THE COMMERCE CONNECTION

Collaborating with your Chamber of Commerce to Reach Local Employers
Take advantage of the Zoom tools

- Raise your hand
- Use Reactions
- Chat freely
MEET YOUR PRESENTERS

JESSICA LINDER GALLO
Aurora Regional Chamber of Commerce
Aurora, IL
President & CEO
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JANCY LAFOLLETTE
McLean County Community COMPACT
McLean County Chamber of Commerce
Bloomington-Normal, IL
Membership Services and COMPACT Manager
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NICE TO MEET
YOU
WHAT IS A CHAMBER OF COMMERCE?
WHAT WORDS DO YOU ASSOCIATE WITH CHAMBERS?

Visit Slido.com
Use Password #CHAMBER
Noun:
A voluntary partnership of businesses and professionals seeking to further their collective interests while working together to build

- a healthy economy
- advocate on behalf of economic prosperity
- improve the quality of life in the community, region, state and nation.
COMMON
MISCONCEPTIONS

What Chambers Are Not:

• A department of city, county or state government
• A political body, civic club or professional society
• Service, welfare or charitable institution
• A public relations agency
• An agency of the Illinois Chamber of Commerce or the US Chamber of Commerce

What Chambers Are:

• Private, not-for-profit corporations
• Usually 501(c)6
AURORA REGIONAL CHAMBER
The **Aurora Regional Chamber of Commerce** is the catalyst for business success. We unite businesses with the community by creating economic prosperity and facilitating community leaders.

- **Reach:** Serving the greater Aurora region across 4 counties: Kane, Kendall, DuPage, and Will
- **Members:** Representing nearly 600 businesses
- **History:** 110 year Chamber history
- **Accreditation:** 5 star accreditation from the U.S. Chamber of Commerce
WHO WE ARE

MISSION:
The Aurora Regional Chamber of Commerce — a membership-driven association — shall serve as a catalyst for business development in the Aurora region.

VISION:
To be the Catalyst for Business Success

VALUES:
• Lead with Passion & Energy
• Make BIG Impacts
• Put People First
• Value and Embrace Diversity
• Innovate Always. Never Stop Learning
AURORA LEADERSHIP TEAM
LEADERSHIP TEAM
COMMUNITY OVERVIEW

RESTRATEGIZE

STEVENSON CENTER FELLOW

BUSINESS / EDUCATION ROUNDTABLES

APPRENTICESHIPS

CONVERSATIONS AROUND EQUITY
The McLean County Chamber of Commerce serves the greater Bloomington-Normal area with a mission to support and serve our members, the Chamber Promotes commerce, Advocates pro-business perspectives, Collaborates to lead change, and Engages for action for results that strengthen the prosperity of the business community.

• **Members:** Representing nearly 1,000 businesses
• **Accreditation:** 5 star accreditation from the U.S. Chamber of Commerce
• **Subsidiary:** McLean County Community COMPACT
WHO WE ARE

COMPACT MISSION:
Through an integrated network of employers, educators, and community resources, COMPACT’s mission is to grow a robust, diverse, and work ready talent pipeline.

GOALS & STRATEGIES:
Our goals are to increase employer and educator collaborations, improve college and career readiness, provide equitable access to success, and increase talent attraction and retention.

We plan to reach our goals through:
• research, data, and assessments.
• reduce silos and inefficiencies where efforts are duplicative.
• connect, coordinate, collaborate, grow, and maintain integrated networks.
LEADERSHIP TEAM

TONY COLETTA
BOARD PRESIDENT
Carle BroMenn Medical Center
Vice President of Human Resources

MEMBERS

Dr. Barry Reilly
Bloomington Public Schools-District 87 Superintendent

Dr. Sarah Diel-Hunt
Heartland Community College President

Tom Frazier
Bloomington Area Career Center
Director / Principal

Kathy Nicholson-Tosh
KNT Consulting
Owner / President

Mark DeKiersgieter
CIRBN, LLC
Executive Director

Laine Fahrenkrug
COUNTRY Financial
Agency Administration: Project Manager, Agency Projects

Dr. Lynne Haefele
Illinois State University – Center for the Study of Education Policy
Director

Dr. Mark Jontry
Regional Office of Education #17 – DeWitt-Livingston-Logan-McLean Counties
Superintendent

Dr. Kristen Weikle
McLean County Unit School District No. 5
Superintendent

John Whalen
Laborers' Economic Development Corporation, A Division of Midwest Region Laborers' Director

David Taylor
United Way of McLean County
Executive Director

Mark Fetzer
Core 3 Property Management
President / Managing Broker

Charlie Moore
McLean County Chamber of Commerce
President & CEO
BECOMING BN

EDUCATION TO EMPLOYER SERIES

AMERICORPS VISTA PROJECT

COMMUNITY RESOURCE

• www.mcleancompact.org
PARTNERING WITH YOUR CHAMBER
Horizon Initiative: Chambers 2025

Identifies the 8 influences that will shape chambers and their work by the year 2025.

- The Nature of Belonging and Gathering
- Communications and Technology
- Scarcity and Abundance
- Global Impacts
- Population Shift
- Political and Social Fragmentation
- Resource Alignment
- Catalytic Leadership

Core Brand

The **Catalyst** for Business Success
The **Convener** of Leaders and Influencers
The **Champion** for Stronger Communities
CHAMBERS AS NEUTRAL CONVENERS
SUCCESSFUL STRATEGIES TO ENGAGE EMPLOYERS

RESULTS MAY VARY

FIND YOUR CHAMPION

HAVE A SPECIFIC ASK

COMMUNICATION IS A TWO-WAY STREET

UTILIZE EXISTING NETWORKS AND EVENTS
QUESTION

ANSWER
THANK YOU!

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