

THE INSIDER

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Fall 2003

Dear Valued Customer,

As WCF reaches its six-year anniversary, we would like to thank our clients for continually choosing WCF as the #1 source for creative and unique corporate outings.

As the economy demonstrates signs of positive growth, WCF's clients are focusing on adding more value to the bottom line with each event. WCF's corporate team is passionately committed to serving its clients, and has therefore revisited and refocused on how we can deliver additional value to every event. As a result, WCF developed a number of new event programs that provide tremendous value to you, your boss, the company and the employees.

The articles in this edition of *The Insider* highlight some of WCF's new event packages along with some of the enhancements made to established packages. We hope this newsletter continues to be a great source for generating truly unique and engaging events for your employees and guests.

We look forward to working with you again soon.

Sincerely,



Murrel Karsh
WCF President

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How To Build A Better Holiday Party

The holiday season is just around the corner, which is the most popular time of year for companies to host employee celebrations. The holiday party's primary objectives are to thank employees and build goodwill and loyalty while enhancing relationships amongst employees. To fully achieve these goals, it is important to add creativity and spice to the event while also making certain that the environment allows guests to network and socialize with peers.

Windy City Fieldhouse's (WCF) clients have often conveyed frustration with traditional holiday celebrations, as they often do not achieve the desired result of enhancing or building relationships amongst employees. Clients have commented that traditional holiday parties do not create the ideal environment because people only have an opportunity to mingle with the other people at their table. Hence, employees are not able to build or re-kindle relationships with co-workers from other departments (or facilities) and do not walk away from the party with heightened excitement about the company. Also, clients have noted that attendance at the event tends to decline each year unless they add new creative twists.

In response to these concerns, WCF has developed a variety of interactive reception-based holiday party packages that are specifically designed to build and enhance employee relationships while incorporating the holiday spirit and theme. WCF's unique and engaging packages include an assortment of entertainment used to create an environment that promotes interaction between guests. Guests are able to mingle and socialize in an extremely festive and entertaining environment while feasting on fantastic food and beverages. In the end, clients achieve the desired result of enhancing/re-kindling relationships and boosting company morale.

WCF's holiday packages range from elegant, upscale galas to casual, interactive receptions. In addition to full event packages, WCF also offers creative add-on options for clients who merely want to enhance their traditional sit-down parties. WCF's add-on options range from holiday themed "Mission Impossible" Scavenger Hunts prior to dinner to Casino Nights, Gingerbread House Building Competitions, Holiday Arts & Crafts and many more options at dinner.

"We help clients add zip and creativity to otherwise traditional events," says Murrel Karsh, WCF president. "The end result is employees appreciate the party that much more, new relationships are formed or rekindled and the company receives much, much more value."

For more information on WCF's holiday party packages, please contact Chris (chris@windycityfieldhouse.com) at (773) 486-7436.

Traditional Holiday Events:

- Build limited goodwill
- Enhance existing friendships, but have limited networking opportunities
- Face declining attendance

Enhanced Holiday Events:

- Build goodwill
- Enhance existing relationships beyond typical cocktail discussions
- Create new relationships through networking and interactive games
- Demonstrate the company's compassion and care for employees
- Increase employee attendance and excitement
- Create greater overall company value

Holiday Themed "Mission Impossible" Scavenger Hunts

One of Chicago's most prestigious downtown hotels contacted WCF in hopes of providing an extremely fun and engaging event for their employees that would build camaraderie and enhance employee relationships while reinforcing the importance of teamwork. In addition, due to the time of year the event was to occur, the client also requested that the event involve a holiday theme. Taking these criteria into consideration, WCF created and executed a customized "Mission Impossible" Scavenger Hunt along Chicago's Magnificent Mile.

During this type of event, WCF uses one of its colorful emcees to play the role of "The Grinch" – in full costume. The Grinch is said to be vigorously parading around Chicago attempting to steal the city's Holiday Spirit.

Participants are advised that The Grinch will only return Chicago's Holiday Spirit if they deliver the demanded ransom to The Grinch's secret location on time.



Participants are split into teams and sent to collect the specified ransom. The team is provided with a WCF holiday helper who takes photos, holds items and manages the teams allotted expense account. The ransom requires the teams to complete a number of missions revolving around the event's theme. Activities range from dressing a team member as a Christmas tree to getting on the air with WGN Radio. In addition, participants are asked to collect various items along the way — a holiday ornament, mistletoe, a candy cane and more. Participants are able to visit famous Chicago landmarks, develop team skills and enjoy an interactive event while increasing morale and camaraderie. The event culminates at a downtown restaurant or club.

For more information on WCF's Holiday "Mission Impossible" programs, please contact Chris (chris@windycityfieldhouse.com) at (773) 486-7436. 📞

How To MAKE EMPLOYEES DRIBBLE: Host A WCF Corporate League

Searching for a fun and creative way to enhance teamwork amongst employees? Tired of the routine daily interactions in the office and looking to develop a closer-knit team? WCF has your solution – offering a private corporate league to your employees.

WCF does all the work – providing court time, referees, scorekeepers and equipment for its

private corporate leagues,

as well as league

management services

including online standings

and schedules. Sports

include basketball, soccer,

volleyball, wiffle ball, football, floor hockey and roller hockey.

Courts fill quickly so call today to book your preferred day and time.

For more information, please contact Brian

(brian@windycityfieldhouse.com) at (773) 486-7423. 📞



WCF's Corporate League Clients Include:

- ✓ Accenture
- ✓ Budweiser
- ✓ CDW
- ✓ Leo Burnett
- ✓ Major Loop Law Firms

EVENT SPOTLIGHT:

Innovative Team Building

As Chicago's premier team building and entertainment company, WCF is continually developing new, creative programs that provide participants with fun alternatives to traditional team building. With a multitude of events to choose from, WCF clients are able to host a variety of events that help create high performance teams in a fun and relaxing setting.

"DESIGN, BUILD & SELL" CONSTRUCTION CHALLENGE

One of Chicago's top financial institutions, who had utilized WCF for a team building event earlier in the year, was interested in hosting another event for employees that would further demonstrate the tremendous impact effective teamwork has on efficiency. As many of the participants had been a part of the first event, the company needed a unique alternative to the event WCF had executed a few months prior. Taking this into consideration, WCF planned and executed one of its new programs — "Design, Build & Sell" Construction Challenge.



Participants use a variety of materials to create their new corporate headquarters.

"I noticed such a change in my team after hosting our first team building event with WCF that I decided to host another event," says Jill Jones, Pierce Consulting. "The Construction Challenge was an incredibly unique and entertaining event which completely met my goal of building on our previous event with a unique alternative to build high performance teams. Furthermore, all of our employees are still raving about what a great time they had again!"

In this interactive event, teams are required to use strategy, creativity, communication and teamwork to create a replica model of a hypothetical new corporate headquarters. The group is first divided into equal "construction companies" and assigned a WCF "foreman" who explains the rules, answers questions and monitors the company's progress. The premise of the event is that each company is given the opportunity to bid on the construction of the new headquarters. The goal is for each team to design, build and sell its concept to the panel of WCF judges.

The judges then rate each company on creativity, quality of construction, sales presentation and ability to stay within budget. Once the presentations are complete, the judges award the contract to the company who receives the highest score. A celebratory cocktail reception follows to continue building relationships and boosting company morale. 🍷

Incredible Season of Summer Picnics

As autumn approaches, WCF has been tabulating the totals from this year's season of summer picnics and the numbers are finally in. After hosting more than 75 corporate picnics for clients, WCF served more than 5,000 hamburgers and 15,000 sodas, facilitated more than 2,000 games of sand volleyball and water relays while giving away more than 15,000 prizes. WCF executed picnics for such clients as Ernst & Young, Winston & Strawn, U.S. Equities, IBM and Swissôtel and would like to thank all of its clients for an incredible season of events.

"Prior to this summer, our company hadn't hosted a picnic in a very long time," says Sherri Radeck, Itasca Bank & Trust Company. "I and the rest of the committee have never received as many compliments for other outings as we have for our recent picnic. Everyone loved it!"

WCF's numerous picnic options enable each client to effectively execute a customized summer outing that meets the mission and objectives of the event while delivering an extreme amount of value to the company. Bookings are already being accepted for summer 2004 so call today to reserve your preferred date. For more information, please contact Eric (eric@windycityfieldhouse.com) at (773) 486-7421. 🍷



Picnic guests engage in a game of sand volleyball.



Windy City Fieldhouse

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Refer a new corporate client to WCF
and receive a FREE \$100 AMEX gift
card when they book an event.* Call
Eric (eric@windycityfieldhouse.com)
at (773) 486-7421 for more details.

*Some restrictions apply.



Windy City Fieldhouse

*Incredible Corporate
Outings & Holiday Programs*



Team Building



Holiday Programs



Corporate Picnics

WCF Programs Include:

- Team Building
- Corporate Picnics
- "Mission Impossible" Holiday Scavenger Hunts
- Casino Nights
- Interactive Entertainment & Holiday Programs
- Grand Prix Challenges
- Construction Challenges
- And Much More!

For a free CD-ROM or proposal, contact
Eric (eric@windycityfieldhouse.com) at

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