

Fallon-Houle, Nancy

From: New in Chicago <newchicagobusiness@gmail.com>
Sent: Friday, November 05, 2010 9:49 AM
To: Fallon-Houle, Nancy
Subject: Re: Crain's Start-Up Announcements: New in Chicago

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks, Nancy.

Please contact me when that fitness business is ready to make an announcement.

Best,

Robert Loerzel

On Tue, Nov 2, 2010 at 2:16 PM, Fallon-Houle, Nancy <nfallon@nfhlaw.com> wrote:

Hello Robert Loerzel:

Thanks for starting the new business announcements in Crain's! We represent many start up and early stage companies, and will have some to email to you periodically.

The one we just formed this week is a dog hotel, dog daycare and a dog grooming place. However, the owners who live in Chicago now, are moving to Arizona to establish a location there, deciding that Phoenix was the best location.

I have another business in the fitness industry just launched this week in Lisle/Naperville. I will be able to make a public announcement after a partnership/Joint Venture agreement is signed.

Will keep you posted as we establish new businesses when the clients give us permission to post to you! Star-ups are one of our niche areas of law practice, so I'm delighted that you are providing this opportunity to publicly announce these fun little startups!

On another note: The following is not our client, but I am a customer and a big fan from day 1, so I'll extol its virtues: "Lemon Tree Grocer" in downtown Downers Grove. It's a great new start-up gourmet grocery store. A smaller store, it provides natural fresh meats (Amish poultry and Niman beef, for example), mostly organic produce, organic milk and Oberweiss milk, homemade pastries, homemade soups and salads, fantastic homemade guacamole, hot (or cold) prepared food items ("to go", or to eat in) including grilled vegetable

stacks and cous cous salad; a salad bar, deli, a small bar serving eclectic wines and beers and coffees, and an outdoor dining area surrounded by a lovely garden. It's a small, entrepreneurial, local version of a cross between Whole Foods, Casey's Meats, and Trader Joes.

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