



## David L. Pedersen

Aurora no s 60506

### Profile

I moved to Aurora in 1996 with my wife and two children. I lived in the Savannah Subdivision for twenty 25 years until recently moving to my current address on Edgelawn. I have owned and operated a graphic design firm for over 30 years based in Batavia and recently moved to downtown Aurora to the old library building at 1 E Benton Street.

### Experience

#### **PEDERSEN DESIGN, LLC – 1993 - PRESENT**

Owner/ Operator/ Artist/ Creative Director - [www.pedersendesign.com](http://www.pedersendesign.com)

#### **BATAVIA ROTARY – 2008 - 2021**

Joined Batavia Rotary Club and held many positions in the Club during the 12 years as a Batavia Rotarian. Held the position of Club President for one term from 2014-2015. Worked on many community and humanitarian projects throughout my membership.

#### **AURORA ROTARY CLUB – 2021 - PRESENT**

Transferred my Rotary membership to Aurora upon my moving to my current address on Edgelawn. I currently hold the Club position as Secretary. I continue the good work of Rotary through a wonderful membership in the Aurora Rotary Club.

#### **BATAVIA MAINSTREET – 2007 - 2012**

Held position for two consecutive three year terms. My business was located in downtown Batavia and I held a business owner position. During my second term I joined the Batavia Bike Commission to bridge the gap between the downtown business community and the cycling community. During that time I introduced a "Bicycle Friendly Batavia Business" Program. The goal was for the Downtown businesses to recognize the commerce that the cycling community brought in and entice the cyclist to visit it making every experience positive from providing a special menu to filling water bottles. This program went on to win recognition from Illinois Mainstreet.

#### **BATAVIA BIKE COMMISSION – 2011 - 2020**

After my two terms were over with Batavia Mainstreet I stayed on as a super volunteer with the Batavia Bike Commission. I made every monthly scheduled meeting and used my expertise in marketing and graphic design to help market any program the Commission put in place. In addition, I was hands-on for community outreach in bike education, went on all scheduled community rides, attended city council meetings when needed, gained

great friendships through the years and continue great relationships with the members of the Batavia Bike Commission.

## **Education**

The American Academy of Art, Chicago, IL

## **Relevant Activities**

Avid cyclist

Completed 6 RAGRAI's

Knowledge of all bicycle trails in northern Illinois

Completed Tour De Nebraska

Completed Ride the Madrid Fault (rode 4 states in 5 days)

Avid wilderness traveler