



The Central Lake View



# Ambassador

**A CENTRAL LAKE VIEW MERCHANTS ASSOCIATION PUBLICATION**

Volume IV Issue 4

December 2008



## CHANGE:

How will the  
Obama Administration  
affect small business?

# *A Letter from the Editor...*



## CHANGE:

With the historic inauguration of president-elect Barack Obama just weeks away, small business owners across the nation are no doubt contemplating the affects of the Obama administration on their business. And in case you have not had the time to research what Obama has planned for the nation's small business community, I have provided a short list of key promises Obama made during his candidacy and since he won his bid for president:

### **Lower Health Care Costs with a New Small Business Health Tax Credit:**

This Small Business Health Tax Credit will provide a refundable credit of up to 50 percent on premiums paid by small businesses on behalf of their employees.

### **Provide Zero Capital Gains and Other Tax Relief for Small Businesses and Start Ups:**

Obama promised to eliminate all capital gains taxes on small and start-up businesses to encourage innovation and job creation. He said he will support small business owners by providing a \$500 "Making Work Pay" tax credit to almost every worker in America. Self-employed small business owners pay both the employee and the employer side of the payroll tax, and this measure will reduce the burdens of this double taxation.

**Expand Loan Programs for Small Businesses:** Access to capital is a top concern among small business owners. Obama cosponsored the bipartisan Small Business Lending Reauthorization and Improvements Act. This bill expands the Small Business Administration's loan and micro-loan programs which provide startup and long-term financing that small firms cannot receive through normal channels. Obama promised to work to help more entrepreneurs get loans, expand the network of lenders, and simplify the loan approval process.

**Provide Emergency Relief:** Obama supported legislation to provide emergency relief to small businesses affected by a significant increase in the price of heating oil, natural gas, propane, or kerosene. This bill authorized the Small Business Administration to make disaster loans to assist small businesses that have suffered, or are likely to suffer substantial economic injury as the result of a significant increase in the price of heating fuel.

**Invest in Women-Owned Small Businesses:** Obama encourages investment in women-owned businesses, providing more support to women business owners and reducing discrimination in lending. To create greater opportunities for women business owners who would like to do business with the federal government, Obama promises to implement the Women Owned Business contracting program that was signed into law by President Bill Clinton, but has yet to be implemented by the Bush Administration.

Also, in researching Obama's small business initiatives I discovered that Obama recently nominated venture capitalist expert Karen Gordon Mills as head of the Small Business Administration. Mills, who has been part of the president-elect's SBA transition team, is president of MMP Group, a private equity investor and adviser since 1993. She is also lead director of Scotts Miracle-Gro. Her husband is president of Bowdoin College in Maine.

So will the "Change" administration really make good on its promises? One thing's for sure -- the nation and the rest of the world definitely seem optimistic and enthusiastic about it. As for what I think...let's just say that the next four years will be really fascinating!

**Happy Holidays!**

Larissa M. Tyler  
Editor In Chief

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# The Holiday Party 2008



Members of both CLMA and the Lake View Citizens' Council (LVCC) celebrated the holiday season together at the "Let It Snow!" Holiday Party. It was Lake View's soiree of the year yielding over 600 guests at Slaymaker Gallery (934 W. Roscoe). All enjoyed the delicious "Taste of Lake View" buffet and the magnificent art work displayed at the gallery. Festivities went on late into the night until guests reluctantly left, but not before snagging CLMA's party favors - little white holiday lights. Another great party marking another great year for CLMA and LVCC!



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[www.mylakeview.com](http://www.mylakeview.com)



**A special thanks to all who donated to the  
"Taste of Lake View" at our  
2009 Holiday Party!**



- 1,000 Liquors - 1010 W. Belmont  
Ann Sather - 909 W. Belmont  
Argo Tea - 3135 N. Broadway  
Chicago's Pizza - 3006 N. Sheffield  
Cozy Noodles & Rice - 3456 N. Sheffield  
Cubs Park Services - 3650 N. Clark  
Dark Horse Tap & Grill - 3443 N. Sheffield  
Deleece Grill Pub - 3313 N. Clark  
Dinkel's Bakery - 3329 N. Lincoln  
El Jardin Restaurant - 3335 N. Clark  
Fitness Formula Clubs - 3232 N. Halsted  
Fly Me to the Moon - 3400 N. Clark  
Goose Island Wrigleyville - 3535 N. Clark  
Ian's Pizza - 3463 N. Clark  
Leona's - 3215 N. Sheffield  
Mad River Bar & Grille - 2909 N. Sheffield  
Matilda - 3101 N. Sheffield  
Merkle's Bar & Grill - 3516 N. Clark  
Murphy's Bleachers - 3655 N. Sheffield  
Mystic Celt Bar & Grill - 3443 N. Southport  
P.S. Bangkok - 3345 N. Clark  
Panino's - 3702 N. Broadway  
Pizza-Ria - 3515 N. Clark  
Radhuni Indian Kitchen - 3227 N. Clark  
Roscoe's Tavern & Café - 3356 N. Halsted  
Schoolyard Tavern & Grill - 3258 N. Southport  
Sheffield's Wine & Beer Garden - 3258 N. Sheffield  
Shiroi Hana Restaurant - 3242 N. Clark  
Sluggers - 3540 N. Clark  
SPIN - 800 W. Belmont  
Thai Classic Restaurant - 3332 N. Clark  
The Cubby Bear - 3464 N. Clark  
The Hungry Cubbie - 3355 N. Clark  
Trader Todd's - 3216 N. Sheffield  
Vine's on Clark - 3554 N. Clark  
Wellington's Tavern - 1300 W. Wellington

**Everything was delicious!**

# Cubs Community Connection

STATS THE CUBS NEWS SCHEDULE WRIGLEY FIELD TICKETS SHOP SUBSCRIPTIONS

## Ice Skate on Wrigley Field!

Cubs, Blackhawks, and NHL offer rare opportunity to supporters in Lakeview

It's official! Wrigley Field will host the Chicago Blackhawks and Detroit Red Wings on January 1, 2009, in the National Hockey League's annual Winter Classic. In conjunction with the event, the Chicago Cubs, the NHL and the Blackhawks will host a special community skate day on the same ice rink used for the Winter Classic. The community skate will be held on Sunday, January 4<sup>th</sup>. All proceeds benefit Chicago Cubs Charities.

Tickets for the special community skate will go on sale through [cubs.com](http://cubs.com) beginning Monday, December 15<sup>th</sup>. Tickets are first come, first served and will be priced at \$10/person for each 45-minute session. Sessions will take place at:

- Session 1 - 8:00am
- Session 2 - 9:20am
- Session 3 - 10:40am
- Session 4 - 12:00pm
- Session 5 - 1:40pm
- Session 6 - 3:00pm



Chicago Cubs Charities

The Sheffield Grill will be open for hot chocolate and other refreshments. Participants must bring their own ice skates. No skate rental or storage will be available. All participants must complete a waiver upon entering and are subject to the rules and regulations of Wrigley Field. All participants skate at their own risk.



## Sidewalk Snow and Ice Removal Reminder



As a business owner, or other commercial property owner, please remember that you are required to remove snow and ice from sidewalks abutting your property.

Chicago Municipal Code section 4-4-310 and 10-B-180, fines range from \$250-\$500.

Business owners are encouraged to clear a path of at least 5 ft. in width.

Clear sidewalks during heavy snowfall are essential in helping your customers and neighbors get around.



City of Chicago  
Mayor, Richard M. Daley

Department of Business Affairs and Licensing  
121 N. LaSalle St., room 800  
Chicago, IL 60602  
312-74-6082  
[www.cityofchicago.org/businessaffairs](http://www.cityofchicago.org/businessaffairs)

## Plow Power!

You may have noticed that CLMA's snow removal crew from Patch Landscaping and Snow Removal has been working hard to assist you when the snow fall is more than 2 inches. They will also dispense salt on the slippery sidewalks when necessary. But if the snowfall is less than two inches, you are responsible for shoveling.

Remember, in accordance with the City of Chicago Municipal Code 4-4-310 SNOW & ICE REMOVAL ARE REQUIRED of business owners/licensees. Please shovel snow/ice from the sidewalks in front and adjacent of your stores/property. If you own property that is currently vacant you still must comply. City of Chicago FINES RANGE from \$250-\$500 per day. If you have any questions or comments, please feel free to contact CLMA at 773-665-2100.



For four years and counting, the Central Lake View Merchants Association (CLMA) presented its annual "How Lake View Looks" Runway Fashion Show in November. This year's theme: *See the World*. The Booster newspaper hailed the show, "Paris in Lake View".

An incredible mix of 15 boutiques and 12 salons coordinated models, outfits and hairstyles, creating stunning on-stage images. The show is the only production of its kind in Lake View. This year, Miss Illinois 2008, Katie Lorenz participated as a guest model and totally surprised the audience.

Larissa Tyler, Executive Director of CLMA and Producer of the show, said, "In addition to providing our merchants with exposure, this show is a great opportunity for their customers to see that the latest styles and fashions are within walking distance. Our hope is that when Chicagoland consumers make buying decisions, they consider these retailers as an alternative to downtown department stores and suburban malls." This was our biggest show ever and I'm really proud of everyone who participated and made it possible.



This year's show featured guest model Miss Illinois 2008 Katie Lorenz.



# RUNWAY FASHION SHOW

THE MENZ ROOM  
 Gordon in Lakeview  
 Hubba Hubba  
 Studio Within Salon & Spa  
 Amigos & Us  
 Something Old, Something New  
 Tragically Hip

Evil Kitty  
 Genacelli Salon  
 Salon Slice  
 Windward Sports  
 Orbit Salon  
 Tragic Hip



# how lake view looks

SEE THE WORLD...

# 4

Lana Cyrus Salon  
 Flashes Hair Design, Inc.  
 Universal Gear  
 Robert Jeffrey  
 Locker Room Essentials  
 UNCLE DAN'S

Clandestine Industries  
 Salon Zero One One  
 Ciao Bella Chicago  
 CERULEAN 1  
 YOU BY CROCS  
 Bourdage Pearls

ThatsMyStop.com

The Booster  
 Newspaper hails it  
 "Paris in Lake View"



# RTA/CTA TRANSIT BENEFIT FARE PROGRAM

AN EMPLOYEE BENEFIT  
THAT SAVES EMPLOYERS  
MONEY, TOO.

With gas prices seeming to be ever growing, and other prices rising, now might be a great time to take advantage of opportunities to help lower your company's taxes for next year. The RTA/CTA Transit Benefit Fare Program provides substantial savings to employers and their employees, who regularly use public transit to commute, enabling them to use pre-tax dollars for commuting costs. Employers, who provide this program to their employees, benefit through a reduction in payroll taxes.

### How it works

Through the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21), participants can elect monthly pre-tax deductions up to \$115 per month, enabling employees to save as much as \$510 in taxes annually by paying for transit with pre-tax dollars set aside from their paychecks. Participating employers get an annual tax savings of approximately 10 percent of what their employees set aside due to decreased payroll costs.

### Employer Benefits

The RTA/CTA Transit Benefit Fare Program is easy to set up and administer. Employers have the option of subsidizing employees' transit costs at a level of their choice or not at all. Regardless of the level of subsidy from the employer, participating employers and employees benefit from reduced taxes.

Other benefits of the program include:

- reduced absenteeism
  - improved employee productivity and morale
- positively impacting the environment by encouraging the use of public transportation

### Employee Benefits

By participating in the RTA/CTA Transit Benefit Fare Program, employees can realize a savings on expenses that they are already incurring, saving as much as 40 percent in transit costs and taxes based on their transit usage and tax brackets.

### Paying for Fares

Pre-tax dollars can be used to purchase fare media for use on regional public transit including, CTA, Metra, Pace, South Shore commuter rail, and van pools. RTA Fare Checks, CTA Transit Cards and CTA Chicago Plus cards can be purchased based on employees' specific transit needs. **Currently, more than 3,400 companies and 133,000 employees in the Chicagoland region participate in the program.**

For more information, please contact Jan Rector of the RTA/CTA Transit Benefit Fare Program at [jrector@transitchicago.com](mailto:jrector@transitchicago.com) or 312-681-2734.

| FARE MEDIA CHOICES  | CARD LIMITS   | BENEFITS/KEY POINTS  |
|---|---|--|
| Chicago Card Plus (blue and gold card)  | Can be Pay-Per-Use or a 30 Day Unlimited Ride Pass                                    | <ul style="list-style-type: none"> <li>●lower fares</li> <li>●fare protection</li> <li>●fare bonus (\$2 for every \$20)</li> <li>●good on CTA and PACE</li> <li>●Uploaded automatically on line</li> </ul> |
| Chicago Card Monthly Pass (on the Transit Benefit Fare Program only) (Two tone blue card) | Monthly Pass - unlimited rides for the month  | <ul style="list-style-type: none"> <li>●lower fares</li> <li>●fare protection</li> <li>●good on CTA &amp; PACE</li> <li>●Ordered on a per month basis</li> </ul>   |
| Transit Card  | \$30, \$35, \$50, \$60, and the \$75 30-Day Pass – cards come with pre-loaded amounts | <ul style="list-style-type: none"> <li>●50¢ charge for each card</li> <li>●Cards delivered to administrator for distribution</li> </ul>  |
| FareCheck   | Checks pre-printed for exact amount of fare needed                                    | <ul style="list-style-type: none"> <li>●Checks delivered to administrator for distribution</li> <li>●50¢ charge for each check</li> <li>●Can be used on Metra, South Shore, CTA and PACE</li> </ul>        |

l a n a c y r u s s a l o n

lana cyrus salon



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3 2 1 8 N S h e f f i e l d A v e  
C h i c a g o I L 6 0 6 5 7

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## No-cost Assistance for Lakeview's Homeless

North Side Housing and Supportive Services (NSHSS) is an agency in Lakeview which seeks to help homeless men to end their homelessness and achieve housing, employment, and stability. Homeless clients of NSHSS are employed to clean the streets and sidewalks of the business members of Central Lake View Merchants Association.

NSHSS is starting a Community Partnership program, and needs the help of CLMA members. They are looking for business partners who will allow them to put a small postcard holder (with information about NSHSS along with response cards and envelopes) and a donation can on the counter of their business. This is a way in which businesses can provide incredible assistance to the homeless in our community, at no monetary cost to the businesses themselves. To thank each business, NSHSS will provide a framed thank-you certificate, along with a listing in NSHSS' annual report, business donor directory, and website.



If you are interested in helping with this critical effort, please contact Geri Palmer at 773-327-1389 or Roger Engelmann at 773-209-4062.

The  
CLMA Platinum Membership  
List Keeps On Growing!

join us!

The Central Lake View Merchants Association is a group of merchants dedicated to improving the business climate within Central Lake View. Our members represent a myriad of establishments—from retail to entertainment, from service organizations to fine dining. Joining CLMA allows you the opportunity to network with your neighbors—business owners and residents. Your membership will also support CLMA's efforts to create exciting programs and initiatives that are in the best interests of improving the entire Lake View community.



1000 Liquors  
3160  
@properties  
Advocate Illinois Masonic  
Medical Center  
Ala Carte Entertainment  
A Fresh Coat  
Alderman Tom Tunney,  
44th Ward  
American Signs by Tomorrow  
Amigos and Us  
Anderson Brothers  
Bailwick Theater Repertory  
Belmont Army Surplus  
Berlin Night Club  
Best.com  
Big City Tap  
Bittersweet  
Blum Animal Hospital  
Bolat African Cuisine  
  
Broken Ivy Theater &  
Community Center

Casey Moran's  
Central Lake View Neighbors  
Cesar's  
Chicago Apartment Finders  
Chicago Comics  
Chicago Cubs  
Chicago's Blarney Stone  
Chicago's Pizza  
Chicago Special Events  
Management  
Chicago Tattooing  
Chicago Women's Health Center  
Dr. Jeremy Weisz, D. C.  
Chiropractical Solutions  
Chiropractic Health  
Care Center  
Citizens for Sara Feigenholtz  
Citizens for Tunney  
Citibank  
Clark Street Sports  
CMI Real Estate  
Counseling Center of Lake View  
Corus Bank  
Cubby Bear Entertainment Com-  
plex  
Cubs Park Service  
Dark Horse Tap & Grill  
Din Foods  
Delece Grill Pub  
DLG Development  
Duck Walk  
Egor's Dungeon  
Ehrlich Dental  
El Jardin  
Exhibit Boutique

Fases Unisex  
Fig Media  
Fave  
Folger's Flag & Decorating  
  
Fly Me to the Moon  
Restaurant  
Full Shilling  
Fusion Hair Studio  
Genacelli Salon & Day Spa  
Gordon in Lake View  
Grammar, LLC  
H & R Block  
Hubba Hubba  
iO Improv Theater  
The Irish Oak  
Jerry's Auto Repair  
J. Toguri Mercantile  
John Barleycom  
Konica-Minolta  
Lake View Athletic Club  
Lake View Dental Associates  
Lakeview Insurance Agency

**Lana Cyrus Salon**

Leona's  
Life Spring Health Foods, Inc.  
LUS Auto Repair  
Male Image Photography  
Mad River Bar and Grille  
Matilda  
McDonald's  
Metro  
Merkle's Bar & Grill  
Mighty Maids, Mighty Men  
My Place For Tea  
Network Mortgage, LLC  
Neighborhood Inns of Chicago  
New Jeanny's Chinese  
Restaurant  
North  
Community Bank  
Northside Housing & Supportive  
Services  
Old Chicago Inn  
Patch Landscaping Services  
Penny's Noodle Shop  
Photo Bufano  
Pick Me Up Cafe  
P.S. Bangkok  
  
ProACTIVE Chiropractic &  
Physiotherapy  
Porchlight Music Theatre  
Radhuni Indian Kitchen  
Raw Bar  
ReAlign Chiropractic  
Quiznos

Risque Café

**Salon Zero One One**

Samah  
Sam's Valet Parking  
Saturday Audio Exchange  
Secrets  
Shanghai Gallery  
Sheffield Partners  
Sheffield Square  
Dental Care  
Sheffield's Wine & Beer Garden  
Shiori Hana  
Shirts on Sheffield  
Siren's Call  
Sinead Salon & Spa  
Slaymaker Gallery & Picture  
Framing  
Socca  
Something Old,  
Something New  
Sopranos Restaurant  
Spin

**Sports Clips**

Stage Left Theater  
Standard Bank & Trust Co.  
State Bank of Countryside  
State Senator John J. Cullerton  
Steamworks

**Steven Papageorge Salon**

Studio Within Salon & Spa  
Susanna Cherubin Delsi :  
Sudler Sotheby's International  
Realty  
Ultimate Exposure Tanning Cen-  
ters  
Thai Classic  
Theatre Building Chicago  
Think Small by Rosebud  
Trace  
Trader Todd's  
Trattoria Gianni  
Ubersten  
Universal Gear  
United Rehab Providers  
Vines on Clark  
Washington Mutual  
Wellington's Tavern  
Wild Hare  
Windward Sports  
WineStyles Belmont  
Windy City Chiropractic Massage  
Wrigleyville Dogs  
Wrigleyville Rooftops  
Wrigley Rooftop Association

**Wolm-Levin, Inc.**

Memberships run from January 1st to December 31st.

Annual Membership is only \$150.00

Please Make Checks payable to:  
Central Lake View Merchants Association

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Nature of Business:

- Retail
- Service
- Entertainment
- Restaurant/Tavern
- Other:



Central Lake View  
 Merchants Association  
 867 W Buckingham Place  
 Chicago, IL 60657



*"Let It Snow!"*



The Central Lake View

# Ambassador



INSIDE: OBAMA AND SMALL BUSINESS - CLMA HOLIDAY PARTY - HOW LAKE VIEW LOOKS 4 PICS - AND MUCH MORE!



S|P

steven papageorge salon

2803 n. sheffield / chicago, il 60657

773.871.5000

*after 25 years in evanston,  
 we join this community with great pride and  
 are excited to help in making  
 lakeview look its best!*

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