As the Greater Conejo Valley Chamber of Commerce marks our 82nd anniversary, this Annual Report was expected to document the continued economic growth of our organization and success of our region. Instead, it documents one of the most challenging moments in history for our businesses and our community navigating a global pandemic.

On March 18, 2020 we were the only Chamber in the region to oppose a countywide stay-at-home order requesting Ventura and Los Angeles counties align with the State of California. The very next day, thousands of businesses in Place easedAh when into effect crippling the 5th largest economy in the world. This was a pivotal moment signaling life as we all knew it had changed, and the Chamber hasn’t stopped advocating on behalf of our businesses since.

We launched the Conejo Valley Small Business Relief Fund through the Chamber Foundation providing direct support to small businesses through microgrants, distributing nearly $100,000 by the end of 2020. All of our Chamber programming went virtual, we encouraged residents to #ShopConejo and hand delivered 150 boxes filled with hand sanitizer, hand soap, and disinfectant wipes.

While COVID-19 issues dominated the year there were also significant milestones amid the pandemic including: a historic $500 million investment that will expand our local tech industry in Thousand Oaks, approval of the North Business Park Specific Plan in Westlake Village, defeating Prop 15 and the first mixed residential project south of Thousand Oaks Blvd.

The year ended under a Regional Stay at Home order and a surge of COVID-19 cases in our community, but also with light at the end of the tunnel with vaccine distribution underway locally and across the globe.

On behalf of our Board of Directors, I want to thank our members, cities and community for your partnership over this past year; we have never been prouder to be your Chamber.

Tom Cohen
Chair, Greater Conejo Valley Chamber Board of Directors
Partner, Cohen, Begun & Deck, LLP

“The Voice of Business through Crisis”
The purpose of the Greater Conejo Valley Chamber of Commerce continues to be focused on enhancing the profitability of businesses through leadership, political action and dynamic programming.

In March, as Conejo Valley faced a pandemic alongside the rest of the world, our Chamber quickly adapted, helping businesses interpret and comply with complex regulations, advocating on business issues at the Federal, State and County level, reinventing our annual programming and launched a #ShopConejo campaign encouraging residents to support local businesses.

Last year this Annual Report celebrated our Chamber’s success as a 3C Chamber focused on being a Catalyst for business growth, Convener of leaders & influencers and a Champion for a stronger community and the deep appreciation for Jill Lederer’s 11 years of leadership.

In 2020, the foundation of being a 3C Chamber was critical as we faced a global pandemic that would challenge businesses, residents and the collective efforts of our entire community.

Early in the pandemic, advocacy efforts became our top priority as an organization with decisions being made quickly at the county level and proposed state legislation constantly being introduced to address the crisis, many times at the expense of the business community.

We were successful in advocating for a variance in May 2020 with the LA Board of Supervisors, took positions on state issues ranging from workers and unemployment compensation to mortgage forbearance and formed a hospitality coalition in support of the Federal Stimulas package.

The Chamber provided real-time information to help our businesses comply with the ever-changing public health orders and outreach for relief programs that ranged from regional grants to Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL). Our programming shifted virtual and many of our signature events reached even larger audiences than our in-person format giving people a place to connect amid the gathering restrictions.

I want to personally thank all our members that continued their partnership with our Chamber during a time of great uncertainty for many of your own businesses and know that the resiliency I witnessed daily from our businesses did not go unnoticed.

We are stronger together and your Chamber is future-focused on the recovery journey ahead.

Danielle Borja
President/CEO, Greater Conejo Valley Chamber of Commerce
FISCAL YEAR HIGHLIGHTS

2020 FISCAL YEAR HIGHLIGHTS

PRESIDENT/CEO TRANSITION
After 11 years leading the Chamber, President/CEO Eli Lederer retires on January 3, 2020. His successor and longtime Chamber team member Daniella Betta transitions into the President/CEO role.

FEB 2020
INDUSTRY RECOGNITION
The Chamber recognizes the evening’s Keynote Speakers: Dr. Tom Cline Director, and Dr. John Murphy Executive Director of the University of California, One of the Top Universities in the World.

MAR 2020
CONSEJO VALLEY SMALL BUSINESS RELIEF FUND
The Chamber’s Foundation launched the Conejo Valley Small Business Relief Fund to provide direct assistance to local small businesses through micro-grants up to $1,000. The cities of Thousand Oaks and Westlake Village contributed in addition to many corporate partners; in addition, the Chamber’s Business Relief Fund to the Conejo Valley Small Business Relief Fund.

APR 2020
COALITION MOVES THE NEEDLE FOR LA COUNTY BUSINESSES
The Chamber built a coalition of nearly 100 businesses in Westlake Village and Agoura Hills requesting a regional variance from the L.A. County Board of Supervisors. The coalition included a wide range of business types and sizes.

MAY 2020
VIRTUAL BUSINESS CIRCLE REVITALIZES BUSINESS COMMUNITY
The Chamber hosted a virtual business circle to encourage residents to support local businesses during the pandemic.

JUN 2020
VIRTUAL UNDER FORTY
The 15th annual list of 40 Under Forty was announced on June 16th and honored virtually through social media and the website. The Chamber felt strongly that these young professionals deserved to be honored for their professional accomplishments and community involvement even if we could not gather for an in-person award ceremony.

JUL 2020
VIRTUAL REGIONAL ECONOMIC FORECAST
The Virtual Regional Economic Forecast was held on July 10th with a keynote presentation by Dr. Matthew Fienup, Director of Economic Forecasts at the Institute for Regional and Community Economics. The forecast highlighted the economic impact of the pandemic on the Conejo Valley.

AUG 2020
PRESIDENT’S CIRCLE AWARD
The Chamber was honored with its 15th consecutive President’s Circle award from CalChamber for excellence in business advocacy.

SEP 2020
IN THE PARK
The Chamber partnered with Conejo Recreation & Park District to host a Picnic in the Park event.

OKT 2020
CANDIDATES FORUM
The Chamber participated with The Acorn to host two separate Virtual Candidates Forums, one dedicated to local candidates in eastern Ventura County, and one for our Virtual State of the City broadcast.

NOV 2020
PROP 15
Prop 15, the largest property tax increase in the state of California, is defeated on the November ballot.

DEC 2020
VIRTUAL STATE OF THE CITY
THOUSAND OAKS
On December 8th, Mayor Adam, addressed over 800 members of the community during the Virtual State of the City broadcast. All registered event attendees received a complimentary breakfast box with gifts from Thousand Oaks businesses encouraging attendees to support local business.

FISCAL YEAR HIGHLIGHTS 2020
05
FISCAL YEAR HIGHLIGHTS 2020
06
Thank you to our 2020 Chairman’s Club sponsors.

The Greater Conejo Valley Chamber of Commerce is grateful to our sponsors for their ongoing support during a year filled with great uncertainty. This investment allowed our Chamber to launch a Shop Conejo Recovery Campaign, quickly adapt to virtual platforms continuing to provide networking opportunities and deliver broadcasts with vital and timely content.

In 2020, the Chairman’s Club program provided $229K+ in sponsorship revenue, a $58,500 decrease compared 2019. While the program experienced a significant decrease in overall revenue, so did our event related expenses due to shift to virtual programming in March.

Total event and sponsorship revenue in 2020 was $265,061 exceeding the revised 2020 budget projection by over $197K.

Thank you to our 2020 Chairman’s Club sponsors.

CHAIRMAN’S CLUB

Thank you to our major sponsors

State of the City Thousand Oaks broadcast box, one in all registered attendees.

Mayor Blue Buckley Weber delivers the Virtual Agoura Hills State of the City Address.

Blue Diamond Recognition Gala with special guest Steve Garvey.

EMERALD SPONSOR

PLATINUM SPONSORS

GOLD SPONSORS

SILVER SPONSORS

BRONZE SPONSORS

1.70 on the RBDY
Advanced Business Innovations (ABI)
American Best Value Inn
Best Western Plus Thousand Oaks Inn
CBC Federal Credit Union
Chase Private Alliance
Cohn, Begun & Deck, LLP
Hillcrest Financial Group of Thrivent Financial
HUB International Insurance
Los Angeles Rams
Pacific Western Bank
Premier Inn
Quality Inn & Suites
Sage Publishing
SPARK Networking Group
Salem Media Group Los Angeles
UCLA Health
Ventura County Credit Union
Winter Pacific Insurance Services
MEMBERSHIP & RENEWALS

With over 100 member companies, the Greater Conejo Valley Chamber is one of the largest regional Chambers in the western United States and represents more than 35 industry categories, from sole proprietorships to large corporations.

New Members
We welcomed 97 new members that accounted for $41,649 in new membership revenue, down by 45% ($33,862) compared to 2019. This sharp decrease was primarily related to the COVID-19 pandemic that started in March and continued through the end of the year. The membership department was also reduced by one staff member in February.

Renewing Members
The Chamber generated $243,885.50 in membership renewal, down $16,079.50 compared to 2019. The total renewal revenue in 2019 was down by 13% compared to 2018 primarily due to businesses closing and not renewing due to financial concerns. Amid a pandemic in 2020, we reduced our year over year decrease to 7% and had an average of four less member drops per month.

New Businesses in 2020
- Glass Arts Collective
- Harmony Family Yoga
- Farmer Boys
- AFC Urgent Care
- Sage Plant Based Bistro & Brewery Agoura Hills
- FOY Life
- Sage Plant Based Bistro & Brewery Agoura Hills
- Cortica
- Ecovasive Southern California

SHOP CONEJO RECOVERY CAMPAIGN

The #ShopConejo Campaign was created to serve as a reminder of the importance of buying local and to encourage support for our small businesses during the pandemic. The elected leaders/community influencer and business videos on Facebook had an average of 1,600 views per video.

The 20 Chamber business videos, edited by students from Oaks Christian High School, highlighted:
- AFC Urgent Care
- Sage Plant Based Bistro & Brewery Agoura Hills
- Ocean’s Dish & Drink
- Griffin’s
- Athletic Society
- Hatch Cafe
- Emili’s Bake House
- Kirk’s Flowers
- Farmer Boys
- Oak & Iron
- Sage Plant Based Bistro & Brewery
- Sunland Vintage Winery
- Thousand Oaks & LaFollette
- Chairway
- Thousand Oaks Farmers Market
- Tavern Oak Tavern
- XO Bloom

As part of the recovery campaign the Chamber team also assembled and delivered 190+ PPE boxes to local small businesses that included hand sanitizer, hand soap and disinfectant wipes. The boxes not only provided much needed supplies, but they also gave our team members a chance to personally connect with our small business and ensure that were aware of all the local, regional and state resources available.

Senator Henry Stern talks about the importance of supporting local businesses in his #ShopConejo video.

PPE boxes were hand delivered to local small businesses by Chamber staff.
Legislative Roundtable
Purpose: To provide a dialogue on public policy issues and to provide an opportunity for public agency staff, elected officials, their staff and businesses to network.

Emerging Leaders (EL)
Purpose: To provide young and talented professionals in the Conejo Valley with an opportunity to network, build friendships and serve the community through various civic activities. EL is open to all professionals between the ages 21 and 39.

Chamber Ambassadors
Purpose: To welcome both current and new Chamber Members and guide them to Chamber resources that will help them grow their businesses and operate more profitably.

Conejo Senior Resource Network (CSRN)
Purpose: To create a diverse group of professionals who work with seniors and family caregivers, supporting and delivering innovative, collaborative community events designed to enhance the aging and caregiving experience in our community.

Education Committee
Purpose: To promote and coordinate interaction between business and local school districts (Conejo Valley Unified School District and Las Virgenes Unified School District) and continue to partner with private schools and colleges in our area; to promote educational excellence by recognizing teachers with awards.

Networking Groups
Purpose: To provide Chamber members the opportunity to expand their business connections and referral network by belonging to one of four Chamber Networking Groups. Networking groups include: Synergy Business Connections, The Business Breakfast Network, SPARK and the newest group Infinity.

Staying Connected to the Community
Meals on Wheels
The Chamber raised over $1,500 for Senior Concerns that funded 230 meals for their Meals on Wheels program when seniors were sheltering in place during the Stay-at-Home orders in March & April. In addition to the fundraising, the Chamber staff all volunteered an afternoon to deliver for the Meals on Wheel program.

Other community outreach efforts included:
- Volunteering/candy donation for a Drive Thru Halloween event organized by Chamber member James Shipe.
- “Tree Bees” for the BumbleBee Foundation, shopping for and delivering holiday gifts to pediatric cancer families.
- Toy donations for the Safe Passages Youth Foundation Holiday Toy Drive.
- Packaging food boxes for seniors with the City of Agoura Hills staff.
In 2020, the Chamber earned a tremendous amount of press coverage across a variety of issues that started with the leadership transition in January and was quickly followed by being the only local Chamber in Ventura County to oppose a countywide shelter in place order at the start of the pandemic in March.

The Chamber’s President/CEO was interviewed for over a dozen articles ranging from advocacy efforts on a regional variance for the cities of Westlake Village & Agoura Hills, launching the Conejo Valley Small Business Relief Fund providing micro grants to small businesses, supporting the County of Ventura’s small business grant program and a highly-focused effort on Prop 15 including three written editorials.

Danielle Borja also spoke at two live press conferences for the County of Ventura and the Chamber kept its #1 ranking on THE LIST for Chambers of Commerce in the San Fernando Valley Business Journal.

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Social Media
The Chamber increased our social media audience on multiple platforms by over 20% and saw an average post reach of over 750 people on Facebook, a 20%+ increase from 2019.

By the end of 2020 we had 3,500+ “likes” on Facebook (64% increase from 2019), 1,700+ followers on Instagram (20% increase from 2019) and also gained 200+ new followers on Twitter (1,897 total).

Social media was an important communication tool to provide our audience with real-time updates on variety of time-sensitive issues including rapidly-changing health orders and financial resources.

Early in the pandemic we created an “Open for Business” campaign, followed by the #ShopConejo video series, 40 days of 40 Under Forty and a daily Holiday Gift Guide post during the month of December.

Website
The Chamber’s website saw 151,404 page views from 51,023 unique visitors in 2020 (up 5% from 2019) and our COVID-19 resource page was visited by over 2,000 people.

Local Media
The Chamber has a trade sponsorship agreement with The Acorn Newspapers as part of our Chairman’s Club program and in 2020 we also partnered on our Candidate Forum. The Chamber also has strong media relationships with San Fernando Business Journal and Ventura County Star.

Conejo View Magazine
The first issue of Conejo View came out in early March as scheduled, with the cover featuring new Chamber President/CEO Danielle Borja. The magazine continues to feature editorial content on trending business issues, advocacy efforts and local business profiles with a full membership directory. Following the stay-at-home orders in mid-March, further issues of the quarterly magazine were put on hold due to a challenging environment for ad sales and distribution.

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During an unprecedented year, the Greater Conejo Valley Chamber of Commerce felt it was important to continue the tradition of recognizing young professionals that are leaders in their professions and their community. While this 5th annual class of honorees did not get the awards dinner they deserved, they did play a crucial role as community leaders navigating through a pandemic year. From frontline workers in healthcare and law enforcement to those shifting to virtual learning environments and nonprofits bridging the gap for food insecurity; each of our honorees made their own unique contributions. The honorees were showcased individually via social media and in the Spring 2021 issue of Conejo View magazine.
CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT

Mission Statement
Conejo Valley Tourism serves the region’s economy and markets the Conejo Valley as a prime vacation destination to travelers in California, the United States, and worldwide. It increases awareness of the area’s offerings, preserves its unique attributes, and invests in its growth and development.

Strategy
The local tourism industry was changed forever when the COVID-19 pandemic spread to the United States and into Conejo Valley. The hotels and attractions in Conejo Valley are businesses that require in-person contact to conduct their business. There was no opportunity to utilize technology to pivot the business model.

As a result, Visit Conejo Valley suspended its marketing operations from April until June, restarting right before the Fourth of July, when a statewide non-essential travel restriction was lifted. Still, two major segments of local tourism – corporate travel and events like weddings and sports tournaments, had not recovered. Even leisure travel did not return to pre-COVID levels.

Visit Conejo Valley shifted efforts to promoting outdoor spaces and emphasizing the cleanliness of facilities. The district also created virtual tour videos to help the hotels show potential guests the cleanliness of the properties. Finally, the board members felt it was more important than ever to support the less fortunate, so Visit Conejo Valley made a contribution to the Manna Food Bank in lieu of our annual food drive.

2020 Results
The hotels in the Conejo Valley Tourism Improvement District reported a revenue per available room (RevPAR) of $49.87 in 2020; a decrease of 54 percent compared to 2019. The bright spot in the year was the opening of two new hotels; The Courtyard by Marriott and Towneplace Suites by Marriott in Agoura Hills, expanding the district to 16 hotel properties.
The objective of the Foundation is to promote the growth of the cities of Thousand Oaks, Westlake Village and Agoura Hills by developing leadership with a dynamic and innovative vision for the future; linking the business community in partnership with educational, governmental and nonprofit organizations; and serving as a vehicle for research, planning and community education.

In 2020 the Foundation’s traditional focus on leadership development and education quickly shifted in an effort to support local nonprofits and small businesses through the devastating economic impacts of the COVID-19 pandemic.

Conejo Valley Small Business Relief Fund
The Foundation launched the Conejo Valley Small Business Relief Fund in April of 2020 in response to the pandemic to provide direct support to local small businesses with less than 25 employees in the form of micro-grants up to $2,500.

The fund was launched with donations from the City of Westlake ($50,000) and City of Thousand Oaks ($20,000) and continued to grow through local corporate partners and donations from the community at large.

By the end of 2020, the fund had distributed $98,500 in micro-grants to 46 small businesses.

Non-Profit Grants Awarded
The Foundation awarded five grants, totaling $10,500 to local nonprofit organizations:
- Community Conscience - $2,500.00
- Art Trek - $1,000
- Many Mansions - $2,500
- Casa Pacifica Centers for Children & Family - $2,500
- Boys & Girls Club of Greater Conejo Valley - $2,000

Teacher of the Month Program
In partnership with the local school districts, each month the Chamber’s education committee typically recognizes an outstanding educator in the local community and presents gifts from the local business community.

In March the program was put on hold before returning in a virtual recognition format in the fall allowing the Foundation and CVUSD to continue the important work of honoring our educators as they adapted through COVID.

Leadership Conejo
Thirty-five professionals started this nine-month leadership course in the fall of 2019 designed to advance leadership skills and develop a network of contacts that include leaders in the Conejo Valley. Due to the stay-at-home orders in March and the extended limitations on gatherings throughout the year, the program was put on hold and the 2019-2020 class was not able to complete the program prior to the end of the year.

Due to COVID, we had to quickly adapt our business model and move to outdoor operations. The grant from the Conejo Valley Small Business Relief Fund helped me purchase materials needed to build an outdoor studio; which kept my business alive. Without it, we wouldn't be open! — Aspire Dance Studio
Government & Policy

Virtual State of the City Agoura Hills

Over 600 viewers watched our State of the City Agoura Hills broadcast live on Vimeo, Facebook, and YouTube combined on Wednesday October 28, 2020 to hear the address presented by Mayor Illece Buckley Weber and emceed by J.B. Long, Voice of the Los Angeles Rams.

The first 200+ people who registered for this event received a $25 gift card to a local restaurant to enjoy lunch during the virtual broadcast courtesy of the City of Agoura Hills.

Following the Mayor’s address, Chair of the Board, Tom Cohen from Cohen Bagin & Deck LLP provided a State of the Chamber address highlighting organizational accomplishments including the Chamber’s Foundation and the City of Agoura Hills together distributing over $100,000 in micro-grants to local small businesses.

Virtual State of the City Thousand Oaks

Over 800 combined viewers watched our State of the City Thousand Oaks broadcast on Facebook, Vimeo, and YouTube on Tuesday December 8, 2020.

The address was presented by Mayor Al Adam and welcoming remarks given by California Lutheran University President, Dr. Lori Varlotta.

Over 300+ guests who pre-registered for the event received “Broadcast Boxes” that arrived at their homes and businesses before the start of the event. These boxes, made possible by our sponsors, included edible treats, gift cards, hand sanitizer and other fun items to encourage viewers to support local businesses in Thousand Oaks.

Mayor Al Adam’s address included remarks pertaining to the County’s response to COVID-19, the council’s policy decisions on financial relief to businesses, and welcomed incoming Councilmember Kevin McNamee who was recently elected in a tight race for a Thousand Oaks City Council.

Candidates’ Forums

The Chamber hosted two Candidates Forums, Conejo Valley Unified School District Board of Trustees and Thousand Oaks City Council, in partnership with the Thousand Oaks Acorn. The first-time partnership with The Acorn on this program significantly expanded our audience and marketing efforts.

The two-night series started with the Conejo Valley Unified School District Board of Trustees on October 7, 2020 with four candidates (Two Areas) and 4,200+ people reached during the online event. The next evening, October 8, 2020, eight candidates for the Thousand Oaks City Council participated in the on-line forum viewed by more than 2,200 people.

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2020 Board of Directors

Chair
Chair Tom Cohen
Partner, Cohen, Begun & Deck, LLP

Chair Elect
Natalie Yanez
Realtor, eXp Realty

Chair Emeritus/Secretary
Mark Mihara
Associate VP for Integrated Marketing & Communications, Pepperdine University

Directors at Large
Adam Antoniskis
Sr. Manager, Property Management, The Oaks Shopping Center

Elaine Kalcweski
Director of Sustainability, Zacks Pharmaceuticals & Company

Steve Bertram
Sr. Vice President of Global Human Resources, Redwood Corporate Woods

Redonna Carpenter-Woods
Senior Vice President, Bank of America Merrill Lynch

Monique Corridori
Director, Professional Learning Services, Product & Business Mgr., Corwin, A SAGE Company

Stacy Diaz
Executive Vice President Human Resources, PennyMac

Mike Dutra
President, Candu Graphics

Darla Everett
Sr. Manager of Corporate Affairs, Amgen

Kinsie Flame
Co-Owner, Jacob Flame’s Tang Soo Do University

Johnathan Franklin
Community Affairs & Engagement, Los Angeles Rams

Lisa Safaeinili
Executive Director, Westminster Free Clinic

President/CEO
Danielle Bierja
President/CEO, Greater Conejo Valley Chamber of Commerce

Mark La Valle
Owner, Hahn, Can & Market

Monique Corridori
Director of Annual Giving and Special Gifts, California State University Channel Islands

Jason Herbison
Vice President Employee Benefits, HUB International

William Koehler
Attorney at Law, Law Offices of William D. Koehler

Javier LaFianza
CEO, Hugh O’Brian Youth Leadership

Elaine Salewske
Director of Responsibility, Takada Pharmaceutical Company

Lisa Safaeinili
Executive Director, Westminster Free Clinic

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Chamber Conejo Valley Chamber of Commerce

2020 Board of Directors guide the Chamber & business community through the pandemic.

*photos pre-COVID

Thank you for your service

Conejo Valley Chamber of Commerce

2020 Board of Directors guide the Chamber & business community through the pandemic.

*photos pre-COVID

Thank you for your service
### Membership by the numbers

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<th>Additional Programs</th>
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<th>Tourism</th>
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**REVENUE**

<table>
<thead>
<tr>
<th>Source</th>
<th>Revenue</th>
<th>Events/Sponsorships</th>
<th>Additional Programs</th>
<th>Government</th>
<th>Marketing &amp; Communications</th>
<th>Tourism</th>
<th>General &amp; Administrative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chamber</strong></td>
<td>$255,327</td>
<td>$65,074</td>
<td>$45,801</td>
<td>$1,600</td>
<td>$27,890</td>
<td>$14,900</td>
<td>$2,890</td>
</tr>
<tr>
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<td>$45,801</td>
<td>$1,600</td>
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<td>$2,890</td>
</tr>
<tr>
<td><strong>Combined</strong></td>
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<td>$1,600</td>
<td>$27,890</td>
<td>$14,900</td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Source</th>
<th>Expenses</th>
<th>Events/Sponsorships</th>
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<th>Government</th>
<th>Marketing &amp; Communications</th>
<th>Tourism</th>
<th>General &amp; Administrative</th>
</tr>
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<tbody>
<tr>
<td><strong>Chamber</strong></td>
<td>$95,936</td>
<td>$9,000</td>
<td>$9,000</td>
<td>$1,034,771</td>
<td>$2,091,143</td>
<td>$868,400</td>
<td>$14,668,956</td>
</tr>
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<td>$2,091,143</td>
<td>$868,400</td>
<td>$14,668,956</td>
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**NET EXCESS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Net Excess</th>
<th>Events/Sponsorships</th>
<th>Additional Programs</th>
<th>Government</th>
<th>Marketing &amp; Communications</th>
<th>Tourism</th>
<th>General &amp; Administrative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chamber</strong></td>
<td>($275,388)</td>
<td>($120,112)</td>
<td>($851,091)</td>
<td>($395,197)</td>
<td>($2,091,143)</td>
<td>$868,400</td>
<td>($14,668,956)</td>
</tr>
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<td>($2,091,143)</td>
<td>$868,400</td>
<td>($14,668,956)</td>
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## 2020 Budget

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Events/Sponsorships</th>
<th>Additional Programs</th>
<th>Government</th>
<th>Marketing &amp; Communications</th>
<th>Tourism</th>
<th>Total Revenue</th>
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<td>$9,000</td>
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<td>$2,091,143</td>
<td>$868,400</td>
<td>$1,695,946</td>
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<td>$31,473</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Source</th>
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<th>Government</th>
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<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chamber</strong></td>
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<td>($120,112)</td>
<td>($851,091)</td>
<td>($395,197)</td>
<td>($2,091,143)</td>
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<td>$2,091,143</td>
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<td><strong>Foundation</strong></td>
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<tr>
<td><strong>Combined</strong></td>
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<td>($2,091,143)</td>
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</table>

**NET EXCESS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Events/Sponsorships</th>
<th>Additional Programs</th>
<th>Government</th>
<th>Marketing &amp; Communications</th>
<th>Tourism</th>
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<tbody>
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<tr>
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<td>($395,197)</td>
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<tr>
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<td>($851,091)</td>
<td>($395,197)</td>
<td>($2,091,143)</td>
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<td>$868,400</td>
<td>($1,395,297)</td>
</tr>
</tbody>
</table>
2020 Recognition Gala

Outgoing Chair - Don Phillipson
Owner, ePro Marketing

As a small business owner, Don brought a fresh perspective to the Chair role and was vital in the leadership of our Chamber through a year of recovery for our business community after the dark days of November in 2018. He also worked side-by-side with Jill Lederer during the President/CEO transition after she announced her retirement.

Ambassador of the Year - Debbie Soden
Coldwell Banker Residential

Debbie has been an ambassador for the past 5 years and stepped into the Council General Role for the group in 2019. She brings her contagious outgoing energy to every program and has a unique way of making people feel special and seen. Debbie is also the founder and leader of Synergy, one of the Chamber networking groups.

Volunteer of the Year - Bob Bland
Conejo Compassion Coalition

Bob has served as the CEO of the Conejo Compassion Coalition for the past 13 years. He is a founding member of the Conejo Valley Mandan Shelter Program, and has been its site coordinator for over 20 years. In 2018, his nonprofit supported victims of the Hill and Woolsey fires directly providing them with cash grants and gift cards. In addition, he travels to countries like Sri Lanka, Malawi and Uganda to assist disadvantaged communities.

Corporate Sponsor of the Year - TechAhead

TechAhead is a leading mobile app development company in Agoura Hills that is currently a gold member of the Chairman’s Club program. In addition to supporting the Chamber, TechAhead also helped The Little Angels Project develop an app that would assist with animal evacuations during future wildfires.

Man of the Year - Scott Harris
President, Mustang Marketing

As the Founder and President of the largest full-service marketing firm in Ventura County, Scott has earned a long-standing reputation as a go-to business and marketing resource. He has also committed himself to the community through a number of endeavors, including serving on numerous boards and organizations such as Pepperdine University’s Seaver Board of Visitors and Career Action Program (founded), the Ventura County (SHiP) Foundation and its ambassador program, and the Ventura County Community College District Advisory Board.

Woman of the Year - Leanne Neilson
Provost & Vice President for Academic Affairs, California Lutheran University

In 1993, Leanne joined California Lutheran University as a member of the psychology faculty and has risen over the years to become Provost and Vice President for Academic Affairs. She is a member of the American Heart Association’s Go Red for Women Leadership Team and last spring, she and her husband donated $100,000 to establish an Emergency Support Scholarship Endowment for the university.

Nonprofit of the Year - Conejo Free Clinic

The Conejo Free Clinic is run by a staff of close to 100 volunteers and has been serving the community for over 30 years. In addition to providing medical and legal access to individuals in the community, they recently added a dental clinic. The dental clinic is staffed by an all-volunteer team of dentists, dental hygienists, voucher program dental specialists and support staff. CFC believes in an innovative continuity of care philosophy, strongly encouraging follow-up appointments and self-care for all their patients.

Special Recognition: Excellence in Community Journalism - The Acorn Newspapers

This year, the Chamber wanted to recognize a business that was a crucial journalist voice to get our community through this past year of recovery after the events of the Borderline Shooting and Woolsey/Hills Wildfires. Their team worked tirelessly to bring us the stories and faces behind the news.


2020 blue diamond recognition gala
2020 Recognition Gala
The Recognition Gala was held at the Hyatt Regency Westlake, the Dodger theme inspired Gala included a special appearance by Steve Garvey and vintage-themed candy girls handing out popcorn to over 300 guests.

2020 blue diamond recognition gala
2020 blue diamond recognition gala
Chamber Leadership History

1985 – 1986, Joan R. Young
1987 – 1988, Terry Moeler
1989 – 1990, Carol Larsen
1991 – 1992, Gary Healthcote
1993 – 1994, Judy St. John
1997 – 1998, Jerry Gross
2011, Phil Koonce
2012, John LaRocca
2014, Leonard Greenlee
2015, Rick Lemmo
2016, Matthew Midura
2018, Chris Shaver
2020, Tom Cohen

Chamber of Commerce
Greater Conejo Valley

2008, Mark Jessee
2009, Madeline Hess
2010, Jennifer Anderson
1960, Paul Noel
1961, Marvin Burow
1962, Leo Gold
1964, Fred Stannard
1965, Rex Fairless
1966, Jim Quin
1967, Ban Cranmer
1968, Dick Rosiejka
1971, Leonard Alexander
1972 – 1973, Philip Ozab
1974 – 1975, Jim Ackroyd
1975 – 1976, Daniel Friedman
1977 – 1978, Hugo Roche
1980 – 1981, Dan Overton
1982 – 1983, George Gibb
1983 – 1984, Bill Hamm
1984 – 1985, Mary Elva
1986, Barbara J. Lindsay
1987, Albert Simon
1989, James E. Emmons
1990, Ward A. Fredricks
1992, David L. Ludwig
1996, Gwyn Petrick
1997, Lyn Perry
2001, Lawrence Blonquist, Ph.D.
2006, John Dokken
2008, Mike Durie
2009, Dr. Chris Kimball
2010, Geoff Dean
2011, Matt Lallo
2012, Lee Ladd
2014, Andy Fox
2015, Rod Gilbert
2016-2017, Ray Taylor
2017-2018, Haider Alawami
2018-2019, Tim Hagel
2019-2020, Scott Harris

Village of Westlake

1984 – 1985, Mary Elva
1986, Barbara J. Lindsay
1987, Albert Simon
1989, James E. Emmons
1990, W ard A. Fredricks
1992, David L. Ludwig
1996, Gwyn Petrick
1997, Lyn Perry
2001, Lawrence Blonquist, Ph.D.
2006, John Dokken
2008, Mike Durie
2009, Dr. Chris Kimball
2010, Geoff Dean
2011, Matt Lallo
2012, Lee Ladd
2014, Andy Fox
2015, Rod Gilbert
2016-2017, Ray Taylor
2017-2018, Haider Alawami
2018-2019, Tim Hagel
2019-2020, Scott Harris

Chamber of Commerce
Westlake Village

2001 – 2002, Lyn Perry
2002 – 2003, Harry Selvin
2004 – 2005, Larry Carignan
2005 – 2006, Robert Cabral
2006 – 2007, Rick Lemmo
2008 – 2009, Dennis Carpenter
2009 – 2010, Dr. Chris Kimball
2010 – 2011, Geoff Dean
2011 – 2012, Matt Lallo
2012 – 2013, Lee Ladd
2014 – 2015, Andy Fox
2015 – 2016, Rod Gilbert
2016-2017, Ray Taylor
2017-2018, Haider Alawami
2018-2019, Tim Hagel
2019-2020, Scott Harris

Nonprofit of the Year
2015 – 2016, Assistance League of Conejo Valley
2016 – 2017, New West Symphony
2018 – 2019, Westin Free Clinic
2019 – 2020, Thousand Oaks Big Bear Area
2020 – 2021, New West Symphony
2022 – 2023, Assistance League of Conejo Valley

Ambassador of the Year
2013 – 2014, Nancy Last
2014 – 2015, Mark Jessee
2015 – 2016, John LaRocca
2016 – 2017, Linda Tall
2017 – 2018, Salli Fish
2018 – 2019, Susan Engle
2019 – 2020, Penelope Hensley
2020 – 2021, Lisa Perkinson
2021 – 2022, Jennifer Osby
2022 – 2023, Sarah Willard
Future Focused, Preparing for the Recovery Ahead

After facing a global pandemic alongside the rest of the world, Conejo Valley’s business community continues to show resilience and unwavering commitment to their community.

The Chamber remains future focused, preparing for the recovery ahead while continuing to serve as a catalyst, convener and champion for our business community.