

TRIB

LOCAL

GENEVA • ST. CHARLES

BATAVIA • ELBURN •

MAPLE PARK

A WEEKLY JOURNAL WRITTEN BY RESIDENTS OF YOUR COMMUNITY

SPONSORED BY THE *Chicago Tribune*

St. Charles police post traffic sweep results

BY KEVIN BOTTERMAN
Triblocal.com staff reporter

St. Charles police arrested two motorists for driving under the influence and arrested two others wanted on local warrants, during the department's most recent traffic enforcement effort.

The two-week effort began Oct. 21 and

ended Nov. 4, according to Sgt. Lin Dargis of the St. Charles Police Department. Two officers dedicate their law enforcement efforts toward traffic enforcement on selected dates during the two week period

The effort targeted drunk drivers and was part of a campaign that uses special patrols funded by state grants, Dargis said.

In addition to the two DUI arrests, police

also netted two fugitives wanted on outstanding warrants issued by Kane County authorities, he said.

Police issued 10 tickets for speeding, nine tickets for safety belt violations and one ticket for a child restraint violation, Dargis said.

The number of tickets issued for safety belt violations remains high despite public education efforts such as the "Click It or

Ticket program, Dargis said.

"The number of violations really is kind of startling," he said. "People just don't want to use the safety belts, even though we know they save lives."

Safety belt enforcement will again be emphasized in the department's next special patrol effort, scheduled to begin Nov. 19 and end Dec. 3, he said.

Area towns observe Veterans Day '07

KEVIN BOTTERMAN
Triblocal.com reporter

Area veterans will observe Veterans Day with an array of public ceremonies Sunday morning.

Veterans Day, formerly known as Armistice Day, was originally set as a U.S. legal holiday to honor the end of World War I, which officially took place on November 11, 1918.

In 1954, after having been through both World War II and the Korean War, the 83rd U.S. Congress amended the Act of 1938 by striking out the word "Armistice" and inserting the word "Veterans." With the approval of this legislation on June 1, 1954, Nov. 11 became a day to honor American veterans of all wars

Local observances include:

Batavia

The members of Veterans of Foreign Wars Post 1197, 645 S. River St., will conduct a ceremony



The Elburn Veterans Memorial will be the location for services Sunday honoring local veterans for their service to the country. Triblocal photo by Kevin Botterman

at the post from 10 to 11 a.m. The event will include the playing of taps and a rifle salute. The ceremony will include members of Batavia's American Legion Post 504 and former POWs.

Elburn

The 2007 Veterans Day Parade steps off at 9 a.m. from the American Legion Hall, 112 N. Main St. The veterans will march to the

Elburn Veterans Memorial at 301 E. North St., where a memorial service will take place.

Geneva

Members of the Fox River-Geneva American Legion Post 75 will continue a 60-year tradition with a salute to area veterans, at a ceremony starting at 11 a.m. at the intersection of Third Street and State Street. The event fea-

tures the post's Color Guard and Rifle Squad.

St. Charles

The St. Charles VFW will host a ceremony at 10:45 a.m. at the Freedom Shrine, on the river walk, just north of the St. Charles Police Department. The sounding of sirens is scheduled to take place at 11 a.m.

Inside

Toys for
Tots effort
begins

PAGE 10

Volunteers
support the
troops

PAGE 14

Eclipse
soccer has
great year

PAGE 16

TRIB LOCAL REAL ESTATE

Normandy remodeler of the year

BY NORMANDY BUILDERS

Normandy Builders, a Hinsdale-based business, recently was named the nation's top remodeler by an industry publication.

Professional Remodeler magazine presents the award to the company that exemplifies excellence in all aspects of remodeling, including project design, management, construction and customer satisfaction.

"Selecting Normandy Builders for this award was a simple decision," said Michael Morrise, editor of Professional Remodeler.

"While other remodelers have struggled during this soft economy, Normandy Builders has grown. We were impressed with their innovative business strategies," Morrissaid.

Normandy Builders was founded in 1979 by Reg Marzec and Jack Steindl, an architect and salesman, who focused on building high end additions and gourmet kitchens for clients throughout Chicagoland. They believed that if they provided customers with an exceptional home remodeling experience they could create a thriving business.

As the company has grown, so have the challenges. In 2006, Normandy Builders made the decision to grow their business despite the softening remodeling market.

"We conducted an independent research study that said 95 percent of customers would refer us to their friends because of our design knowledge, construction quality and problem resolution abilities. We knew we had the credentials to

grow the business, so we decided to ignore the slow market and just go for it," said Andrew Wells, Normandy's general manager.

To successfully grow the business, the firm had to make changes in marketing strategy, sales presentations and production efforts, Wells said.

"We improved our advertising plan by cutting inefficient media such as television, focusing on job-site marketing, introducing a customer referral rewards program and launching an innovative new print campaign featuring color illustrations," he said.

Recognizing that the remodeling experience has become more complicated, Normandy introduced 3D computer drawings to help customers better visualize their projects. The firm's show-

room was expanded to more than 8,000 square feet and included vignettes of several gourmet kitchens, luxury bathrooms, entertainment areas and offices.

"We completed 161 additions and kitchens in 2006. To make sure that each project met the Normandy standards, it was reviewed by the designer, architect and production staff. They analyzed every detail to make sure nothing was missed and the client's wishes were met," Wells said.

The company projects sales will exceed \$28 million in 2007. Although the partners are excited about reaching record sales, they are proudest that they have achieved their goal while maintaining customer satisfaction and employee happiness.



60th Anniversary
Sale Starts
Nov. 10-21
2007

We will be having
10 special drawings on Nov. 21
Come shop and put your
name in for a chance to win.



The Gift Box

A complete line of
Scandinavian Imports

310 West State Street
Geneva, IL
630-232-4151

Order Your Fresh Ho-Ka Turkey Today!



The Ho-Ka Turkeys are grown on the Kauffman family farm in DeKalb County, where the one day old poult are brooded in one of the temperature controlled starting sheds. They are soon changed to open, airy sheds to prepare the birds for their move to open ranges when they are six weeks old. When slaughter time comes, they are herded to the plant on foot. This eliminates the stress on the birds created when hauled for hours in a large truck. The result is better quality meat!

The birds are grown on a low energy feed which causes them to take a bit longer to mature but gives more flavorful meat. The major feed ingredient corn, is grown here on our farm. The birds are never fed hormones or antibiotics for growth promotion.

Probably the most important factor that insures high quality is the tender loving care these birds get during the time that they are on the farm. The same people handle these birds from day one, through all of the process to delivering of the dressed product. The fact encourages us to do the very best, every day to produce a bird that we can sell with pride.

HO WARD KAUFFMAN
TURKEY FARM

Turkeys are available from 12-30 pounds. Don't settle for just an average Frozen Turkey! Try the Best and forget the rest!
• No Chemicals • No Preservatives • No Hormones • Always Fresh • Order Today

Josef's
Elegante
Meats & Dishes

716 W. State St. • Geneva, IL
630.262.1878

FAMILY PACK

3# Sirloin Steak
3# Round Steak 3# Pork Roast
3# T-Bone Steak 3# Italian Sausage
3# Pot Roast 1# Bacon
3# Pork Chops 6# Chicken (Cut Up)
3# Ground Sirloin 3# Beef Stew

All for only
\$149⁹⁵ Reg. \$175⁰⁰ Expires 11/29/07

Fill your
Freezer
for winter!