460.



The 6<sup>th</sup> Annual Festival of Trees will be held on Saturday, December 1, 2007. The lighting ceremony will be at 5:00PM at the Lake in the Hills Village Hall, 600 Harvest Gate.

## From the Algonquin/ Lake in the Hills Chamber

The Chamber has established a new committee, called the TABLE committee, whose mission is to keep members informed on business related issues, provide a forum to address concerns, and be a voice to convey member's opinions to local government.

In January, the committee will be hosting a round table discussion inviting Sen. Pam Althoff, Rep Mike Tryon and other key individuals to discuss how the Chamber and its members can assist in the serious transportation issue in McHenry County. This meeting is intended to be a "fact finding" mission, the results of which will be shared in a Townhall Meeting format for the membership.

## Business Survey

In February 2007, the Lake in the Hills Police Department began meeting with business owners and managers to discuss emerging police related issues within the business community. A representative from the Police Department individually met with over 200 businesses to engage them in conversation and distribute a survey focused on;

- identifying crimes and nuisances encountered by businesses that may not have been reported to the police;
- identifying what apprehensions business owners, manager and employees have about calling the police; and

- bringing a level of awareness to the Police Department about unreported business related crime and nuisance trends.

The results of the study show that the level at which each business decides to involve the police for crimes and nuisances vary greatly.

The survey data indicates that businesses are most concerned with crimes against persons and don't hesitate to call the police about these "low frequency" crimes.

Conversely, the data points out "high frequency" crimes against the business (namely bad checks and theft) are seen

as nuisances and often not reported to the police. The reasons given by business owners for not reporting these crimes include;

- being unsure of the law,
- finding out the crime had occurred well after the fact, and
- feeling that reporting the crime would be waste of their time and police resources.

The welfare of your business is important us. The Lake in the Hills Police Department would like to encourage local businesses to report any crimes and nuisances that negatively effect your business, however slight.



# Lake in the Hills Business Insider

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## Welcome New Businesses!

Lake in the Hills would like to welcome the following new businesses to our community. Residents are encouraged to use our merchants whenever possible to help out our local economy.

- Ogle Goggles  
2 Geneva Court
- Perennial Concept Lawn/  
Landscaping  
10 Joseph Court
- Complete Auto Repair  
Services  
9245 South Route 31
- Component Hardware  
(Machine Shop)  
1520 Industrial Drive, Unit A
- Life's Elements (Chiropractor)  
330 Hiawatha Drive
- Center for Performing Arts, Inc.  
4590 Princeton Lane, Suite 140
- Amy's Cleaning Service, Inc.  
3443 Sonoma Circle
- Shelter Insurance  
9421 Ackman Road
- Auto Zone (Retail Auto Parts)  
3 Crystal Lake Road
- BL Home Essentials, Inc.  
(Internet Sales)  
3341 Montgomery Drive
- Contech Industries  
(Product Training)  
4085 Peartree Drive

## Gordon Larsen Business Achievement Award



The Business Relations Committee is currently accepting applications for the Gordon Larsen Business Achievement Award. This biannual award recognizes businesses that have made significant contributions to the community.

Nominations forms are available on the home page of the Village's website at [www.lith.org](http://www.lith.org). The forms must be submitted prior to January 4, 2008 in order to be considered. Please mail your completed nomination forms to Village Hall, Attn: Shannon Andrews, 600 Harvest Gate, Lake in the Hills, IL 60156. Forms can also be emailed to [sandrews@lith.org](mailto:sandrews@lith.org).

The award recipient will be selected at the Business Relations Committee meeting on January 15, 2008. The award will be presented to the winning business at the February 14, 2008 Board of Trustees meeting.

## Businesses, Make Your MARK in the Community!

Get the most for your marketing dollar. The Parks and Recreation Department provides a great partnership opportunity for you to promote your business while supporting community events. By sponsoring an event you receive promotions throughout the community through Seasonal brochures (13,000 distributed), event flyers, logos on race shirts, and being apart of a positive community event.

### We are seeking partners for the following upcoming events:

- 8<sup>th</sup> Annual Run thru the Hills 5K/10K/  
Molehill Races (550 participants) –  
April 2008
- Summer Concert Series 600  
participants) – June, July & August  
2008

- 8<sup>th</sup> Annual Splish, Splash 5K Dash  
(225 participants) – June 2008
- 2<sup>nd</sup> Annual Lake in the Hills  
Triathlon (400 participants) –  
July 2008
- 6<sup>th</sup> Annual Sunset 5K Race (275  
participants) – September 2008

Partnerships include, product donation, financial contribution, and cross promotion opportunities. If your business is interested, please contact Andrew Gemmell at (847) 960-7460.

Your sponsorship of our events speaks directly to the priorities of your customers. When you support your community, your community will support you.

# Village of Lake in the Hills

600 Harvest Gate  
Lake in the Hills, IL 60156

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
ALGONQUIN, IL  
PERMIT NO. 8

## Village Contact Information

**For any Business-related inquiries, please contact:**

Gerald D. Sagona (847) 960-7411  
Village Administrator  
Shannon Andrews (847) 960-7412  
Assistant Village Administrator

**Emergency Services 911**  
Police Non-Emergency 658-5676  
1115 Crystal Lake Road  
Village Hall 960-7400  
600 Harvest Gate  
Administration Department 960-7410  
Finance Department 960-7420  
Community Development 960-7440  
Parks and Recreation 960-7460  
Public Works Department 960-7500  
9100 Haligus Road

**Office Hours**  
Village Hall  
8:30AM to 5:00PM Monday - Friday  
(Finance Dept remains open until 7:30PM on Thursdays)

**Public Works**  
7:30AM to 3:30PM Monday - Friday

**Website** [www.lith.org](http://www.lith.org)

## Business-Related Questions?

Village Administrator, Gerald Sagona is committed to working with the Village's business community. We are available to answer questions regarding the Village's ordinances or receive suggestions for new business-

related programs. We are here to provide assistance.

If you have a question, concern or comment, please feel free to contact us at (847) 960-7410.

## Join the Business Insider Mailing List

Visit the Village's website to register your email to receive any business related press releases or news updates via the Village's electronic listserv. For quick access, type the link below into your web browser, then add it as a favorite.

<http://www.lith.org/Development/BusResources/BusNews.shtml>

You will notice that there are a number of additional resources in this portion of the website, including the business calendar, business directory, demographics, available sites, as well as historical copies of the Business Insider publication.

If you would like any additional information, please contact Shannon Andrews at (847) 960-7412.