

THANK YOU, VOLUNTEER LEADERS!

Many chamber members give back to the community by volunteering at a not-for-profit organization. The Rockford Area Convention & Visitors Bureau is one of those groups that is fortunate to benefit from the expertise of exceptional volunteer leaders.

At our recent annual meeting, the bureau introduced new board officers, welcomed new board members and thanked outgoing leaders.

Serving as officers for one-year terms are:

- Darrell Snorek, RACVB Chairman; LaMonica Beverages, Inc., Vice President, Sales
- Linda Heckert, RACVB Vice Chairman; Northwest Bank, Senior Vice President
- Gary Strakeljahn, RACVB Treasurer; First Rockford Group, Director of Outside Business
- Einar Forsman, RACVB Secretary; Rockford Chamber of Commerce, President/CEO

Joining the RACVB board of directors are:

- Marco Lenis, Vocational Rehabilitation Management, President
- Ben Holmstrom, William Charles Construction, President
- Bill LaFever, Bill Doran Company, President
- David Anderson, Anderson Japanese Gardens, Founding Family
- Bryan Wickline, Rockford Aviators, President
- Roberta (Bobbie) Holzwarth, Holmstrom & Kennedy, Partner
- Stacy Bernardi, Winnebago County, Director of Economic Development
- Jamie Getchius, City of Rockford, Alderman
- Dianne Parvin, Winnebago County, Board Member
- Don Thayer, Rockford Area Economic Development Council, President

Outgoing RACVB board members were thanked:

- Janyce Fadden, RAEDC President
- Solomon Foley, State Farm Agent
- Darrin Golden, IBEW 364 Business Manager
- Sue Mroz, Winnebago County Director of Regional Planning & Development
- Patrick O'Keefe, Eclipse Marketing Manager

What Makes A Good Board Member?

RACVB Board Chairman Darrell Snorek has definite thoughts about what makes a good RACVB board member. "We look for people who ask questions, who want to know how can we improve, and what if we try this? Our board members all have expertise in different areas, particularly as it relates directly to the visitors bureau. Some board members know about infrastructure, others about the hospitality industry. Diversification is what makes ours a very strong board."

Snorek continued, "I'm very excited to work with this board. We are starting with fresh opinions and fresh views. I have high expectations of them, particularly with the successful Reclaiming First initiative and the soon-to-be-opened Downtown Sports Complex."

Multi-Generations of Volunteer Service

The Rockford Region has been very fortunate to have strong volunteer leaders from the business community for centuries. Several of our new board members are the second- or third-generation members of their families to be highly active in the community.

David Anderson and Bobbie Holzwarth are examples of volunteer leaders who represent multi-generations of community service in the Rockford area. Ben Holmstrom's father, John T. Holmstrom III, served on the RACVB board of directors and was the Rockford Chamber of Commerce's board chair; Ben's grandfather, John Holmstrom Jr., was also a Rockford Chamber of Commerce board chair.

Steadfast Appreciation for Volunteer Leadership

Hats off to all who volunteer to help make our community better, richer and stronger. We deeply appreciate your time and treasure.