

FOR IMMEDIATE RELEASE

**Highwood Chamber of Commerce Names
Fretheim New Executive Board Vice President**

February 15, 2020, Highwood, IL – Tanya Fretheim, president and owner of Street Level Studio (SLS), was appointed vice president of the Highwood Chamber of Commerce’s executive board for 2020. Fretheim will perform her duties as part of the leadership team in addition to her current role as chair of the Chamber’s marketing committee.

“Tanya adds incredible value to the Chamber’s brand and professionalism,” says Carolyn Cerf, Highwood Chamber of Commerce’s executive director. “Her insights will add strategic direction for our organization.”

Fretheim has been instrumental in multiplying the impact of the organization’s multifaceted marketing campaigns for community events such as Girls Night Out, Wine and Beer Walk, and Holiday Fest, among others. She spearheaded an initiative to market Highwood’s offerings with a series of eye-catching streetlight banners and helped lead the Chamber’s newest initiative, Highwood Design District, which promotes the area’s unique collection of design-related businesses.

“Because of Tanya and her team at SLS, our local businesses enjoy increased press coverage, brand recognition, and clout,” Cerf says. “Her work shows her steadfast commitment to the Chamber’s reputation and making sure all of our members get the most out of their membership. We’re excited to strengthen our relationship with her as our Chamber grows.”

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