



## Carol Van Vreede

CEO and Chief Visionary Officer

The classic movie, *Field of Dreams*, starring Kevin Costner contains the quote, “If you build it, they will come.” That phrase has defined Carol Van Vreede and the explosive growth of her business, Skyline Exhibit Resource. The journey began in 1992 when Carol joined Skyline as a satellite sales consultant. Her role was to work with clients to develop their trade show exhibit, and determine best practices to earn maximum ROI on their tradeshow investment. Skyline quickly made its’ mark as Northeast Wisconsin’s premier exhibit house, but Carol always felt there was an untapped market for wide format graphic print. In 1999, she bought the local Skyline dealership, and developed a unique and innovative company to provide not only trade show exhibits, but also graphics for branded environments including corporate offices, museums, retail stores, outdoor events and wrapped vehicles. In order to promote the additional capabilities of the business, the name was changed to Exhibit Resource.

In 2009, a 40,000 square foot facility was built in De Pere. The expansion allowed for massive growth of the wide format graphic print division. Through its innovation came many unique and unconventional requests including wrapping large industrial machines, placing murals onto farm vehicles, creating graphic decals that can withstand 200+ degrees, and developing a 10,000 sq ft high tech showroom in California. Innovation is key, and the team at Exhibit Resource prides themselves on developing solutions that turn heads and inspire curiosity.

Closer to home, Van Vreede is currently on the Board of Directors for the Green Bay Visitor and Convention Bureau and for Habitat for Humanity/ReStore. She has also held board positions with the Boy’s and Girl’s Club and the Greater Green Bay Chamber of Commerce. She chaired the CEO/CFO Roundtable Program, Business Expo and Group Purchasing initiatives at the chamber, is a recipient of the Daniel Whitney Award.