

The Central Lake View Ambassador

A CENTRAL LAKE VIEW MERCHANTS ASSOCIATION PUBLICATION

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Green with env(y)ronment

Let's face it; the Earth is our most precious commodity. Unfortunately frightening statistics reveal a global trend that will eventually destroy the atmosphere, water resources, and contaminate the air we breathe. For example:

- Americans currently dispose of 128 million cell phones a year, only 1% of which are diverted from landfills. This does not include the 2 million tons of used electronics we also discard annually.
- A typical baby goes through around 5000 disposables during its diaper days; across the U.S., this adds up to an astonishing 20 billion each year, enough to cover a football field with a three-mile high pile.
- Each year, 3.5 billion wire hangers end up in U.S. landfills. (Reader's Digest, June, 2007) Americans throw away 2.5 million plastic bottles every hour.
- In 1997, the 22 oil spills reported worldwide involved a total of 15 million gallons of oil thus poisoning the food chains leading to sea mammals and people.
- Large and small craft significantly pollute both inland and coastal waters by dumping their untreated sewage sullyng beaches and smothers bird, fish, and plant life.

Had enough? Then, take advantage of government grants encouraging green practices amongst small businesses. Just as large companies receive government breaks for environmental-friendliness, the Department of Agriculture offers a **Small Business Innovation Research Program** that offers awards of \$80,000 to \$250,000 for using certain environmentally friendly practices in selling or processing wares. The Environmental Protection Agency gives grants to small businesses involved in environmental industries and initiatives. For more information please visit the following websites:

www.science.doe.gov/sbir
www.chicagorecycling.org
www.smallbiz-enviroweb.org

a letter from **the Editor**

We Don't Write on Parchment Anymore...

Our forefathers were really innovative. They used a quill or feather to write with, occasionally dipping it into a jar of natural squid ink. That was really something. Now we all use pens. They're massed produced annually by the millions, composed of plastic, metal alloys and chemically formulated synthetic ink.

We don't write on parchment anymore. Parchment was made of cotton fibers and animal skin, has texture and a fancy richness about it. The Declaration of Independence was written on it. Now everyone uses plain paper. By the way, nearly 4 billion harvested trees worldwide are cut down each year for paper.

Back in the good old days, folks used the natural light of the sun to illuminate their office space and they engaged lanterns in the evening. Today 4 foot long fluorescent light bulbs masquerade as natural light in most offices. The glow of computer screens; those are our lanterns now. The used light bulbs and old computer screens currently in landfills will never ever disintegrate.

Let's see; what else? Instead of wooden lunch buckets and sandwiches wrapped in cloth, our meals are carefully placed in Styrofoam containers equipped with plastic utensils wrapped in cellophane. And guess what? Styrofoam is resistant to oxidation and it is artificial, so no organisms can eat it. It's been said that the only thing that melts through Styrofoam is gasoline.

I'm sure by now my point is crystal clear: Let's start saving the Earth. Recycle plastic, paper and aluminum products. When possible, walk, don't drive. Limit the use of aerosol sprays. Buy a water filter instead of water packaged in plastic bottles. Plant a tree, turn off an unused light and use a wooden lunch bucket.

The Earth thanks you.

Larissa M. Tyler, Editor In Chief - The Ambassador

If you have questions or comments about CLMA projects or if you have ideas that you feel will benefit the Central Lake View business community, please contact me at 773-665-2100 or email clma@mylakeview.com

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Green

Leadership



Alderman Tom Tunney (44th); CLMA Exec. Director Larissa M. Tyler; Mayor Richard M. Daley

The CLMA Beautification Committee has earmarked a portion of its 2008 budget for an educational and award incentives program supporting beautification efforts for Central Lake View Merchants. The program, which is still in a developmental phase, is intended to help merchants beautify the area near their storefronts with trees, plant materials, and other interesting organic products. "CLMA is excited about the potential of this program and feels it will be great for neighborhood aesthetics, the environment and inline with Mayor Daley's green crusade." said CLMA's Executive Director, Larissa Tyler.

Mayor Daley is one of the original champions of environmental improvement projects in the state of Illinois and the nation. "My belief is that environmental initiatives should not just be out on the West Coast, in Alaska, or by the ocean, but in cities. If we don't do this, the expansion will be overwhelming: more cars, more

concrete, more pollution in the air and water. They won't have any environment left out there, and no one will want to live here either." Daley said in a recent interview.

Locally, Alderman Tom Tunney (44th Ward) is also moving full steam ahead with green initiatives in the Lake View area. For example, he has slated the 44th Ward for participation in the **Blue Cart Recycling Program**. Participants will be given a blue recycling cart to deposit recyclable materials including paper, cardboard, plastics, glass, tin, and aluminum. The Department of Streets and Sanitation will pick up these recyclables separate from the garbage.

If your business would like to participate in recycling programs or CLMA's beautification projects, please feel free to contact us at 773-665-2100 or clma@mylakeview.com.

<http://egov.cityofchicago.org/city/webportal/home.do>

Look for these symbols when purchasing products!





Give Graffiti The Brush



Mayor Daley earmarks about \$4 million annually for a Graffiti Blasters program, which would remove graffiti at no cost to any property owners. The city purchased 19 soda machines from Schmidt Manufacturing Inc., of Fresno, Texas.

These devices work like sandblasters, but use ordinary food-grade baking soda under high water pressure to scrub painted graffiti from brick, stone, cement and other mineral surfaces. Experiments with these machines showed they caused no damage to building surfaces, while being faster and more environmentally safe than sandblasters or chemical solvents.

Since this program began in late April of 1993, more than 900,000 buildings have been cleaned of graffiti. The City has also hired 16 painters with paint vans to help in the battle. These crews usually work on the garages and any other painted surface they may come in contact with.

Graffiti Blasters gives property owners 5 days to let the city

know if they want the graffiti off their property . A door hanger is left on the property and if after 5 days, there has been no response from the owner, the city has a legal right to remove the graffiti. Mayor Daley also established a 24-hour anti-graffiti hotline at 3-1-1 where callers may obtain any information on graffiti-removal efforts.

Among the most vocal proponents of Graffiti Blasters have been the owners or managers of Chicago's small businesses. These firms previously were vigorous in removing graffiti at their own expense because this vandalism otherwise would cause harm to their businesses by deterring customers; many companies spent thousands of dollars annually to repeatedly remove graffiti.

Being spared this expense as a result of Graffiti Blasters has prompted many owners/managers to contact City Hall with words of appreciation. Some have even suggested that such a service contributed to their decisions to remain in Chicago's corporate limits rather than relocating to suburban areas or beyond.

To report graffiti or request its removal, call the special 24hr hotline at 3-1-1.

2008 Creative Chicago Expo

Sat., April 12, 10am-4pm
Chicago Cultural Center, 78 E. Washington St., Chicago

F F F F F R R R R R R E E E E E E E E E E E

The Chicago Department of Cultural Affairs and the Chicago Department of Housing present the fifth annual Creative Chicago Expo, connecting business, space, housing, and cultural resources with individuals and organizations in all artistic disciplines, including music, film, fashion, theater, dance, visual arts, design and new media. This day-long event features exhibitors representing all aspects of buying and leasing space, plus Neighborhoods Seeking Artists, and an array of



**St. Paddy's
5K Run/Walk
& Leprechaun Leap**

March 16, 2008
Diversity Harbor, Lincoln Park
Start Time: 9:00 a.m.

Chicago Special Events Management
773-868-3010
www.chicagoevents.com

workshops and seminars for organizations, and individuals. The Creative Chicago Expo began in 2003 as an affordable housing expo for artists. It has grown into a popular showcase

of resources, programs, and tools for artists in all disciplines as well as an intensive opportunity to connect with peers and potential collaborators. Chicago is the only city with a "Creative Expo" created specifically for the 80,000+ artists living and working in the city today.

For information about other Chicago Department of Cultural Affairs events, visit the Department of Cultural Affairs website.

Chicago Department of Cultural Affairs: 312-744-6630



Local merchants in need of a facelift are about to get some help from the Central Lake View Façade Incentive Program. Central Lake View Merchants Association, using Funding from the Special Service Area (SSA) #17, will utilize the program to help small business owners improve the physical appearance of their storefronts.

“The potential effect of this program is two-fold,” said CLMA Executive Director Larissa Tyler, “It’s a great service for any local business owners who take advantage and a huge help in our effort to improve the look of our business district.”

Any owners and tenants with street-level commercial or industrial space within the SSA #17 boundaries may apply. Qualified merchants may be eligible for a rebate of up to \$5,000 to cover 50% of certain project costs.

Applications must be completed and approved before the start of any construction. Please contact CLMA for more detailed information about the program or to obtain an application.

Facade Incentive Program Quick Facts:

- Any merchants in the SSA #17 boundaries with street-level commercial or industrial space are eligible to apply.
- Eligible improvements include: façade renovation, storefront windows and signs, awnings & exterior lighting.
- A minimum \$2,000 of exterior storefront improvements must be planned. Up to 50% of improvement costs (up to \$5,000) may be allotted to qualified applicants after construction is completed.
- All construction must meet local zoning codes and all state and federal laws.
- Before starting construction, merchants must submit completed application and two cost estimates for approval.
- Complete guidelines and application may be obtained from CLMA. Call us at (773) 665-2100 or write us at clma@mylakeview.com for more!

“ ...now, being environmentally conscious is sweeping the world with Godspeed. The political correctness of it inspires politicians worldwide to introduce new laws and regulations... ”



Get Listed in the Chicago Green Business Directory

by Larissa M. Tyler

The whole “going green” concept began as a trendy concept. It was the cool eclectic, thing to do and for a while only the **hippy** types were expected to ride that wave. Now, being environmentally conscious is sweeping the world with Godspeed. The political correctness of it inspires politicians worldwide to introduce new laws and regulations designed to protect the environment.

Consumers are now more environmentally conscious than ever and they’re doing their homework to find which businesses are **green** or **not**. There are many websites where they may retrieve this information. The Chicago Sustainable Business Alliance produces the **Chicago Green Business Directory** which

lists local green businesses. However, merchants must meet a set of criteria before they are listed:

Green Products:

The business must sell or make product(s) that are identified as an environmentally preferable alternative to traditional products. For example, the product could be made from recycled content or bio-based materials, be USDA Certified Organic, be sourced locally, or the use of the product reduces the user’s environmental impact.

Green Service:

The business must offer a service that either helps customers reduce their environmental and social impact (green architects, socially responsible investing, etc) or focuses on providing a service that is dedicated to customers that are striving for environmental and social sustainability (public relations for green companies, graphic design for socially conscious customers, etc).

Green Operations:

The business must be making active effort to improve environmental and social impact of operations of the business, such as energy efficiency, waste reduction, green procurement, progressive labor policies, etc.

Social Enterprise:

This includes businesses that have a mandate to create social value through job training, or employment opportunities. “Green” activity must be identifiable via a website, a press release, or other public

documentation.

For additional information on The Chicago Sustainable Business Alliance or the Chicago Green Business Directory please visit www.csba.foresightdesign.org

Check it Out!
www.mylakeview.com
If you would like for your business to have a page on our website, or if you would like to make changes to your existing page, please send updates to:
clma@mylakeview.com

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.



- NEW!** **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
 Belmont Army Surplus
 Berlin Night Club
 Bestcom
 Big City Tap
 Bittersweet
 Blum Animal Hospital
 Bolat African Cuisine
 Bridge Magazine
 Caboodle Cartridge
 Casey Moran's
 Central Lake View
 Neighbors
 Cesar's
 Cherry Red
 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
NEW! **CMI Real Estate**
 Counseling Center of
 Lake View
 Corus Bank
 Cubby Bear
 Entertainment Complex
 Cubs Park Service
 Dark Horse Tap & Grill
 Din Foods
 Disgraceland
- DLG Development
 Duck Walk
 Egor's Dungeon
NEW! **Ehrlich Dental**
 El Jardin
 Exhibit Boutique
 Fases Unisex
 Fave
 Fig Media
 Folger's Flag &
 Decorating
 Fusion Hair Studio
 Genacelli Salon & Day
 Spa
 Gordon in Lake View
 Gramar. LLC
 H & R Block
 Hubba Hubba
 The Irish Oak
 Jerry's Auto Repair
 J. Toguri Mercantile
 John Barleycorn
 Kurt Kleptsch, Konica-
 Minolta
 Lake View Athletic Club
 Lake View Dental
 Associates
 Lakeview Insurance
 Agency
 Leona's
NEW! **Luis Auto Repair**
 Male Image
 Photography
 Mad River Bar and
 Grille
 Matilda
 Catherine Whitehead-
 Mellon of Mary Kay
 McDonald's
 Metro
 Merkle's Bar & Grill
 Mighty Maids, Mighty
 Men
 My Place For Tea
 Network Mortgage, LLC
 Neighborhood Inns of
 Chicago
 North
 Community Bank
 Northside Housing &
 Supportive Services
 Old Chicago Inn
 Originate
 Home Loans
 Patch Landscaping
 Services
 Penny's Noodle Shop
- Phillip I. Marks, MetLife
 Photo Bufano
 Pick Me Up Cafe
 P.S. Bangkok
 Quizno's
 Radhuni Indian Kitchen
 Raw Bar
 ReAlign Chiropractic
 Samah
 Sam's Valet Parking
 Saturday Audio
 Exchange
 Secrets
 Shanghai Gallery
 Sheffield Partners
 Sheffield's Wine & Beer
 Garden
 Shiroy Hana
 Shirts on Sheffield
NEW! **Sinead Salon & Spa**
 Slaymaker Gallery &
 Picture Framing
 Socca
 Something Old,
 Something New
 Spin
 Stage Left Theater
 Standard Bank & Trust
 Co.
 State Bank of
 Countryside
 State Senator John J.
 Cullerton
 Steamworks
 Susanna Cherubin
 Delisi :
 Sudler Sotheby's
 International Realty
 Ultimate Exposure
 Tanning Centers
 Thai Classic
 Theatre Building
 Chicago
 Think Small by Rosebud
 Trace
 Trader Todd's
 Trattoria Gianni
 Universal Gear
 United Rehab Providers
 Washington Mutual
 Wellington's Tavern
 Wild Hare
 Windward Sports
 Windy City Chiropractic
 Massage
 Wrigley Rooftop
 Association
 Wrigleyville Dogs

Memberships run from January 1st to December 31st.
Annual Membership is only \$150.00

Please Make Checks payable to:
 Central Lake View Merchants Association

Nature of Business:

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

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Credit Card #: _____ **Exp:** _____ **CCID:** _____

Ambassador

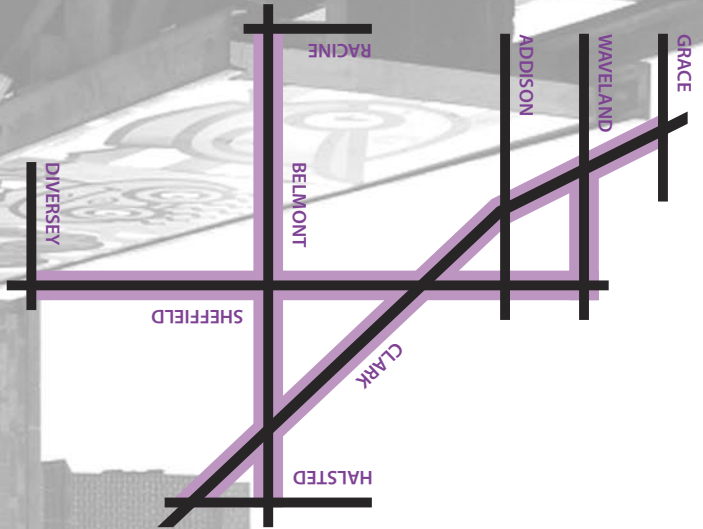
The Central Lake View

MOTHER EARTH LOVES YOU



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

Special Service Area #17 Coverage Boundaries Indicated in Light Purple



Central Lake View Merchants Association

867 W Buckingham Pl
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