

2015 YEAR END REVIEW



Sauk Valley Area
chamber of commerce

2015 was a year with many changes. Most notable were staff changes as Kim Ewoldsen, Executive Director of the SVACC since 2008, resigned in February to take a position with the Morrison Chamber of Commerce and Morrison Area Development Corporation. Kris Noble hired in September 2014 as Project Manager was promoted to Executive Director in February. Annelly Salgado joined the chamber in February as the Marketing Coordinator, but in May was asked to return to her alma mater, Azusa Pacifica as an Admissions Counselor. In June, Ronda Borgman retired as Financial Specialist after 6 years with the Chamber and, Brenda Van Horn was hired full time as Financial Specialist and Office Manager.

Throughout all the Staff Changes, the Mission of the SVACC remained the same, **“To enhance the economic climate and quality of life in the Sauk Valley Area.”** The Board of Directors continued to provide direction for the Chamber; the Ambassadors group continued to act as the public relations arm of the chamber; and 7 committees of the SVACC continued to be active organizing and implementing events as well as providing opportunities for discussion and action in regard to community issues. Members need to continue to be the voice of the Chamber as your ideas, input and feedback are critical as we move into 2016 and beyond. We appreciate your continued support and will do our best to help your business/organization thrive and grow. 2015 Highlights:

“If a consumer knows a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, and a 63 % increase in the likelihood that consumers will patronize the business in the future.”

American Business
Magazine

*26 new members joined the Chamber last year.

*290 members renewed their membership.

*28 ribbon cuttings were held.

*160 member companies participated in events.

*Awarded \$5500 in scholarships.

.Opportunities

- Become an Ambassador or Join A Committee
- Sponsor a Member Seminar
- Host an Event– BAH/BBB
- Advertise in Chamber Publications– Ad Blasts, the E newsletter or the New Chamber Website



The Factory Ribbon Cutting



United Way, Woodlawn Arts Academy, and Sterling Main Street host BAH



Kunes Country Auto Ribbon Cutting



Boss Commercial Roofing Ribbon Cutting

Sauk Valley Area Chamber of Commerce

211 Locust Street □ Sterling, IL

815-625-2400 □ www.saukvalleyareachamber.com