

Niles

Golf Mill Marketing Head Takes Job In Deer Park

By **TOM ROBB**

JOURNAL & TOPICS REPORTER

Regina Verdico, director of marketing and specialty leasing for Golf Mill Mall in Niles, and in many ways a public face for the shopping center, has accepted a new position in Deer Park. Her last day at Golf Mill was Saturday, Aug. 20.

Verdico will head up marketing efforts for the Deer Park Town Center shopping center on Rand Road near Palatine. She called the transition to her new position "bittersweet".

"It's a very emotional transition," Verdico told the Journal Friday. "I just care about the community (of Niles) so much" adding that Golf Mill and the community of Niles have "become such an important part of my life."

Taking over as marketing director is Monika Kalicki, who has been with the mall's marketing department for less than a year.

Kalicki will eventually take over specialty leasing as well. For the time being those responsibilities are turned over to Golf Mill General Manager Mike Williams.

Verdico began working at Golf Mill in 2006. She said she is proud of the relationships she helped build, especially with the

Niles Teen Center, village government and Niles Chamber of Commerce.

A career highlight, according to Verdico, was accepting the Gold MAXI Award from the International Council of Shopping Centers with Teen Center Director Mark Williams on behalf of Golf Mill at a national convention in Hollywood, CA, in late March.

"It was huge, a great recognition for the shopping center," said Verdico.

The relationship between the chamber of commerce and Golf Mill has proved to be extremely important, Verdico added. Since joining the chamber she went on to become a member of the chamber board, strengthening relationships between Golf Mill, the business community and the village.

Kalicki said an immediate goal in her new position is to ensure a smooth transition maintaining the same relationships Verdico had, especially with the chamber and other community groups, and to begin planning for the holiday shopping season including the charitable Festival of Trees that benefits area food pantries.

Kalicki graduated from Loyola University last May with a degree in advertising and public relations.