

American Road Foundation Board Members

Gerald L. Roll, Chair/Treasurer

jroll@mchsi.com

From 1968 to 1969, Jerry Roll had served in the Active Army (Vietnam), attaining the rank of Staff Sergeant. He served in the Illinois National Guard from 1976 to 1995, when retired at the Rank of Major. From 1966 to 2000, Jerry was employed by Illinois Department of Transportation as an Engineering Technician, and retired in 2000. He assisted in establishing the Six State National Road Alliance and the National Road Association of Illinois, both of which he has served as president. He is the past executive director to the National Road Association of Illinois. He has served as Illinois Director on the National Road Alliance Board. He is currently retired from the Cumberland County (ILL) Highway Department as an Engineering Technician. Jerry is currently serving as president of his local county Historical Society, and director on his county Economic Development Board. He has lived in Cumberland County near Greenup, Illinois since 1971, with his wife Marsha. They have one daughter, Jennifer.

Rollin Southwell, Vice Chair

Rollin.southwell@pgrimes.com

Shortly after my retirement (1995) I was having coffee with a friend and he asked if I wanted to go a meeting on the Lincoln Highway. That was my start; I became active in the Utah Chapter of the Lincoln Highway serving as both President and vice president. I also served on the National Board for six year. I have been involved with the Utah Historical Society, Trails Committee severing as chairman for two years. I have served on three conference committees for the Lincoln Highway Association. I was chairman of the 2005 conference in Ely NV which was the largest conference ever for the Lincoln Highway. In reading the contact between the Lincoln Highway and the State of Utah to build a road across the Salt Flats I discover a section about Carl Fisher donation. Carl Fisher gave the state of Utah 25,000 to build a road through Johnson Pass. In exchange he could build a monument. The road was never finished nor was the monument ever built. So I decided to build it. In 2009 the monument was dedicated after 10 years. For this effort I received the Utah State History "Outstanding Achievement Award". I love to travel and read about the 250 named highways. I am honored to be considered for this.

Thomas A. Repp, Vice Chair/Director/Producer of Audio-Visual Productions

editor@americanroadmagazine.com

Mr. Repp is a veteran writer, photographer, graphic designer and historian. Repp is cofounder and Executive Editor of Mock Turtle Press and American Road magazine. He authored and designed two critically acclaimed books. He has taught at major universities and has appeared as a guest speaker throughout the country. He has done countless interviews and was recently featured in an NPR program series. Most recently he coproduced, scripted and hosted a documentary.

John and Alice Ridge, Directors

jridge@uwec.edu

John and Alice Ridge represent the Yellowstone Trail, the first transcontinental automobile highway across the upper tier of states from "Plymouth Rock to Puget Sound." Their interest in the Yellowstone Trail has developed into a nearly full-time commitment to continued research, writing and promotion related to the Trail. They were instrumental in forming the modern Yellowstone Trail Association, of which John is president. They have promoted the Trail by consulting with individuals, economic development and tourism groups, and historical associations in cities along the Trail. They authored *Introducing the Yellowstone Trail*, and many related articles and publications. They have given dozens of presentations about the Trail. Their favorite hobby is driving roads less traveled. Both John and Alice have traveled extensively. They have traveled and camped in all 50 states and 10 Canadian provinces and visited more than 40 countries, in most of which they did their own driving. John and Alice undertook their academic degrees at the University of Wisconsin-Madison, West Virginia University, Bowling Green University, and Pennsylvania State University.

Bob Navarro, Director

navarro@hccvbi.com

Robert Navarro, Ph.D. serves as President & CEO of the Heritage Corridor Convention and Visitors Bureau (CVB). Dr. Bob is a native of the Corridor, growing up in Joliet and attending Joliet Township High Schools. He has been back in the area working with the CVB since 2006. The CVB represents the communities and counties along the historic Illinois and Michigan Canal - from LaSalle-Peru to Countryside. The CVB, a non-profit, organization utilizes local money to match state-grant funding to generate economic development through tourism marketing and promotion. He has both a Master of Science degree in Recreation Administration with an emphasis in tourism and a Ph.D. in Educational Administration from Illinois State University - where he worked for several years as Assistant Director of Office of Residential Life serving on many university and division-wide committees. He left Illinois State University to open the DuPage Children's Museum (Naperville) as the Director of Visitors Facilitation and Support. His responsibilities included facility and exhibit maintenance, facility rentals and visitors services. In 2004, he returned to the educational field as the Director of Housing Services/Conference Services for University Center in downtown Chicago. As the first employee for the new property housing students from three private institutions, he was integral in setting up many of the systems and procedures still being used today. Within the first year of operation, University Center's Conference Chicago was voted (by readers of *Illinois Meetings and Events* magazine) as the Best Conference Center property. He continues to give back to his community by serving on the JTHS Foundation and Alumni Board of Directors. In addition, he continues to spread the Illinois State University red by serving on the University's Alumni Board of Directors. He is training for his third marathon in Chicago, 2010!

Deb Fredericksen, Director

Deb@visitbeloit.com

Deb Fredericksen has spent a large portion of her career creating and marketing destinations. Her passion was ignited when she took the position of Executive Director of MainStreet Plainfield

and continued her career with Lombard Town Centre and Elmhurst City Centre. During her tenure, she led the organizations in creating a brand--with marketing, events and partnerships. Deb has been active with tourism in Northern Illinois and was a board member of the Lincoln Highway Coalition and was also involved in the initial Route 66 initiatives. She has been a board member of DeKalb Corn Fest, the organization and promotions committees with MainStreet Plainfield, Plainfield Park District Foundation Board, and Rockford on the Waterfront volunteer. Deb also works with several different organizations providing board training and strategic planning on a regular basis. In addition to her volunteer work, she has been involved in the Tourism Marketing Award Program at the Illinois Governor's Conference on Tourism. She also participated in a campaign to educate elected officials on the benefits of tourism to discourage state budget cuts. Deb was instrumental in recognizing the importance and bringing attention to the historic alignment of Route 66 and Lincoln Highway which resulted from the State of Illinois acknowledging the significance of the signage and the then Lt. Governor, Pat Quinn, commemorating its placement by attending and speaking at the unveiling. Deb was also one of the founding members of the Illinois Council of Main Street Communities, which provided the vehicle to apply and receive grants to market Main Street communities as destinations. Through that initiative a Main Street Community Travel Guide was created that provided itineraries for day, weekend and longer visits to communities throughout Illinois. During her tenure in leading the Main Street organizations she was honored with 3 Lieutenant Governor's Awards of Excellence and a finalist in two other categories.

Bonnie Heimbach, Director

bonnie@visitnorthernillinois.com

Bonnie serves as the Executive Director for the *Northern Illinois Tourism Development Office* and is the primary point person for overseeing and administering current grant responsibilities for the Illinois Bureau of Tourism as the *Northern Illinois Regional Tourism Development Organization* – overseeing required tasks such as serving as a regional resource center; attending regional and state meetings assisting with tourism marketing projects; assisting with the collection of research data; coordinating meetings and networking with entities in multi-county areas. She has been employed within the tourism industry for over a decade, predominantly with *NITDO* for over 15 years serving as Executive Director since August 1994. She is a well-respected member of the tourism industry and considered a valuable partner to numerous partners. She has earned the respect of her peers and colleagues for her commitment and dedication, and been a loyal supporter of IBOT and their programs/services. During her tenure, *NITDO* worked with regional partners who had expressed an interest in the preservation and development opportunities along the Lincoln Highway in Northern Illinois. From 1997 through 2000, staff worked with this grassroots organization to attain the designation of a National Scenic Byway and Illinois Heritage Tourism Demonstration Project for the Lincoln Highway, the 179 miles crossing through eight counties from the Indiana to Iowa borders. It is interesting to note that the Lincoln Highway runs through 13 states from New York's Times Square to Lincoln Park in San Francisco, the Illinois portion was the first – and still remains the only one today - -that has attained federal designation. Heimbach began serving with the grassroots organization, the *Illinois Lincoln Highway Coalition*, as the Secretary for the Board of Directors. As the designations were attained, and staff required, the incubator businesses found a home with NITDO. Under Heimbach's guidance, NITDO staff worked in a shared capacity until financial

resources was in place to hire employees of their own. Presently, Heimbach continues to serve as Project Director for the ILHC. The ILHC to date has accomplished multiple goals including the completion of a Strategic Plan, an operational, multi-year Business Plan, creation of an Interpretive Master Plan with first steps taken towards implementation, multi-year marketing efforts, completed the construction of 16 Interpretive Gazebos – and currently is beginning a state-wide installation of large-scale public art, Interpretive Murals, in key certified communities. Heimbach possesses an extensive background in advertising and marketing, graduating with a Bachelors of Arts in Journalism, with two (2) degree sequences – one in Public Relations, the other in Marketing from the University of Wisconsin - Madison. She has been employed at regional advertising agencies, serving as account executive, copywriter, media buyer/analyst, researcher and other aspects of client service. She has worked for both national consumer and industrial clients over a ten (10) year period. Heimbach resides in Rockford with her husband John (an architect) and two children (Matthew and Meaghan).

Advisors

Dan Marriott, Advisor

dan_marriott@historicroads.org

Michelle Johnson, Advisor

mjohnson@byways.org

Executive Director

Becky Repp

becky@americanroadmagazine.com

P.O. Box 46519, Mt. Clemens, MI 48046

(586) 468-7483

Foundation Coordinator

Sheila Martin

smartin@americanroadmagazine.com

8 Rock Hill Court, Edwardsville, IL 62025

877-285-5434 x4