



Business Messenger

A Publication Produced by the City of Rolling Meadows

First Quarter 2018



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City Plans Spring 'Showcase' Event to Bring Residents, Local Businesses Together

Connect with potential customers and **network** with other Rolling Meadows-based businesses at the City's first Business and Community Showcase, to be held later this spring.

Part trade show and part community event, the Showcase will feature informational booths where residents can learn more about the companies that call Rolling Meadows home. Guests will also enjoy a variety of family-friendly attractions and performances.

Businesses interested in joining the Showcase may contact Martha Corner, AICP, at 847-870-9004 or cornerm@cityrm.org.

That's a (Vehicle) 'Wrap'

Industry Leader Suburban Accents Specializes in Fleet Lettering, Digital Imaging, Banners and Signs

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Newsletter's Debut Reflects Renewed Efforts to Support Local Business Success

By Martha Corner, AICP, Business Advocate

This first issue of the *Business Messenger* is a direct response to feedback the City received from local business owners last year. Many of you, when responding to the Rolling Meadows business survey, said that improving communication with local companies should be a key priority. We listened. The publication you now hold in your hands is proof of that commitment.

The *Messenger's* mission is to provide timely, accurate information on a range of topics that impact the Rolling Meadows

business community. We believe this is a critical step that, in the long-run, will help foster productive discussions with the businesses we serve, and help promote their continued growth and success.

The *Business Messenger* was designed with specific goals in mind:

- Improve communication and dialogue between local business owners and City administrators.

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Martha Corner

Newsletter's Debut... continued from page 1

- Showcase City services intended to help promote business growth throughout our community.
- Report on local business "success" stories.
- Highlight upcoming events and activities that offer opportunities for businesses to market their services and connect with customers.
- Strengthen business leaders' understanding of the City's "entrepreneurial" service approach.
- Provide timely updates on City-wide infrastructure improvements and other capital projects.

"The Messenger's mission is to provide timely, accurate information on a range of topics that impact the Rolling Meadows business community."

Having lived and worked in the northwest suburban market for over a decade, I'm familiar with Rolling Meadows' long-standing reputation as a business-friendly community. Looking ahead, the City has an ambitious agenda for promoting economic development. And the Business Messenger, which will be published on a quarterly basis, is a place to "read all about it."

We hope you enjoy this first issue. This is your publication, and your feedback is welcome! Feel free to contact me with any questions or comments at cornerm@cityrm.org or 847-870-9004.

Connect with us at www.cityrm.org or through:



LOCAL BUSINESS PROFILE

That's a (Vehicle) Wrap... Industry Leader Suburban Accents Specializes in Fleet Lettering, Digital Imaging, Banners and Signs

Quality workmanship, affordable pricing, and an unceasing commitment to customer satisfaction have positioned Suburban Accents as an industry leader in fleet lettering, vehicle wraps, digital imaging, and vinyl graphics for over 40 years. That success has opened doors to opportunities in Hollywood.

The company's work has been showcased in blockbuster movies such as *The Dark Knight* and *Contagion*, a variety of TV shows (including *Chicago PD*, *Shameless*, and the Amazon mini-series *Electric Dreams*), and countless commercials.

"We don't usually get the credit for that type of work because we do it on behalf of a customer who supplies vehicles to television and film studios," explained Suburban Accents founder Ric Sisi. "But it's still exciting to know that we played a small role in those productions."

Graphics produced by the self-professed "mom and pop" shop are also found on public safety vehicles operated by public safety agencies around the world (and here in Rolling

Meadows), fleet leasing companies, private businesses, and more. Despite the niche market in which it operates, Suburban Accents caters to a broad customer base. According to Mr. Sisi, "Our services are for anyone who needs to market their business."

Auto Dealerships Among First Customers

Mr. Sisi founded Suburban Accents (then known as Ric's Custom Pin-Striping) in 1974 to provide vinyl tops and striping services to auto dealerships throughout the Chicago area.

"I charged \$15 – \$20 per car and was able to begin growing the business," Mr. Sisi recalled. "By the mid-1980s, we were also offering custom wheels and tires, rear wings and spoilers, ground effects, and more."

Eventually, Mr. Sisi and his wife, Donna, whom he met while working on her car, refocused the business on its core mission: graphics.

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That's a (Vehicle) Wrap... continued from page 2

Suburban Accents has remained at the forefront of a rapidly-changing industry by successfully incorporating new technology into its operations. The Sisis laugh when they remember the first graphics machine they purchased in 1987: a Gerber Scientific 4-b, which allowed users to create seven different letter styles.

"Today, we have access to thousands of different font styles to create custom design graphics on a PC, produce the artwork on our large format printers, and install them as necessary," Mr. Sisi explained. "The capabilities are limitless. From basic lettering to a full vehicle wrap, anything is possible."

Destination: Meadows

Suburban Accents joined the Rolling Meadows business community in 1993, after operating from a multi-story garage in unincorporated Arlington Heights. The recently-expanded 6,500 sq. ft. facility, located at 3701-A Berdnick Street and adorned with Chicago sports team memorabilia, enables the company to provide in-house design, print, and installation services.

"We are committed to exceeding customers' expectations," Mrs. Sisi added. "Having all of our operations under one roof ensures that we can provide the quality they seek, at prices they can afford."

As their business has continued to grow in Rolling Meadows over the past 25 years - mainly through word-of-mouth marketing - the Sisis have always found City officials and employees to be very helpful in meeting their needs.

"We installed a new rear garage door a few years ago to accommodate larger vehicles," Mr. Sisi explained. "From the permit process to final inspections, I felt that City staff acted as though they were stakeholders in the project's success. That has been our experience ever since we arrived."

Suburban Accents' community pride is evident through its support of Rolling Meadows' annual community events. The company is a major supporter of the City's annual National Night Out celebration and Downtown Block Party.

"Rolling Meadows has served as the backdrop for a quarter century of success. It's a terrific community. We are proud to call this City home," Mr. Sisi concluded.

Suburban Accents
3701-A Berdnick Street
847-776-7474
www.suburbanaccents.com



Performance Certification Ranks Local Auto Body Shop Among Industry's Elite

Body Builder Automotive (3960 Industrial Avenue) has earned Assured Performance certification – a mark of industry excellence held by fewer than 5% of auto collision repair shops nationwide.

The certification verifies that Body Builder Automotive has the "proper tools, equipment, training, and facilities to repair vehicles to manufacturer expectations," according to Assured Performance's website (assuredperformance.net). The non-profit consumer advocacy organization works with auto manufacturers to identify, certify, and promote best-in-class repair businesses.

Body Builder Automotive has been serving the northwest suburbs for more than 30 years. The shop is guided by an operational philosophy that emphasizes honesty, excellence, charity, and profit. Learn more about the shop's services at bodybuildersauto.com, or call 847-670-8383.



Ric and Donna Sisi are proud of Suburban Accents' ability to provide services for "anyone who needs to market their business."



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- Public Works Department.847-963-0500

Community Event Sponsorships Connect Businesses with Local Customer Base

With nearly 30 community events scheduled throughout 2018, Rolling Meadows is fostering an atmosphere that presents a valuable marketing opportunity for local businesses: event sponsorships.

Indeed, a growing number of Rolling Meadows-based companies have taken advantage of available sponsorships over the past year, including:

- **Ben Franklin Bank** (*Wine Down by the Creek*)
- **Holiday Inn** (*FRIDAYS ROCK! summer concert series*)
- **Constellation Energy** (*Hometown Hoedown*)
- **Christopher B. Burke Engineering** (*4th of July*)



Community events draw big crowds.

Contact Lori Ciezak at 847-394-8500 or ciezakl@cityrm.org or visit cityrm.org/669/Community-Events to learn more about options for supporting Rolling Meadows' community events.

"The City's expanding slate of events programming is a great way for businesses to connect with residents, build relationships with customers, and generate positive word-of-mouth among community members," explained Lori Ciezak, Community Events Foundation liaison and Assistant to the City Manager. "Event sponsors are prominently featured in all of the City's promotional and marketing efforts, which offers a cost-effective method to

expand awareness of their products and services."

Options for supporting upcoming community events extends beyond individual sponsorships. Companies have also provided general grant funding, donated materials for specific events, such as the City's award-winning National Night Out celebration, and supported the City's Community Events Foundation with tax-deductible donations.

"The success the City's community events is due in large part to the generous support of our local business community," Ciezak added. "And we invite business owners and their employees to attend these events with their families. They are an important part of our community."

March 3rd 'Taste the Town' to Spotlight City's Vibrant Restaurant Scene



A group of Rolling Meadows' finest food and beverage establishments will showcase their offerings Saturday, March 3rd, at Taste the Town 2018. This year's

"sample and sip" event will take place at the Community Center (3705 Pheasant Drive) from 6 - 9 p.m.

Guests will enjoy free food samples (while supplies last), a 50/50 raffle, entertainment by the David Paige Band, and more.

Tickets are \$15 each, and available in advance at the Rolling Meadows Community Center or at the door. Restaurants interested in participating in this year's event may contact Lori Ciezak (847-870-9005 or ciezakl@cityrm.org).