

ANNUAL REPORT

2023
-
2024



2023-2024 BOARD OF DIRECTORS



Mike Wheeland
Board Chair
Social Indoor



Eric Beier
Vice Chair
First Institute



Kathryn I. Martens
Treasurer/Finance Chair
Member Emeritus



Ken Pringle
Past Board Chair
CPR Finance



Michael Buchanan
Northwestern
Medicine



Pierre Garcia
Crystal Lake Bank
& Trust, NA



Cameron Hubbard
Business Dev Chair
Exemplar Financial Network



Leah Jackson
Amerifinancial
Home Mortgage, Inc



Lisa Karlov
First
Institute



Jeff Lord
Young Professionals Chair
Edward Jones



Andrea Marquez
Fischer
Advisors, LLC



Stacy Mason
Ambassadors Vice Chair
New York Life



Katie O'Neill
Heritage Title
Company



Chris Slack
Member Benefits Chair
Home State Bank, N.A.



Randy Smith
General
Kinematics Corporation



Karen Tobin
Amundsen
Davis, LLC



Grace Todd
Community Service Chair
Advocate Good Shepherd



Tim Urban
Hammortree
Financial Services

Message from the Chairperson of the Board of Directors

As I start writing this, I think back fifteen or so years and remember why I joined the Chamber in the first place. I had just started my company, had never owned my own business, and had never been active in a chamber of commerce. As I think back, my primary motivation was to increase sales, like many companies that join a chamber. If I joined the Chamber, my business would get instant credibility, and other chamber members would flock to my door. I realized quickly that this is different from how it works.

Fifteen years later, a large percentage of my sales directly result from being a chamber member. But those sales didn't come because I paid my membership each year and had a listing on the Chamber's website. No, success came from involvement. And with involvement comes so much more than business success.

Involvement can take different forms and degrees. For me, it was first joining a networking group and becoming its Chair. After meeting all my fellow networkers, mixers became much less intimidating because I knew more members and, therefore, attended more. I later joined the President's Council and chaired that group for a few years before being elected to the Board of Directors, where I now serve as the Chair.

Throughout my journey, I've had the privilege of meeting numerous remarkable individuals. These are people from diverse backgrounds, united by a common aspiration to assist others, strengthen the Crystal Lake business environment, and make a positive impact in the community. The Chamber has bestowed upon me more than just a boost in business; it has connected me with outstanding organizations like the Pioneer Center, Crystal Lake Food Pantry, Big Brothers Big Sisters, and more, enabling me to contribute through volunteering. Moreover, I've forged many new friendships that I would not have had the opportunity to cultivate without my involvement in this organization.

The Chamber has helped me grow my business significantly, but more than that, it unexpectedly fulfilled so many other parts of my life that I never expected and honestly may not have done on my own.

As Chair, I have been fortunate to have such a quality group of directors to work with. In the past year, we have had a complete staff turnover. We also went through a time without a full-time President. I thank Ben Volling for his time as Interim President. Ben kept us moving forward and hired Nikki Paoelli and Katie Sinde, who are great additions to the Chamber. We also welcome our new Membership Director, Eleysa Schofield. I thank our Executive Search Committee for bringing the Board of Directors four strong candidates for the President position. I also thank the board for choosing Catherine Peterson as our new President.

In the months since her hire, Catherine has put a strong rudder in the water and is guiding the Chamber in a direction that fits with the current state of the business world. She uses the Chamber's influence and reach to collaborate with organizations and government agencies to advance our members' interests and take the Chamber into the future.

The Crystal Lake Chamber is infused with a renewed energy and enthusiasm for our programs and events. We are steadfast in our commitment to bring value to our diverse member base. Whether your interests lie in government affairs, workforce development, promotion and advertising, leadership development and education, or providing a platform for your employees to engage more deeply in the community, we offer a range of value propositions tailored to your needs. Your growth and success are our top priorities.

Thank you to our members for investing in the Crystal Lake Chamber of Commerce. I assure you that you will get our best efforts every day of the year.

Mike Wheeland, Chairperson of the Board of Directors

Ambassadors

CL Chamber of Commerce

The Crystal Lake Chamber of Commerce Ambassadors members possess unique gifts, talents, and interests developed over a long and active history of business success and community involvement. They are each known in the community as successful connectors, networkers, and relationship builders. They are a valuable component of the Crystal Lake Chamber of Commerce as they help foster a positive relationship between Chamber leadership and Chamber members.



Ken Pringle
Ambassador Chair



Peter Affrunti



Gary Bonick



Dawn Gilman



Brad Heldt



Jason Herbster



Jennifer Johnson



Sandra Kerrick



Kathryn I. Martens



Stacy Mason



Dr. Jeff Moore



Kathy Powell



As we reflect on the past year and prepare for the coming year, I am pleased to report that the Crystal Lake Chamber of Commerce is strong and its future bright.

Given our current trajectory, we expect to end the current fiscal year on June 30, 2024 in the black. The proposed 2024 – 2025 budget is balanced and will begin to address deferred maintenance issues.

During the State of the Community Luncheon, we committed to the following:

- **Execute fundamentals.** Our primary focus has been our financials, but we are now redirecting our efforts to policies and procedures to ensure compliance with rules and regulations and reflect best practices in operations and governance.
- **Collaborate.** We are grateful for all the colleagues who have said “yes” when asked to partner on a project or work more closely together. A special thank you to the City of Crystal Lake for allowing me to serve on the Economic Development Commission and to Downtown Crystal Lake for inviting me to serve on its Board of Directors. Sharing resources and information strengthens us all.

We’ve also had incredibly positive feedback on our work with the Mental Health Board and NAMI as we dedicated the Spring issue of our Connections magazine to mental health in the workplace and will sponsor a Mental Health in the Workspace Seminar on this topic on June 5, 2024.

- **Innovate.** There are ongoing conversations with partners about ways in which to launch new and creative programs to serve our members, some of which we hope to announce in the coming year.

None of these steps occur in a vacuum, of course, and I would be remiss if I did not recognize the outstanding efforts of the Board of Directors, Ambassadors, President’s Council, Networking and Referral Groups, committees, and countless volunteers in moving the Crystal Lake Chamber of Commerce forward in such a positive direction.

A special thank you and shout out to the unwavering commitment of the staff to serve and bring value to our members: Eleya Schofield (Membership Director), Nikki Paolelli (Executive Assistant) and Katie Sinde (Marketing Communications Manager).

It’s an honor to serve as your President/CEO as we continue to work together to promote, support, and expand businesses; foster an environment that creates jobs and enhances economic opportunities; and improve the quality of life for Crystal Lake.

Catherine Peterson, President/CEO

FINANCIALS

Please note that the Chamber transitioned from accrual accounting to cash accounting during the 2023-2024 fiscal year and the reports in this column represent only the last 10 months of the fiscal year.

FINANCIAL POSITION AS OF APRIL 30, 2024

ASSETS	
Current Assets	\$154,860.55
Fixed Assets	\$102,925.51
TOTAL ASSETS	\$257,786.06
Liabilities & Equity	
Liabilities	
Current Liabilities	\$0.00
Long Term Liabilities	-
TOTAL LIABILITIES	\$0.00
EQUITY	\$257,786.06
TOTAL LIABILITIES & EQUITY	\$257,786.06

STATEMENT OF ACTIVITIES JULY 1, 2023 THROUGH APRIL 30, 2024

INCOME	
Dues Income	\$218,752.75
Other Income Sources	\$26,672.69
Activities & Events Revenues	\$120,310.58
TOTAL INCOME	\$365,736.07
EXPENSE	
Activities & Events Expenses	\$54,246.58
Building & Office Expenses	\$69,563.94
Salaries & Benefits Expenses	\$214,294.50
TOTAL EXPENSE	\$338,105.02
NET INCOME	\$27,631.00
Other Income	-
Other Expense	-
Net Other Income	-
NET INCOME	\$27,631.00

MEMBERSHIP

The Crystal Lake Chamber of Commerce gives members access to a large network:

**Note this data is through the end of April 2024*

812
TOTAL
MEMBERS

33
ENHANCED
MEMBERS

Crystal Lake Chamber of Commerce Membership Levels

Connect Small Business Membership serves businesses with 1-5 employees.

Connect Medium Business Membership serves businesses with 6 to 15 employees.

Connect Large Business Membership serves businesses with 16 to 100 employees.

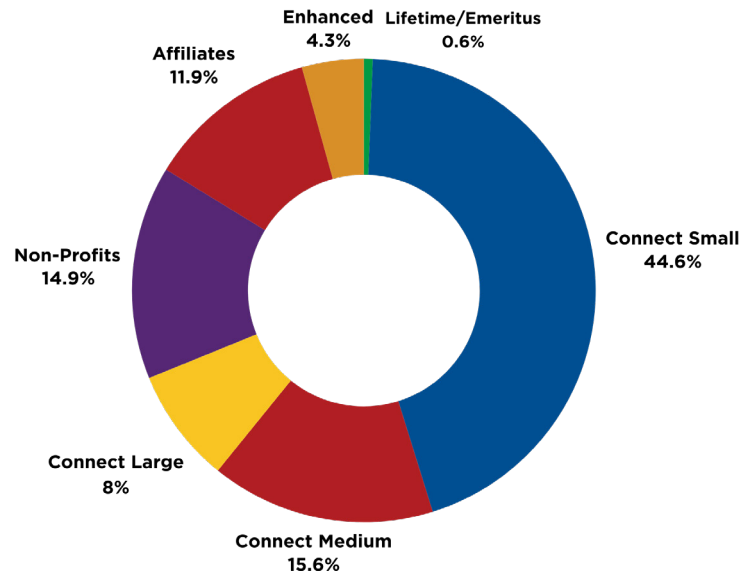
Non-Profit Membership is for registered 501c(3) organizations.

Affiliate Memberships are additional businesses owned by an existing Chamber member.

The Enhanced Memberships include members at the Elevate, Engage, Invest, Visionary, and Inspire membership levels. Enhanced memberships are businesses that have over 100 employees or businesses that have chosen to make an additional investment in the Chamber.

Emeritus Memberships are given to those who have been members for 10+ years and are now fully retired from their business, with no business to promote, but have a desire to continue to be involved in the Chamber at some level.

Lifetime Memberships are given to those who have shown outstanding past service to the Chamber as well as the community. They are voted on by the board and are non-dues paying and non-voting members.



LEGACY MEMBERS

The Crystal Lake Chamber of Commerce has 336 legacy members who have dedicated ten or more years of membership with the Chamber. Their steadfast support, visionary leadership, and deep-rooted involvement have been instrumental in shaping the Chamber and fostering a vibrant business community.

The following members have or will celebrate a milestone Chamber-versary in 2024:

80+
Years as a
Member



40+
Years as a
Member

38
Members

70+
Years as a
Member



30+
Years as a
Member

49
Members

60+
Years as a
Member



20+
Years as a
Member

74
Members

50+
Years as a
Member

20
Members

10+
Years as a
Member

152
Members

REACH AND CONNECTIONS

The Crystal Lake Chamber of Commerce uses a multifaceted marketing strategy to elevate member visibility and foster community engagement. Through the use of social media and email newsletters, we amplify our members' voices and showcase their offerings to a wider audience. Our approach ensures that businesses of all sizes benefit from our marketing efforts.

**Note this data is through the end of April 2024.*

CHAMBER SOCIAL FOLLOWERS



5.7K
Followers



1.2K
Followers



763
Followers

CHAMBER SOCIAL INTERACTIONS



7300+

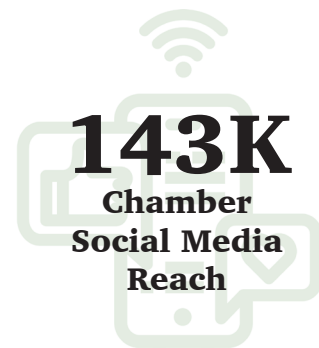
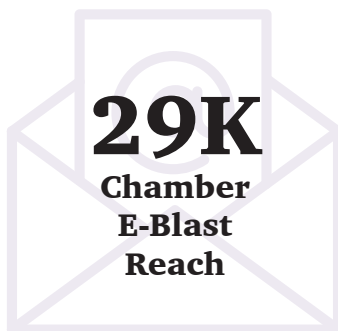


1000+



500+

CHAMBER MARKETING REACH



EVENTS

**Note that event highlights are from July 2023-April 2024*



CRYSTAL LAKE *Chamber Foundation*

The Crystal Lake Chamber Foundation celebrated its 11th Annual GEM Luncheon on April 18, 2024, honoring recipients Randy Smith of General Kinematics, Liz Wakeman of The Wakeman Law Group, and Shaw Media - Laura Shaw accepted the award on behalf of Shaw Media.



2024 GEM Award Winners

Since 2011, the Foundation has awarded:

- 81 Leaders in Action Scholarships
- 8 Mark E. Elmore Architectural Scholarships
- 19 Bob Blazier Scholarships for Leadership
- 5 Baxter & Woodman Civil Engineering Scholarships
- 5 Advocate Good Shepherd Hospital Healthcare Scholarships
- 3 Caldwell Family Legacy Scholarships
- 1 Ted Orzechoskie (State Farm) Scholarship
- 9 Crystal Lake Chamber Foundation Scholarships
- 1 Exemplar Financial Network Scholarship
- 1 Weyers McKeever Financial Partner Scholarship
- 1 Working World Scholarship
- 1 Conscious College Planning Scholarship



2024 CL Foundation

(Linda Barrett, Mabel Hanson, Jackie Postelnick, Kathleen Caldwell, Sandra Pierce, Mike Winnecke, Michelle Kidd)

PROFESSIONAL DEVELOPMENT

One of the key components of the Crystal Lake Chamber of Commerce is our educational programming for members.

For over 47 years, the Chamber has hosted its Leaders in Action Education Series. The seven-week course is designed to introduce several broad topics exploring different aspects of leadership, self-accountability, and personal development skills. Participants learn to work in fast-forming teams, assess their skills, and challenge themselves to become leaders in their company and our community in a different way. This dynamic program has continued to develop and evolve based on the market's needs and the attendees' feedback.

The Chamber also hosts a Business Builders Series covering different topics relevant to our members to help them improve their skills or learn about new changes in laws affecting their businesses. It's also a chance for members to meet and network while learning new skills and techniques.



ADVOCACY

One of the roles of the Crystal Lake Chamber of Commerce is to advocate for and educate 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 perspectives 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 firmly believes that Advocacy is one of the most important tenets of our work. We are committed to providing our members with the resources and information they need to make the best decisions for their business, their future planning, and their community.

We are steadfast in our efforts to build relationships and promote open dialogue with our elected officials. Our elected officials must hear from business owners in their district so they have the business perspective available to them as they navigate the dynamic legislative landscape.

We have historically hosted forums and coffees with our elected officials to ensure an ongoing dialogue with those representing our districts. These events and more will begin again in the fall.

Networking & Referral Groups

HOLA (Hispanic Organization of Leaders & Achievers) Northern Illinois is the newest networking group of the Crystal Lake Chamber of Commerce, and they meet on the third Friday of each month. HOLA is open to all members of the Hispanic-Latino business community and aims to be the resource for professionals to connect and empower the Hispanic-Latino community through engaging in community service and professional development through guest speakers.

The vision of HOLA is to be the business force that supports, empowers, and advances the Hispanic-Latino community through leadership, development, and civic engagement. This vision fuels the mission of HOLA to promote and support all Hispanic professionals through a platform of connection between entrepreneurs and the Hispanic-Latino community with continued growth and development that benefits all. If you're interested in joining HOLA, reach out to Chamber staff by phone at 815-459-1300 or at info@clchamber.com.



In collaboration with the Chamber, The Crystal Lake Young Professionals provides a platform for 'young' professionals in our community to connect with others at a similar stage in their lives and careers.



The Young Professionals aim to help their members connect, grow, and serve in their careers. These pillars help members build great relationships and connections while forging lasting friendships. Whether they are getting together for a good time at a local business, organizing a group to pick up trash for Community Clean-Up Day, volunteering during Lakeside Festival, or having a local leader come and speak to the group about professional development, this group always provides a fun and energetic outlet for those looking to get more involved with their Chamber membership. If you're interested in joining the Young Professionals, contact Chamber staff by phone at 815-459-1300 or info@clchamber.com.

The #1 Referral Group is a non-compete group comprised of small to medium-sized businesses. The group doesn't require referrals but focuses on creating relationships that build trust to give quality referrals. The #1 Referral Network meets weekly, in person, and twice monthly to hold informational presentations on relevant business topics.

Once per month, they have a "business meeting" where the group speaks on a current business topic that applies to the whole group. They also welcome guest speakers to learn more about other businesses and organizations in the Chamber, network, and volunteer within the Chamber. Contact Jeff Rice at jefferyrice@decordesignsinc.com to learn more.



Networking & Referral Groups

The Crystal Lake Business Network is more than just a referral group; it's a vibrant community of passionate professionals dedicated to fostering meaningful connections, generating quality business referrals, and making a positive impact in the community through volunteering.

The group's track record of successful referrals speaks volumes about the effectiveness of their network. They believe that business is not just about transactions but about building trust and relationships. At the heart of their approach is the belief in the power of genuine connections between reliable and experienced professionals. They create these relationships through regular visits to each other's businesses allowing the group to gain firsthand insights into the operations leading to quality referrals that meet the needs of their clients and partners. If you would like to visit the referral group as a prospective member, please contact Jeff Roth at Burton Partners, LLC 815-459-3603.



The Noon Exchange Referral Session meets on the 2nd and 4th Wednesday of every month at noon at The Community Foundation. The group was formed a few years ago with roughly eight original members and has grown to over 20. They are a diverse group of members encompassing a wide range of businesses within the Crystal Lake Chamber of Commerce.



Noon Exchange Referral Session

The Noon Exchange Referral Session is not just about networking and business growth, but also about making a positive impact in our community. They enjoy spending time together socially and volunteering. In the past, they have had the privilege of participating in service activities to support Big Brothers Big Sisters, Willow Creek, and the Pioneer Center. These experiences have not only allowed them to give back but have also strengthened their bonds as a group. If you're interested in joining the Noon Exchange Referral Session contact Gary Bonick at 815-261-3375.

The Referral Exchange is a dynamic forum where business professionals and entrepreneurs unite to cultivate solid and enduring relationships, fueling business growth through quality referrals. The group's primary aim is to facilitate direct business generation through referral sharing, while the secondary focus lies in fostering skill enhancement through idea and information exchange.

From refining networking and speaking skills to leveraging intangible assets beneficial to members and their businesses, the group is committed to excellence and dedicated to mutual success. If you're interested in joining The Referral Exchange reach out to Kevin Bruning at Bruning Law Associates, 815-455-3000.



Enhanced Members

Inspire Level



Visionary Level



Invest Level



Engage Level



Elevate Level

- | | | |
|---------------------------------|--|------------------------------|
| AFC Materials | Campbell's Temperature Powered by Legacy Homes | Mariano's |
| American Community Bank & Trust | Castle Auto Group | Miller Verchota |
| Black Diamond | Curran | Northwest Herald |
| BMO | General Kinematics | Professional Wealth Advisors |
| Camfil | Insperty | Walmart |

Inspire Member Profile

Our Inspire Level Member puts their business among an elite group of members who are focused on achieving the mission of the Crystal Lake Chamber of Commerce



Home State Bank opened its doors in Crystal Lake in 1915, and we have been serving the McHenry County area ever since. From the start, our goal has been to create a better quality of life for our neighbors and to work together to build a better community.

Our relationship with the community continues to grow today. In the words of Home State Bank's President, Ryan P. Farrell, "We pride ourselves on being a true community bank that understands the people and businesses of McHenry County. We are not just out looking for loans and deposits, we are looking for long-term relationships."


Home State Bank is here to help you and your neighbors. We invite you to explore our website or visit one of our convenient banking centers to discover all the many products and services we provide. There have been many changes throughout our 100+ year history, however, the one thing that has remained constant is our focus on providing superior hometown customer service.





**427 W. VIRGINIA ST
CRYSTAL LAKE, IL 60014
INFO@CLCHAMBER.COM
815-459-1300**

FOLLOW US ON SOCIAL MEDIA

 **CRYSTAL LAKE CHAMBER OF COMMERCE**

 **CRYSTALLAKECHAMBER**

 **CRYSTAL LAKE CHAMBER OF COMMERCE**

