



For Immediate Release

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Visit Lake County Announces Leadership Transition President Maureen Riedy to Retire After 22 Years of Service

GURNEE, Ill. – March 30, 2026 - Visit Lake County today announced a leadership transition as President Maureen Riedy will retire at the end of April after 22 years of distinguished service. Riedy has led the organization since 2004, guiding its evolution into a nationally recognized, professionally certified destination marketing organization.

Under Riedy's leadership, Visit Lake County enhanced its role as a trusted destination management leader, expanded its marketing reach and strategic partnerships, and helped drive record levels of growth in the region's tourism economy. The organization's success has been rooted in regional collaboration, creativity, and a shared commitment to showcasing the very best of Lake County.

"I am deeply grateful to the Visit Lake County Board of Directors, our municipal leaders, and the many partners across the county whose collaboration and commitment have shaped the success of this organization," said Riedy. "It has been an honor to serve as President, and I am confident that Visit Lake County is well positioned for continued growth and impact."

"Maureen's visionary leadership over the past 22 years has been the cornerstone of our regional tourism success, transforming Visit Lake County into a gold standard for destination marketing," said City of Waukegan's Director of Public Relations and Communications and Visit Lake County Board Chair David Motley. "While we will greatly miss her expertise and passion, she leaves behind a robust organization that is perfectly positioned for this next chapter of growth."

As part of the planned succession process, the Visit Lake County Board of Directors has named John Maguire, Senior Director of Community Engagement, as the organization's next president. Maguire will assume the role on May 1. A lifelong county resident, he is widely known for

elevating community relationships, advancing strategic initiatives, and overseeing signature promotions such as the Lake County Flavor Festival and the Lake County Libation Trail.

“We are thrilled to welcome John Maguire into his new role, confident that his deep community roots and proven track record will seamlessly drive our mission forward,” Motley said.

Visit Lake County remains committed to advancing the region’s visitor economy and maintaining its role as a leading destination marketing organization. The Board and staff will continue to uphold the organization’s mission and the high standards of professionalism that have defined its work for more than four decades.

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Visit Lake County (Lake County, Illinois Convention and Visitors Bureau) is the official destination leadership organization and champion of tourism for Lake County, Illinois. The organization is comprised of 18 community partners plus Lake County, along with 200 industry partners including hotels, attractions and hospitality-related businesses, all who recognize the powerful impact of tourism. Visit Lake County’s community engagement and sales and marketing initiatives enhance the public image of Lake County as a dynamic place to live, work and visit. The organization encourages residents and visitors to support local businesses, the foundation of Lake County communities.

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