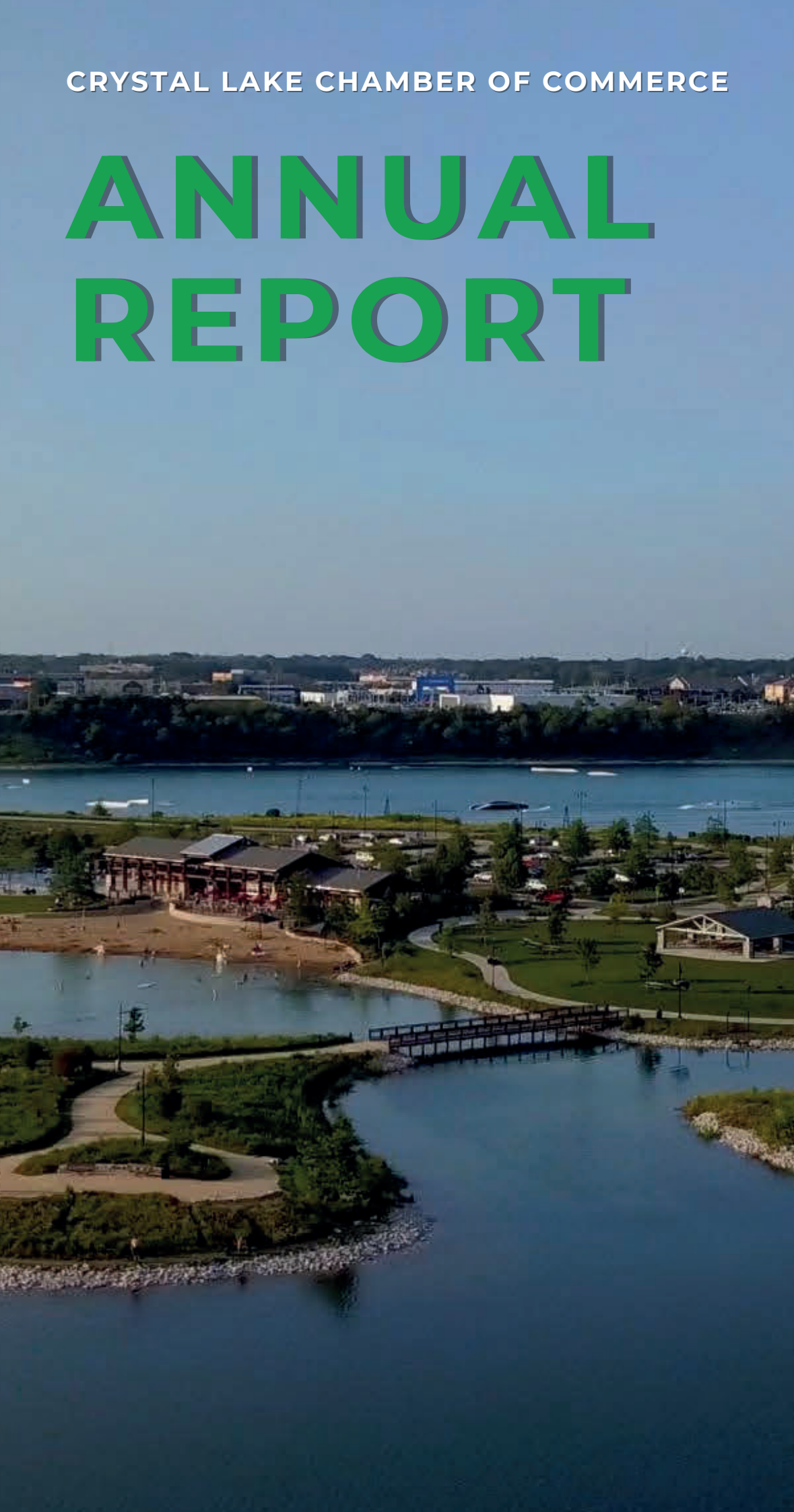


CRYSTAL LAKE CHAMBER OF COMMERCE

# ANNUAL REPORT



2020-2021



## **Message from Board Chairman, Gary Bonick**

The Crystal Lake Chamber of Commerce is recognized as a forward-thinking and active business organization representing over 780+ members and thousands of owners and employees that comprise the greater Crystal Lake area business community.

As one of the largest Chambers in the State of Illinois and one of the most influential business groups in the area, the Crystal Lake Chamber of Commerce is the local voice of business.

Our membership is comprised of businesses ranging in size from one employee to several hundred. From large manufacturing and healthcare providers, to single employee service providers, the Chamber is proud to offer varied programs that appeal to multiple interests. We also have many outstanding non-profit members that are vital to serving the needs of our community.

During the past year, the Chamber became a vital resource to help our member businesses navigate the Covid 19 pandemic by providing resources on operating within the guidelines as well as where to find resources for funding and other governmental assistance. The Chamber also worked in conjunction with the Illinois Chamber of Commerce to advocate on behalf of business owners during the pandemic.

Over the past year, the Chamber has deepened its relationships with the City of Crystal Lake, the Downtown Crystal Lake Association, the local school districts, and McHenry County College.

The Chamber continues to assist in building leaders within the community and business through educational programs such as Leaders in Action. These successful programs have been instrumental in helping grow our local leadership.

The Chamber is a strong and dedicated organization that supports its members in many different and creative ways allowing many employees of a member to be involved and grow in the community. With 5 network groups, an involved and growing women's group, multiple committees, government advocacy, volunteer opportunities in the community, business training at all levels, and a top-notch staff of 5 working daily to support the membership, the Crystal Lake Chamber is a tremendous value.

**Gary Bonick, Chair, Crystal Lake Chamber of Commerce**



## Message from Chamber President/CEO, Bill Eich

The Crystal Lake Chamber of Commerce is an organization which has proudly served as the collective voice of our local and regional business community since 1940. For over eighty years, our Chamber has led local businesses through a multitude of opportunities and challenges; potentially none as tumultuous, difficult to navigate or just plain scary as 2020. We have faced a pandemic with thousands of jobs lost, the closure of our economy and many hundreds of businesses at risk – all without a playbook.

As the needs of our members, our community and our region evolve, the Crystal Lake Chamber is by your side, engaging strategically and proactively, being nimble, responding to changes and ensuring that our area is positioned to thrive as a viable and competitive place to work, live and grow a business. This past year, the Chamber provided leadership with numerous legislative wins, new and innovative programming, and strong support for the Chamber's alliances and committees, tasked with keeping our area moving forward within their areas of focus.

Your local Chamber is an association of businesses and individuals who come together for the benefit of our region. Our Chamber members inform and shape our priorities, our public policy agenda, our member benefits, and every aspect of our work and services. You make our events successful and consistently the best-attended business programs in the community. You guide our talent and workforce initiatives and advise the McHenry County Workforce Network and the McHenry County Manufacturing Consortium, which we are proud to be a part of, as catalysts, conveners and champions for our members and the communities in which we proudly serve.



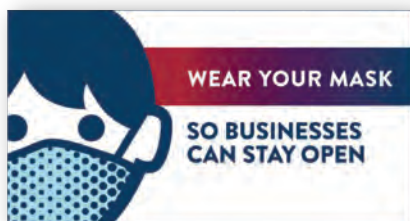


## Message from Chamber President/CEO, Bill Eich - continued.



When COVID-19 came to our region and our public health partners made it clear that we would have to stay home and close business until we could safely manage the spread of the virus, the Chamber immediately pivoted to provide all businesses in the region – not just our members – with the critical information and services they needed. Very early into the pandemic we mobilized, internally and with our Board, to determine how best to change gears from our normal course of operations and step up as the spark for nimble, collaborative leadership to businesses and stakeholders throughout this region. We joined forces with local and regional governing entities when necessary to advocate for reasonableness to prevail when establishing pandemic restrictions on businesses and accommodations where appropriate.

With our able partnership with the McHenry County Economic Development Corporation (MCEDC) and for the months that our region was essentially closed to commerce and normal business transactions, thousands of businesses found, and can still find the most accurate, up-to-the-minute guidance and information they need to protect their businesses all from our newly updated Chamber website and website improvements made at the MCEDC.



The Chamber partnered with the Northwest Herald, the Downtown Crystal Lake Association, and the City of Crystal Lake to host a “Re-Opening of Crystal Lake Businesses” following the stay-at-home order in May and June of 2020. We also worked diligently with the McHenry County Department of Health and the City of Crystal Lake to find solutions and guidance for businesses to safely stay open and institute alternate and acceptable ways to serve their customers.

## Message from Chamber President/CEO, Bill Eich - continued.

The Chamber even championed the Covid-19 Compliant Business Program designed to help local businesses inform their customers and the public that they were taking appropriate measures to ensure the health and safety of their employees when working and for consumers when they come in to shop or dine.



We convened the Chamber Board of Directors monthly, via Zoom, and were able to stay current on the greatest needs of our businesses, with the critical, timely input of many public sector leaders, including the late Mayor Aaron Shepley, current Mayor Haig Halebian, as well as our local health care providers, Advocate Aurora Health, MercyHealth and Northwestern Medicine. These calls quickly turned into a vital and trusted resource of information, guidance, and collaboration to help our region navigate through this turbulent situation.

We knew if could understand the impact of each issue that arose, from governmental restrictions to meeting consumer demand using new tools, and convey this as informed guidance. it was an opportunity for our Chamber to have an even broader and more lasting impact on the resilience and prosperity of our region. That meant doing things like updating our conference board room with video conferencing available to all members, sharing and participating in Zoom town halls held by local elected officials, showcasing local businesses, direct membership wellness calls, business-to-business free webinar information sharing, and providing industry specific pandemic guidance collected from the Center for Disease Control, Illinois Department of Public Health and the Illinois Department of Commerce.

The Chamber also took the opportunity to evaluate all of its Membership offerings and restructure all membership levels with a renewed focus on providing more value to our members. This was a healthy exercise for the Chamber to go through which enabled the addition of many new benefits to all membership levels with minimal or no change to the dues structure. Some membership levels even saw a decrease in dues pricing.



## **Message from Chamber President, Bill Eich - continued.**

Considering the unpredictability of the past year and the restrictions imposed on everyone, we are most proud of hosting and providing all our traditional events and programs throughout the year except for the 2020 Independence Day Parade. In any other year, saying this would raise some eyebrows as it would have been expected, but the ingenuity and dedication of the Chamber leadership and staff is the only reason normal events and programs even happened during the pandemic. These included two Annual Golf Outings, celebrating the Chamber's 80th Anniversary, our Monday Night Football Fundraiser, the Members in Motion Networking Scramble, the State of the Community, the Leaders in Action Education Series, two Community Clean Ups, a Home and Business Expo, the Chamber Foundation GEM's Luncheon, and the 2021 Independence Day Parade.

We truly have great Chamber leadership and staff. We have resilient and determined businesses supported by a community that cares. We have a bright future. We are going to grow our region. We are going to prosper as our economy fully opens back up because both the residents in Crystal Lake and the businesses in our area understand that this can only happen by working together.

Thank you for your continued support and dedication to the mission of our Chamber.

### **Bill Eich, President/CEO, Crystal Lake Chamber of Commerce**

(portions of this message attributed to The Southwest Indiana Chamber 2019-2020 Annual Report, 11/30/2020)

### **Special thanks to our Chamber Staff:**

Donna Sather - Community Outreach and Event Coordinator  
Lisa McLaughlin - Director of Membership Development  
Nick Kubiak - Marketing and Communications Manager  
Wendy Pratola - Finance Manager  
and Jackie Ruiz - Consultant (2020)

**VISION STATEMENT: Our Chamber ... the business force and foundation connecting the community through integrity, leadership, value, growth and service.**

**MISSION STATEMENT: The mission of the Crystal Lake Chamber of Commerce is to create value and opportunity for our members with the belief that a positive business climate is an integral part of a healthy community.**



## **The Crystal Lake Chamber of Commerce is built on three pillars – Relationship Building, Professional/Workforce Development and Advocacy.**

We continue to strengthen these pillars through promoting and engaging all our members.

### **Relationship Building**

The Crystal Lake Chamber of Commerce understands that business success is the magic that happens when preparation and opportunity intersect.

Business success is more than luck. It is more than raw talent. It is the result of hard work and preparation.

The Crystal Lake Chamber of Commerce believes that relationship building is a part of that preparation. We hold relationship building as one of the critical tools of business. Relationships build community. Relationships build brand awareness. Relationships build a professional bench of resources.

Everything we do offers the opportunity to build and foster relationships with your fellow business leaders. It creates an environment to share best practices, drive innovation and challenge assumptions.

Relationships help foster community and engagement. Building relationships through networking, volunteering, business referral groups, and professional development opportunities or merely reading about a business in any of the Chamber publications all lead to a stronger and more vibrant business landscape and healthy community.

There are five active and engaged Network groups within the Chamber that meet weekly at a variety of times and places. Women Empowering Women and the Young Professionals are professional development groups that meet monthly. Business Builders and Out to Lunch meet every other month and are a great informal way to meet other business leaders. And of course- the Home and Business Expo, Community Clean Up and the Independence Day Parade are all wonderful ways to give back to your community and work with other business professionals in a volunteer capacity.

### **We've upped our game when it comes to communicating with Chamber member businesses and area residents!**

You will find our Facebook page is more interactive which in turn allows our members to showcase their business. We have uploaded more videos creating a strong visual impact to enrich relationship building. With more daily and weekly content posted on Facebook to keep you informed, we consistently maintain over 3,500 followers to our page.

Our Chamber website, clchamber.com, has a new and improved look, is better integrated with our member database and chamber association software and it provides many new features for chamber members and guests to our website! The new user-friendly site enhance the user experience by highlighting our members and events on a more consistent basis. You can also view and use our website on your mobile phone browser or choose to use our mobile app with ease. With the new and inviting look and focus on putting the most up to date information out front, our website's monthly traffic regularly exceeds over 13,000 views.

We have revamped our Business Pathways Newsletter into our new Connections Magazine giving our members a multitude of opportunities to highlight what is happening in their business. We will continue to offer business and advocacy insight to our members and welcome your press releases and your thoughts on our monthly topics. We have also added quarterly highlighted industry editions of our magazine to provide more information and exposure to your businesses.



### **Professional and Workforce Development**

Our members have always valued our professional development programs such as our Leaders in Action Series and we are working with McHenry County College to offer more educational opportunities year round.

The Leaders in Action program has been an impactful leadership building platform of the Chamber of Commerce for over 40 years. Leaders in Action Explore is an educational series designed to introduce several broad topics exploring different aspects of leadership, self-accountability and personal development skills. Participants learn to work on fast forming teams, assess their skills and challenge themselves to think about their roles in a different way. This dynamic program has continued to develop and evolve based on the needs of the market and the feedback from the attendees. To date, thousands of members and their employees have participated in these offerings.



In our last Annual Report it was shared that "as of January 2019, unemployment was at the lowest level in 40 years. It has been said that we have an educated but unqualified workforce, leading to difficulties in finding trainable, dependable and sustainable workers to meet the growing needs of our area employers. This challenge has played across multiple industries; manufacturing, accounting, food services, retail, and other services."

The Crystal Lake Chamber of Commerce has been collaborating with several community partners to raise awareness of the workforce shortages, to facilitate a discussion around possible solutions and bridge the gap between students and employees.


In October 2018, the Crystal Lake Chamber partnered with District 155, District 47, and four area businesses to show students and parents some of the exciting opportunities in manufacturing. The "Made in Your Own Back Yard" event featured Mathews Company, General Kinematics, Precision Water Jet and Heartland Cabinet Supply who generously opened their doors to host 137 students and their parents. That same year, we also hosted a Young Employers round table to open dialogue with the future employers and educators concerning the workforce needs of the community. The program included elected officials, employers, and educators in an effort to proactively address closing the skills gap in our community.



### **Manufacturing Pathways Consortium**

Since 2018, many of the manufacturers in McHenry County began to have discussions about the workforce development issue and the future of their industries. By September 2020, these manufacturers worked to form what is now the Manufacturing Consortium, a group of over 120 manufacturers, suppliers, local high schools, colleges and training programs, and community partners.

Working together, this group, of which the Crystal Lake Chamber of Commerce is a founding member, meets bi-monthly to assess the needs of the industries and work to create or enhance educational and training programs at our local schools to build up the workforce necessary for the coming years. In addition to consulting and supporting the Manufacturing Consortium, the Crystal Lake Chamber of Commerce is helping to create new connections building on the "Made in Your Own Back Yard" program.



Between the new partnerships that have been created among former manufacturing competitors and the renewed focus and transformation of the education and training programs at our local schools and colleges, the future of workforce development in McHenry County is looking very promising.

### **Advocacy**

The Crystal Lake Chamber of Commerce views their role to advocate and educate around the potential impact of legislation on the business climate. We act as the united voices of business, helping to provide a unique perspective to our elected officials from the lens of business owners, employers and service providers. An informed and engaged business community is vital to a healthy community.

The Crystal Lake Chamber of Commerce believes Advocacy is one of the most important tenets of our work to provide our members with the resources and information to make the best decisions; for their business, for their future planning, and for their community.

As a 501c(6) we believe it is our job to advocate for the needs and perspective of business. This has been particularly important over the past year as we were all impacted by the governmental restrictions imposed on both businesses and residents due to the Covid 19 pandemic. As the pandemic came into our area in early March 2020, we were quickly introduced to the terms "essential and non-essential workers or businesses". While this caused much confusion for workers, businesses were not supplied with the necessary guidance or support initially from the same entities that were imposing the restrictions.

Our Chamber quickly took on the role as a clearinghouse of information for both residents and businesses. We created and provided industry specific guidance booklets and flyers to get the word out. We kept the public up to date on which restaurants were offering carryout, curbside or delivery services and did the same for retail stores. We worked hard to reach out to all businesses in the area with wellness calls, emails, updates on social media and our website throughout the entire pandemic.

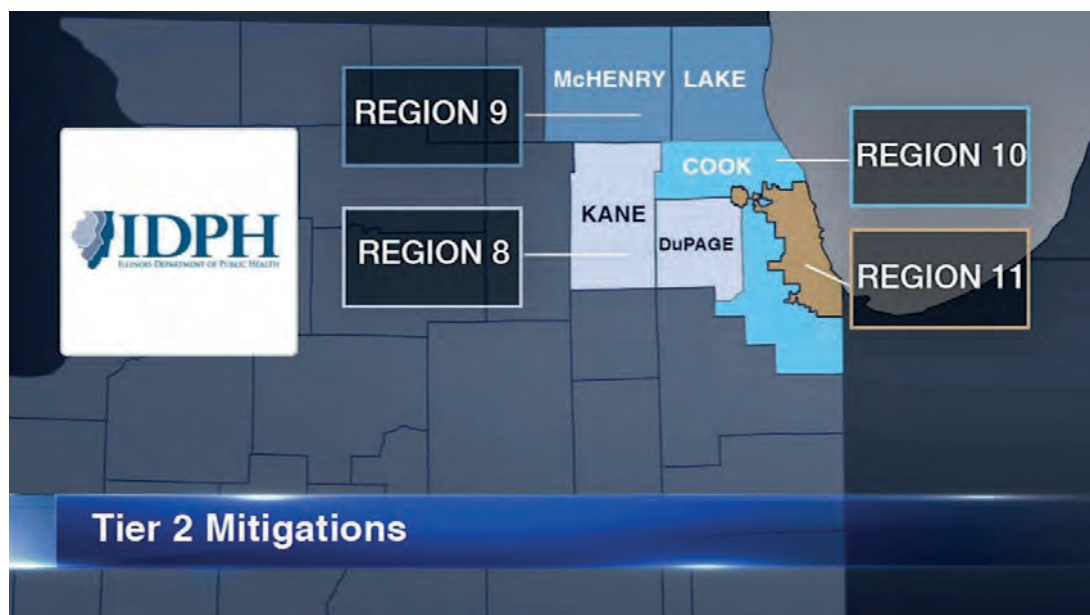
Early on as our public health directors designated health regions and imposed different restrictions on different areas in Illinois, we worked hard to advocate for separating McHenry and Lake County from the designated health regions including Cook County and the City of Chicago. We saw early on that by grouping us with Cook County and Chicago, their positivity rates for the virus were always going to cause our areas to be under more restrictive policies than were necessary.

After weeks of letters, phone calls, and emails, Governor Pritzker and the Director of the Illinois Department of Public Health finally agreed to separate the health regions and we quickly saw our restrictions reduced. We will continue to build relationships and promote open dialogue with our elected officials to ensure they have the business perspective available to them as they navigate future health crises and the dynamic legislative landscape.

The Crystal Lake Chamber of Commerce views our role to facilitate engaged discussion and provide education and resources. In an effort to provide as much information and resources as possible, we produce articles about pending legislation and potential policy changes to provide you with information to make informed decisions.

We historically host forums and coffees with our elected officials to ensure that we have an ongoing dialogue with those who represent our districts. This past year has been particularly difficult to provide this to our members. Many of the previous events with elected officials took place in-person at the Chamber building or another local venue. Due to the pandemic, elected officials took to providing virtual town halls via Zoom video conferences which we made available and promoted throughout the year.

It is important that our elected officials hear from business owners in their district. Having the perspective from a variety of business owners can provide a lens on the impact of legislation and health crisis related restrictions. We believe it is critically important to ensure there is an open dialogue with our elected officials to ensure our representatives understand the potential impact to business and the unintended consequences of policy decisions.







## **Crystal Lake Chamber of Commerce Foundation Status Report 2020**

The Crystal Lake Chamber Foundation hosted the 7th Annual GEM luncheon on February 27th, 2020 honoring recipients Charie Zanck, former CEO of American Community Bank and Trust and Peter Affrunti, Principal, Affrunti Design and Management.

The mission of the Crystal Lake Chamber Foundation is to assist present and future business leaders by providing financial and educational resources to support the Chamber and strengthen the area's business community.

Since 2011 the Foundation has awarded:

- 67 Leaders in Action Scholarships
- 5 Mark E. Elmore Architectural Scholarships
- 7 Bob Blazier Scholarships for Leadership



## **Crystal Lake Chamber of Commerce Foundation Status Report 2021**

The Crystal Lake Chamber Foundation hosted the 8th Annual GEM luncheon on June 3rd, 2021, honoring recipients Marilyn Georgy - prior President of the Crystal Lake Food Pantry, Bill Eich - current President of the Crystal Lake Food Pantry and President/CEO of the Crystal Lake Chamber of Commerce and Dave Hubbard - Exemplar Financial Network Founder and President.

Since 2011 the Foundation has awarded:

- 72 Leaders in Action Scholarships
- 5 Mark E. Elmore Architectural Scholarships
- 9 Bob Blazier Scholarships for Leadership





Women Empowering Women is a women's networking group sponsored by the Crystal Lake Chamber. We meet monthly and encourage all women of the Chamber to attend. We strive to have a meaningful program that educates, builds camaraderie, confidence, networking skills, and relationships.

Our mission is to provide a nurturing culture where women of the Chamber can grow personally and professionally. The purpose is to provide an experience where women of the Chamber feel welcomed, learn something of value personally and/or professionally, and are building meaningful relationships within the business community. The group role models how the Crystal Lake Chamber helps women grow, learn, network and give back to the community in which they live, work, and play.

Throughout the year we provide speakers who share valuable topics such as marketing, finance, leadership, health, and self-improvement. We have leading community women share their success stories. We provide networking time that encourages sharing of business information and the opportunity to build relationships with other businesswomen.

Through business sponsorships, the attendees learn first-hand what some of our area businesses provide in products and services to our community. In lieu of dues, the Committee selects an annual local charity and requests donations from attendees. This reinforces partnerships between local businesses and non-profit organizations for a stronger community. We exceeded our goal of \$3,500 to raise \$4,177 for Home of the Sparrow in 2020.



The Crystal Lake Young Professionals is an organization built within the Chamber to give up and coming 'young' professionals in our community a platform to network with other individuals at similar points in their lives and careers.

The YP's are not a referral group, but instead an unconventional networking group. We have thrived on building great relationships. Lasting friendships are forged, and important connections are made amongst the members of this group.

The foundation of our group is comprised of three primary pillars; Connect, Grow, and Serve. We want our members to connect in a meaningful way but also in way that fits their interests best. That is why we split up our meetings to meet each of the pillars.

Whether we are getting together for a good time at a local business, organizing a group to pick up trash for Community Clean-Up, supporting the Lakeside Foundation volunteering at the beer tent at the Lakeside Festival or having a local leader come and speak to the YPs about professional development, this group always provides a fun and energetic outlet for those wishing to do more with their Chamber membership.

Visit us on [facebook.com/CLYoungProfessionals](https://facebook.com/CLYoungProfessionals).



We are a non-compete group and welcome new members! We do not require referrals. Instead, we get to know each other and encourage referrals based on the trust we have built. We currently have 10 members from our local community ranging from small to medium sized businesses and we are open for more!

We like to mix things up. We meet weekly - 2 times per month in person, usually breakfast but sometimes for happy hour, and 2 times via zoom and occasionally we plan field trips. Twice per month a member presents on a topic relevant to their business. It is an informal presentation and very conversational.

Once a month we have a "Business Meeting" where no one presents, but instead, speaks about a current business topic that is relevant to all of us. The fourth week we welcome guest speakers to our meetings. It is a great way to learn about other businesses and organizations in the chamber and network.

We also volunteer in the community. In 2019 our group volunteered at Willow Creek to host a dinner for the 17 group homes within Pioneer Center for Human Services.

Contact Carla Baldwin at Baldwin Web Design, 815-459-0482 for more information.



Noon Exchange Referral Session



A large networking group that meets the 2nd and 4th Wednesday of every month at noon at the offices of The Community Foundation of McHenry County, 33 E Woodstock, Crystal Lake, IL 60014. After meeting virtually since March 2020, the Noon Network Group is now meeting in person.

This group was formed a few years ago with roughly 8 original members and has grown to over 20. We are a diverse group with our members encompassing a wide range of businesses.

In order to get the most out of this group, we spotlight a few of our members each month as well as break into smaller groups periodically so that we can help each other in a more pointed and direct way.

We enjoy getting together as a group outside of our regular meetings. In the past, service activities have included helping Big Brothers Big Sisters, Willow Creek, Pioneer Center, Concerts in the Park, CL 4th of July Fest, and occasional group outings.

We enjoy getting together and helping each other and the community.





Our mission is to generate business for fellow members through a system of referrals. In addition to referrals, there are many other benefits of joining the Crystal Lake Business Networking Group. We believe in being involved in the community and volunteering for many organizations.

The Group meets every Tuesday morning from 7:30 until 8:30am at Benedict's La Strata in downtown Crystal Lake.

Our past history of referrals has proven that the Crystal Lake Business Networking Group is a successful and fun organization. We believe in developing relationships between group members who are reliable and experienced local business professionals.

We do this by visiting each other's businesses to deepen our knowledge and understanding of their operation and what makes a good referral.

If you would like to visit our referral group as a prospective member, please contact Jeff Roth at Burton Partners, LLC (815-459-3603).



The Referral Exchange network group provides a forum for business professionals and entrepreneurs to enhance and grow their business by building strong and loyal relationships with one another via weekly meetings.

The primary objective is the sharing of quality referrals to directly generate new business. The secondary objective is the sharing of ideas and information to enhance each member's networking skills, speaking skills, and other intangible skills that can be of benefit to our members and their business.

Our members are committed to excellence in their profession and dedication to The Referral Exchange. The Group is comprised of non-competing business members of the Crystal Lake Chamber of Commerce. They meet Tuesdays from 7:30 am - 8:30 am at Exemplar Financial Network, 413 E. Terra Cotta Ave., Crystal Lake.



The B2B Network Group encourages "Power Partners" for ongoing coordination of jobs and projects. B2B members support and encourage each other, build cooperation, and provide expertise from their varied backgrounds to share ideas, information, and experiences. B2B members build relationships, share ideas, and market each others' skills and abilities. B2B members learn, educate, participate and encourage to help colleagues enrich their business and expand their areas of influence.

They meet every Tuesday from 7:30 am – 8:45 am at Crystal Lake Chamber of Commerce, 427 W. Virginia Street, Crystal Lake.

For more information contact the group at [info@clcb2b.com](mailto:info@clcb2b.com) or visit [clcb2b.com](http://clcb2b.com).

## FINANCIALS

July 2019 to June 2020

Financial Position as of	Jun 30, 2020
<b>ASSETS</b>	
Current Assets	194,465.81
Fixed Assets	116,510.89
<b>TOTAL ASSETS</b>	<b>310,976.70</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	64,332.92
Long Term Liabilities	9,061.01
Total Liabilities	73,393.93
Equity	237,582.77
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>310,976.70</b>

July 2020 to June 2021

Financial Position as of	Jun 30, 2021
<b>ASSETS</b>	
Current Assets	206,424.64
Fixed Assets	114,435.74
<b>TOTAL ASSETS</b>	<b>320,860.38</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	63,175.39
Long Term Liabilities	4,545.01
Total Liabilities	67,720.40
Equity	253,139.98
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>320,860.38</b>

Statement of Activities

July 2019 to June 2020

Ordinary Income/Expense	
Income	
4000 · Dues Income	326,124.52
4300 · Other Income Sources	26,170.75
50000 · Activities & Events Revenues	127,873.50
Total Income	480,168.77
Gross Profit	480,168.77
Expense	
60000 · Activities & Events Expenses	54,432.83
8000 · Building & Office Expenses	122,104.46
8500 · Salaries & Benefits Expenses	307,875.05
Total Expense	484,412.34
Net Ordinary Income	(4,243.57)
Other Income/Expense	
Grants and Donations	11,500.00
Other Expense	0.00
Net Other Income	11,500.00
Net Income	\$7,256.43

Statement of Activities

July 2020 - June 2021

Ordinary Income/Expense	
Income	
4000 · Dues Income	266,521.83
4300 · Other Income Sources	21,288.54
50000 · Activities & Events Revenues	117,637.28
Total Income	405,447.65
Gross Profit	405,447.65
Expense	
60000 · Activities & Events Expenses	30,562.08
8000 · Building & Office Expenses	122,040.16
8500 · Salaries & Benefits Expenses	300,883.20
Total Expense	453,485.44
Net Ordinary Income	(48,037.79)
Other Income/Expense	
Other Income	63,595.00
Other Expense	0.00
Net Other Income	63,595.00
Net Income	\$15,557.21

# MEMBERSHIP

CHAMBER MEMBERSHIP PROVIDES YOU ACCESS TO A LARGE NETWORK:

**782**

MEMBERS

**23,865**

MEMBER COMPANY EMPLOYEES  
SERVED ANNUALLY

**148**

NEW MEMBERS

**28**

ENHANCED  
MEMBERS

**221**

LEGACY MEMBERS  
(MEMBERS FOR 15+ YEARS)

## WHAT CATEGORIES MAKE UP OUR MEMBERSHIP?

**246**

BUSINESS/FINANCIAL SERVICES

**49**

RETAIL STORES

**27**

AUTOMOTIVE SALES, PARTS, AND SERVICE

**120**

HOME/COMMERCIAL  
IMPROVEMENT SERVICES

**41**

SPORTS/RECREATION

**22**

GROCERY AND PHARMACIES

**101**

HEALTH CARE AND HUMAN SERVICES

**33**

PERSONAL SERVICES

**18**

ARTS AND ENTERTAINMENT

**89**

FOOD AND DRINK

**28**

INDUSTRIAL/MANUFACTURING

**11**

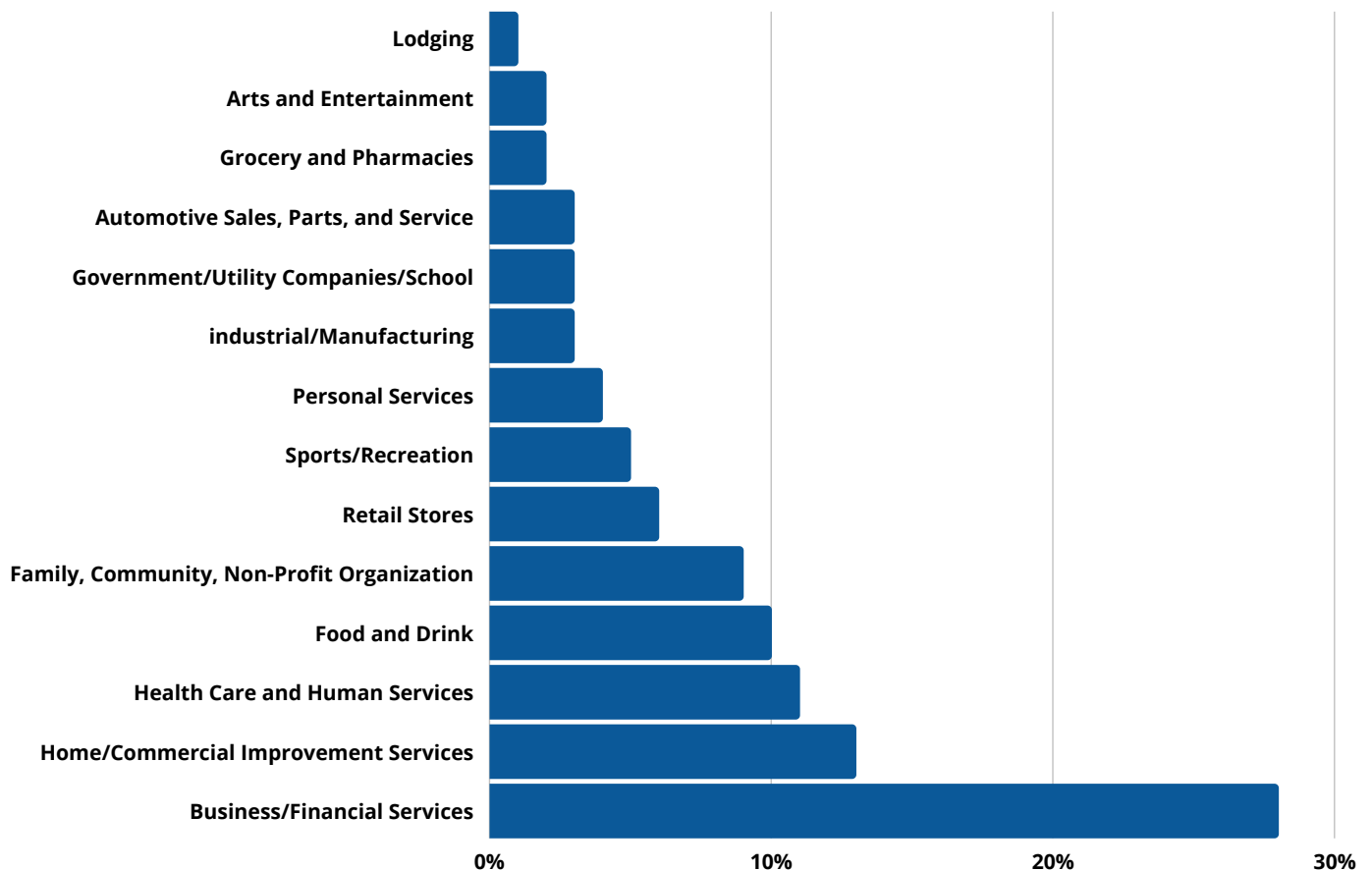
LODGING

**83**

FAMILY, COMMUNITY,  
NON-PROFIT ORGANIZATIONS

**27**

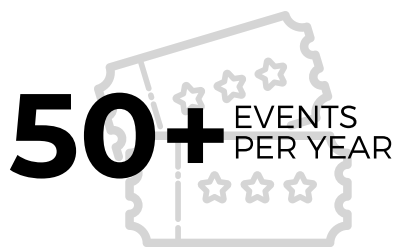
GOVERNMENT,  
UTILITY COMPANIES, SCHOOLS





# REACH AND CONNECTIONS

THE CRYSTAL LAKE CHAMBER CONNECTS YOUR BUSINESS  
WITH OTHER PROFESSIONALS, ELECTED OFFICIALS, CRITICAL INFORMATION,  
AND OPPORTUNITIES, WHETHER IN-PERSON OR VIRTUALLY.



## CHAMBER SOCIAL MEDIA FOLLOWERS



3800+



1300+



450+



700+  
(est. 2020)



20,000+  
CONNECTIONS

12,000+

MONTHLY  
CHAMBER  
WEBSITE VISITS

2,500+

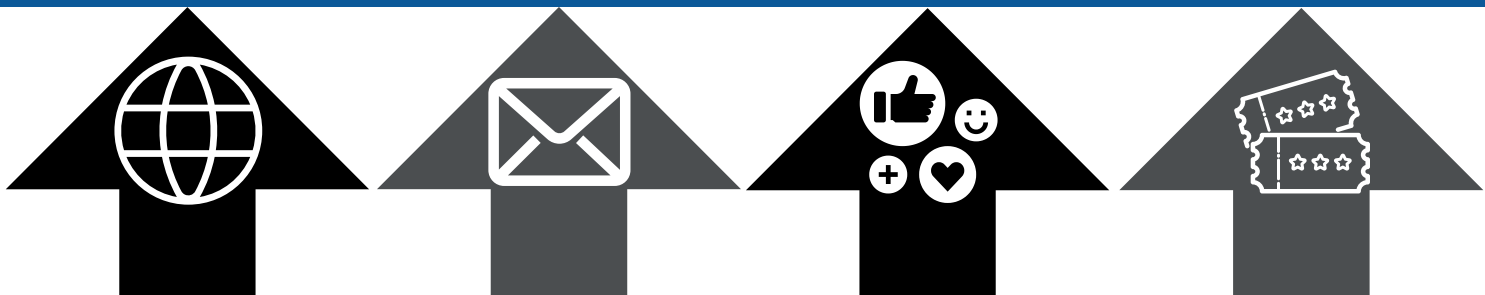
VIA  
CHAMBER  
E-BLASTS

5,000+

CHAMBER SOCIAL  
MEDIA FOLLOWERS

3,000+

CHAMBER EVENT  
CONNECTIONS



# BOARD OF DIRECTORS



## **Chair**

Gary Bonick  
Allstate – Bonick Agency, LTD



## **Vice Chair**

Randy Smith  
General Kinematics Corp.



## **Treasurer**

Mary Miller  
Miller Verchota, Inc.



## **Past Chair**

Matt Horist  
American Community Bank  
and Trust



Pam Bialas  
Crystal Lake Bank  
and Trust



Leslie Blake  
Big Brothers Big  
Sisters of McHenry  
County



Scott Block  
McHenry County  
Mental Health  
Board



Stacy Brown  
New York Life



Dawn Gilman  
Crystal Lake  
Engraving



Trent Gordon  
Advocate Good  
Shepherd Hospital



Randy Leggee  
Pioneer Center for  
Human Services



Doug McAllister  
Douglas  
Automotive



Scott McKeever  
Weyers McKeever  
Financial Partners



Ken Pringle  
CPR Finance &  
Associates, LLC



Beth Repta  
Repta Realty Group  
of Keller Williams  
Success Realty



Kelly Roewer  
Home State Bank,  
NA



Catie Schmit  
Northwestern  
Medicine



Suha Hossain  
BMO Harris Bank



Tim Urban  
YP Chair  
Hammortree  
Financial Services



Mike Wheeland  
Social Indoor

# CHAMBER AMBASSADORS

The Chamber Ambassadors serve as the public relations and goodwill arm of the Chamber. Ambassadors are appointed to serve by members of the group. They serve as representatives of the business community at public and governmental events, groundbreakings, and business recognition ceremonies. They also serve as the link between the Chamber membership and the community.



The Mission of the Chamber Ambassadors is to support Chamber Members through mentor-ship, education, goodwill, and public relations.

Staff Liaison: Donna Sather



Jennifer Johnson  
Ambassador Chair



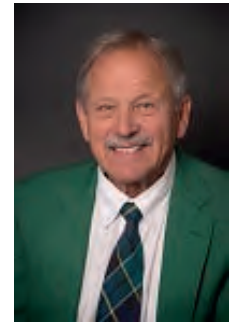
Peter Affrunti



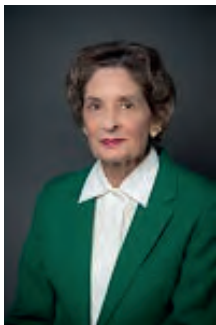
Bob Blazier



Ryan Farrell



Jim Heisler



Sandra Kerrick



Patti Lutz



Kathryn Martens



Doug McAllister



Judy Pelinski



Kathy Powell



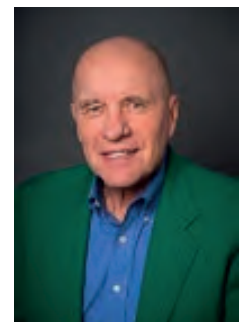
Ken Pringle



Mike Splitt



Ann Viger



Tad Walters





## Enhanced Level Members

### Inspire Level Member



### Visionary Level Members



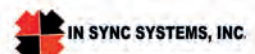
### Invest Level Members



### Engage Level Members



### Elevate Level Members





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