

## 1 SENATE RESOLUTION

2 WHEREAS, The members of the Senate of the State of  
3 Illinois were saddened to learn of the death of Gail M.  
4 Svendsen of Grayslake on August 30, 2003; and

5 WHEREAS, Mrs. Svendsen was born December 19, 1950 in  
6 Milwaukee, Wisconsin and lived in the Lake County area since  
7 1978; and

8 WHEREAS, Mrs. Svendsen was the President and CEO of the  
9 Lake County, Illinois Convention and Visitors Bureau and was  
10 instrumental in its incorporation in 1984; she has secured  
11 over \$8 million in state grants to promote Lake County as a  
12 tourist destination and worked closely with the Illinois  
13 Bureau of Tourism in both its domestic and international  
14 marketing; the Lake County Bureau has received several awards  
15 from the Governor of Illinois for its advertising; and

16 WHEREAS, Mrs. Svendsen is the Past President of Chicago  
17 Plus, a marketing consortium which promotes the Chicagoland  
18 region as a tourist destination and has proven to be one of  
19 Illinois' most successful regional marketing programs; she  
20 was instrumental in the incorporation of Lake Michigan  
21 Corridor Council, which promoted Lake County and the City of  
22 Chicago along the the Lake Michigan shoreline; and

23 WHEREAS, The Lake County Economic Development Commission  
24 invited her, as a representative of Lake County Tourism, to  
25 participate in trade missions to Ferrara, Italy in 1993 and  
26 in 1996 to Warrington, England; both trips resulted in the  
27 formation of Economic Twinships; and

28 WHEREAS, Mrs. Svendsen is a past member of Lake County  
29 Partners/EDC International Business Committee; and she has  
30 participated in a variety of trade missions to Europe with  
31 The Illinois Bureau of Tourism and Chicago Office of Tourism;

1 and

2 WHEREAS, Mrs. Svendsen expanded the bureau's travel  
3 itineraries to include a Technical Agricultural Tour for the  
4 international/agricultural visitor, as a result she was asked  
5 to speak at the 1997 North American Farmers Direct Marketing  
6 Conference in Albuquerque; in 1998 addressed the Department  
7 of Agriculture and Resource Economics of the University of  
8 Arizona; she served on the Advisory Board of the Lake County  
9 Forest Preserves Bonner Farm; and

10 WHEREAS, Mrs. Svendsen had conducted an inventory of Lake  
11 County's existing sporting facilities, as well as those  
12 scheduled to come on line, and in January of 2001, she  
13 expanded the marketing efforts of the Lake County CVB to  
14 include a Sports Marketing Department; representing the  
15 Illinois Council of Convention and Visitors Bureaus, she  
16 served as an advisor to Sports Illinois-a statewide,  
17 volunteer driven organization targeting event planners  
18 throughout the United States; she served as a director of  
19 Visit Illinois, a statewide federation of tourism  
20 professionals; she served on the Advisory Council for The  
21 College of Lake County's newly established Hospitality and  
22 Tourism Curriculum, as well as the Advisory Board of North  
23 Chicago's High School National Academy of Travel and Tourism;  
24 and

25 WHEREAS, She had been a member of the Rotary Club of  
26 Waukegan for the past 15 years and served as its first female  
27 President; she was also a member of the Gurnee Rotary Club  
28 and in 1993, she participated in a Rotary Peace Conference  
29 at the United Nations in New York; she was a director of the  
30 Navy League of the United States, as well as the President of  
31 the Great Lakes Naval Museum Association, Inc. located at  
32 Great Lakes Naval Training Center; she was involved in plans  
33 to build a new museum dedicated to telling the story of the

1 sailor; in addition, she was involved with the Girl Scouts  
2 Crossroads Council; and

3 WHEREAS, In 1995, she was elected by her peers to serve  
4 as delegate to the first-ever White House Conference on  
5 Tourism called by President Clinton; she was a recipient of  
6 the 1999 LUCI Awards for the hospitality industry and also  
7 awarded the 1999 Profiles Award from Lakeland Papers; and

8 WHEREAS, She was a member of Chicago Society of  
9 Association Executives, Sterling's Who's Who, The Nationwide  
10 Register Who's Who in Executives and Business, and the  
11 American Business Women's Association; and

12 WHEREAS, She is survived by her husband Larry; her  
13 children Matthew, Kristen, and Andrew; her mother, Trudy; her  
14 sister, Barbara (Mike) Barnes; and her brother, Mike; and

15 WHEREAS, She was preceded in death by her father, Edward  
16 Treder; therefore, be it

17 RESOLVED, BY THE SENATE OF THE NINETY-THIRD GENERAL  
18 ASSEMBLY OF THE STATE OF ILLINOIS, that we mourn the passing  
19 of Gail M. Svendsen along with all who knew and loved her and  
20 extend our sincere condolences to her family and friends; and  
21 be it further

22 RESOLVED, That a suitable copy of this resolution be  
23 presented to the family of Gail M. Svendsen as an expression  
24 of our deepest sympathy.