



HR0817

LRB104 21503 MST 36814 r

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HOUSE RESOLUTION

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WHEREAS, The members of the Illinois House of Representatives wish to congratulate Maureen Riedy on her retirement as president of Visit Lake County at the end of April 2026, following 22 years of distinguished and visionary service; and

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WHEREAS, Maureen Riedy joined Visit Lake County in 2004, bringing extensive experience from previous leadership roles with convention and visitor bureaus in Milwaukee and the Woodfield/Schaumburg area; and

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WHEREAS, Maureen Riedy's dedicated leadership helped Visit Lake County evolve into a nationally recognized and professionally certified destination marketing organization, accredited by Destinations International; and

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WHEREAS, Maureen Riedy oversaw the successful rebranding of the organization in 2011 and pioneered the transition into digital marketing and social media engagement, launching signature campaigns such as Let the Ride Take You; and

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WHEREAS, Maureen Riedy's strategic focus on regional collaboration and innovative marketing helped drive visitor spending in Lake County to nearly \$2 billion annually,

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1 supporting the third-largest tourism economy in the State of
2 Illinois; and

3 WHEREAS, Maureen Riedy's influence extended across the
4 State, having served as chair of both the Illinois Council of
5 Convention & Visitor Bureaus and the Illinois Governor's
6 Conference on Travel and Tourism; and

7 WHEREAS, Maureen Riedy has been recognized by her peers
8 and colleagues for leading with professionalism, integrity,
9 and humility, leaving behind a gold standard organization
10 well-positioned for future growth; and

11 WHEREAS, Maureen Riedy is a proud graduate of the
12 University of Wisconsin-Madison, an active church cantor, an
13 avid traveler, and a devoted wife to her husband, Dave, with
14 whom she shares two grown children and a grandchild;
15 therefore, be it

16 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE ONE
17 HUNDRED FOURTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that
18 we congratulate Maureen Riedy on her retirement, commend her
19 for her extraordinary contributions to the Illinois tourism
20 industry, and wish her continued success and happiness in all
21 her future endeavors; and be it further

1 RESOLVED, That a suitable copy of this resolution be
2 presented to Maureen Riedy as a symbol of our respect and
3 esteem.