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Windy City Fieldhouse Referral Program

Happy Clients are the Best Advertisement!

Therefore, we want to reward clients who refer new business to Windy City Fieldhouse. For every business associate you refer who books a WCF event, you receive a \$100 AMEX gift card.*

Thanks for your continued support.
We look forward to working with you again soon.

Just a few of our happy clients:



*Some restrictions apply. External referrals only. New proposals only. Ask a sales rep for details.

WCF Named "Best Team Building Company" for the 3rd Year in a Row

Windy City Fieldhouse was once again named "Best Team Building Company" in Chicago by the readers of Illinois Meetings and Events Magazine!



Read more online at
WindyCityFieldhouse.com/press.



The Insider

Spring/Summer 2008

Dear Valued Client,

Spring is finally here! After a long, cold winter, we are looking forward to the fantastic Chicago summer weather. With the change in seasons comes our extensive preparation for yet another record-breaking summer outing season. As we prepare to provide our clients with **exceptional and memorable events that exceed our client's expectations, the time is here for you to begin planning your company outing.**

We are seeing an even larger number of clients start their summer outing planning earlier this year in order to get their preferred date and location. One of the many key ingredients to a great summer outing is the location and date of your choice. Our partnerships with key venues in both the city and suburbs puts us at the forefront of the summer outing industry, **allowing us to provide you access to the best private city and suburban locations.**

In addition to key venue partnerships that make WCF the best in the industry, our **EXPERIENCED, EXPERT PLANNERS** and **TRUSTED, QUALITY VENDORS** combine to provide you with the best summer outing ideas and event options available today. Utilizing our 10 years of experience, WCF is the only planner in the industry to create an interactive and engaging event for all ages – kids, 20-30 somethings without kids, 30-40 somethings with kids and 40-60 somethings with kids who are not attending. WCF has the experience and dedication to execute your best summer outing ever.

Another key factor in meeting our goal of providing exceptional and memorable outings is WCF's continuous effort to **improve our products and present our clients with the newest and most innovative programs.** In this issue of *The Insider*, read more about how WCF's innovation continues with its **NEW Interactive BBQ**, Evening Summer Picnic and **NEWLY redesigned Great "Amazing Race" Chicago and Scavenger Hunts.** (See article on page 2)

Best of all, our innovation continues to be rewarded. WCF was once again named **"Best Team Building Company" in Chicago** by industry experts and peers like yourself at the Illinois Meetings & Events Magazine "Best of the Industry" awards. This represents the **third year in a row we have received this award.** We accept this award with great pride as it comes from our peers and industry experts.

Thank you for all of your support. Always feel free to contact me personally with any comments, requests or questions at murrel@windycityfieldhouse.com or (773) 486-7403.

Have a great spring and summer!

Best Wishes,



Murrel Karsh

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RECORD NUMBER OF WCF'S PREMIER CITY & SUBURBAN VENUES ALREADY BOOKED FOR THE SUMMER!

ACT NOW TO GUARANTEE A FANTASTIC SUMMER OUTING WITH WCF'S EXPERT PLANNERS!

Do you keep pushing off the task of planning your company outing? Feeling the pressure to make this year's summer event better than last year?

Don't panic but you must act now! With only a few Saturdays left at one of its prime downtown locations, WCF continues to urge its clients to make decisions now in order to ensure a great venue and preferred date!

Let WCF's team of **EXPERT PLANNERS** do all the work for you! Join the growing list of clients taking advantage of WCF's Award-Winning Expertise gained from executing over 1,100 summer outings. The experience and list of **TRUSTED, QUALITY VENDORS** gained from these events over the past 10 years is **PRICELESS...DON'T SETTLE FOR ANYTHING LESS THAN A WCF SUMMER OUTING!**

Choose from any of WCF's Fun & Innovative Summer Outings including:

- Interactive Summer Picnic for ALL AGES
- Interactive Barbecue **NEW!**
- Evening Summer Picnic
- Team Challenge & BBQ
- Taste of Windy City Scavenger Hunt **NEW!**
- Great "Amazing Race" Chicago **NEW!**
- "Mission Impossible" Scavenger Hunt **NEW!**
- BBQ Add-on – add an Interactive BBQ to your Scavenger Hunt or Race **NEW!**
- And More!



LOCATION! LOCATION! LOCATION!

THE BEST PRIVATE CITY & SUBURBAN LOCATIONS – NUMEROUS PRIVATE LOCATIONS AVAILABLE ONLY THRU WCF! WCF HAS ACCESS TO THE PERFECT LOCATION FOR YOUR NEXT SUMMER OUTING!

To receive a free custom proposal today, contact Murrel (murrel@windycityfieldhouse.com) at (773) 486-7403 or visit WindyCityFieldhouse.com/picnics to submit your request online. ■

NEWLY Redesigned Great “Amazing Race” Chicago and Scavenger Hunt Programs!

WCF's Great “Amazing Race” Chicago, “Mission Impossible” Scavenger Hunt and Taste of Windy City Scavenger Hunt programs have become extremely popular events – last year alone WCF executed over 150 Races and Scavenger Hunts. As WCF continues to create new and innovative events for its clients, WCF has also focused its efforts on redesigning the Great “Amazing Race” Chicago and Scavenger Hunt Programs, improving on these already fantastic and award-winning events.

NEW MISSIONS AND DESTINATIONS

A significant amount of focus in the redesign went towards developing **NEW MISSIONS AND DESTINATIONS** for the Great “Amazing Race” Chicago, “Mission Impossible” Scavenger Hunt and Taste of Windy City Scavenger Hunt

Programs. **Clients are now able to enjoy one event or take part in all three throughout the year – each event has unique destinations that take you to FUN and EXCITING places all over the city!** Best of all, even if you have participated in one of the Races or Scavenger Hunts in the past, with new missions

“WOW! We had a great time. This event was enjoyed by all! It was a pleasure to work with you and the Windy City Fieldhouse team. Our emcee and all of the spy guides were fantastic. You and your team have a great attitude and are extremely easy to work with. I will gladly recommend your company to as many people as I can as it is very beneficial for any team who wants to have a good time and build team spirit at the same time. Look forward to working with you again and thank you so much for a memorable event.”

— Sheraton Chicago Hotel & Towers

and destinations to challenge and stimulate all participants, clients are able to book another Race or Hunt this year knowing its participants get to enjoy a new and innovative experience.

HIGH TECH ADD-ONS

In addition to the new missions and destinations, WCF is also integrating high-tech aspects into the Races and Scavenger Hunts to create an even more fun and challenging event for participants. With high-tech features like digital pictures, GPS and more, teams are challenged with new creative and strategic missions. More than

ever before, the Great “Amazing Race” Chicago and Scavenger Hunt Programs are designed to **promote strategic thinking and planning in an entertaining environment.** The result is enhanced teamwork and energized employees ready to do more effective and creative work at the office.



RACES AND HUNTS THROUGHOUT CHICAGOLAND AND THE U.S.

While a majority of WCF’s “Amazing Races” and Scavenger Hunt Programs take place in Chicago, WCF’s Races and Scavenger Hunts

take place outside of Chicago too. Within the past year, WCF executed Scavenger Hunts in Milwaukee, Old Orchard and Oakbrook Malls, the Morton Arboretum and more! **If desired, WCF travels nationally to design Races and Hunts in the city of your choice.**

Choose one or ALL of these NEWLY REDESIGNED events:

- Great “Amazing Race” Chicago
- “Mission Impossible” Scavenger Hunt
- Taste of Windy City Scavenger Hunt



Try the NEWLY Redesigned Great “Amazing Race” and Scavenger Hunts! All Unique Destinations!

To take your team on a NEWLY Redesigned Great “Amazing Race”

Chicago or Scavenger Hunt, please contact Murrel (murrel@windycityfieldhouse.com) at (773) 486-7403 or submit your request online at WindyCityFieldhouse.com/race. ■

Evening Summer Picnic

Having trouble finding a convenient day and time for your annual Summer Outing? Worried you have waited too long to plan so prime locations and dates are already booked?

Try WCF's Evening Summer Picnic!
The hottest trend amongst WCF's clients is the Evening Summer Picnic held from 5:00-9:00 PM. Evening Summer Picnics grew at a record 150% growth rate last season – outpacing all other summer outing programs – with a big push towards Saturday Evening Picnics.



Whether in the city or suburbs, WCF's Evening Summer Picnic is a great solution to your summer outing needs. With a greater variety of dates and locations, great cost savings for the tight budget, convenient timing for employees of all ages and cooler weather, Evening Summer Picnics are a great option for this year's summer outing. Best of all, families don't have to miss that week's camp, class, game or practice; 20-30 year olds are able to continue the celebration with easy access to downtown bars and clubs; and employees don't miss work - a perfect option for everyone.

“Last year was the first time we tried an evening picnic, and I have to say it turned out better than imagined! You're not in the heat of high noon, it's the perfect time! Our employees loved it so much they insisted we do it again this summer, even though we usually don't do the same thing 2 years in a row! Once again, it was great! And the employees at WCF are so enthusiastic and helpful too! An evening picnic is a great idea! We loved it!”

- Thornton Tomasetti

To receive a free custom proposal today, contact Murrel (murrel@windycityfieldhouse.com) at (773) 486-7403 or visit WindyCityFieldhouse.com/evening to submit your request online. ■

WCF Wins 3rd Consecutive “Best Team Building Company” Award

Windy City Fieldhouse was once again named “Best Team Building Company” in Chicago by the readers of Illinois Meetings and Events Magazine at the “Best of the Industry” awards ceremony in March. These awards are presented to the front-runners in the meeting and event industry. The “Best of the Industry” awards are much like the People's Choice Award – they are not from outside observers, but from peers – industry experts deeply involved in planning meetings and events.

“WCF is extremely proud of the award since it not only comes from industry experts and peers, but also rewards our employees for their innovation and hard work,” says Bob Beaubien, executive vice president of WCF. “This is a great honor that only pushes the WCF team harder to do more each year.”



For more information on WCF's Award-Winning Team Building Programs, please contact Murrel (murrel@windycityfieldhouse.com) at (773) 486-7403 or visit WindyCityFieldhouse.com/team_building. ■

Why Choose WCF for Your Next Summer Outing

WCF has executed over 1,100 summer outings and it is clear that the most important factor in holding a successful summer outing year after year is providing an experience designed with elements of fun for ALL AGES. While this is a difficult task to accomplish, WCF is the only planner in the industry who takes a detailed approach to creating an outing that targets each age group – kids, 20-30 somethings without kids, 30-40 somethings with kids and 40-60 somethings with kids who are not attending. WCF's goal is to not only provide the perfect venue and outstanding food, but to also plan an array of activities capable of offering many entertainment options for everyone. To ensure each group has entertainment, WCF divides the entertainment into four main categories: “Interactive Relays”, “Facilitated Traditional Sports”,



“Passive or Walkup Entertainment” and “Entertainment Add-Ons”. Regardless of each attendee's interests, WCF provides an array of activities and entertainment options for everyone.



Another key ingredient to an interactive summer outing is providing entertainment

throughout the day. WCF provides a continuous stream of relays and games organized by its experienced staff to engage both children and adults for the ENTIRE DAY. Most competitors focus solely on food, perhaps an inflatable and the rest is up to you. In addition, they might run 3-4 relays throughout the day. WCF recognizes that part of creating an event that engages all attendees is offering interactive activities throughout the entire duration of the event. “The only way to truly pull off an interactive event for all ages is to keep relays running continuously throughout the event,” says Murrel Karsh, president of WCF. “Running a relay each hour won't keep people engaged. Keeping relays going all day is how you get 100 people doing a balloon toss instead of 10.”



LET WCF TURN YOUR ORDINARY SUMMER PICNIC INTO AN EXTRAORDINARY OUTING ENJOYED BY EVERYONE!

“You truly took care of us and our families. The children were engaged every second. Parents had fun, but were completely relaxed at the same time. And staff members who didn't bring children or spouses also had a ball!” – *Ounce of Prevention Fund*

“Thanks for a great picnic! The company consensus is that it was “awesome”! There was something for everyone.”
– *Infinium Capital Management*

“...All who attended had a great time.” – *Wilson Sporting Goods*

“Your staff was top-drawer in professionalism and in integrating with our employees. I believe I am accurate in saying everyone had a wonderful time!”
– *Citi/Sears Credit Services*

“Everyone that attended had a wonderful time. They thought that everything was coordinated well and came off great.”
– *LaSalle Bank N.A.*

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