

**Age:** 31**Occupation:** Vice president of business development for Exemplar Financial Network in Crystal Lake**Residence:** Crystal Lake**Hometown:** Crystal Lake**Family:** Fiancé Shaun Tessmer**Education:** Bachelor of Science degree with a major in elementary education and a minor in art from Eureka College**Favorite McHenry County restaurant?** There are so many great places in McHenry County. If I have to choose a few they would be: Georgio's Chicago Pizzeria & Pub and Benedict's La Strata in Crystal Lake, Mixteca in Woodstock and Cucina Bella in Algonquin.**Favorite book?** "The Giving Tree" by Shel Silverstein, "Charlotte's Web" by E.B. White and "The Outsiders" by S. E. Hinton.**First job?** At 16, I was a pizza maker at Nick's Pizza & Pub in Crystal Lake.**One word that describes you?** Devoted

Daryl Quidlig - For Shaw Media

**Devon Hubbard is vice president of business development for Exemplar Financial Network.**

that Exemplar supports.

**What accomplishments and innovations are you most proud of this year?**

This year we have had some significant growth at Exemplar, and I have been able to expand my department. This has given me the opportunity to oversee the development of our new websites and social media program and provide some strategic planning for the company. Also, I have restructured our marketing efforts into something I call "Charitable Giving Marketing," where Exemplar supports

the local community through marketing initiatives that benefit more than just the bottom line.

**How do you give back to the community, and what drives your service?**

My grandfather used to say "Paying taxes is not enough to be a good citizen." He instilled in my father and all of his grandchildren that being a good member of the community meant giving of yourself. I attribute my deep commitment to this community to all of the wonderful role models I have been fortunate to have in my life. I have the honor of sitting on the board of directors for CASA of McHenry County. CASA of McHenry County provides trained volunteers to advocate for sexually and physically abused children in court. I work to raise funds for this very important advocacy program so it can continue to represent our most vulnerable citizens. I am also chair of the Crystal Lake Young Professionals, a division of the Crystal Lake Chamber of Commerce, a group of young business men and women committed to connecting tomorrow's leaders through providing opportunities to grow professionally while serving the community. I am on the Crystal Lake

Chamber of Commerce board.

**What is something you have never done but want to do some day?**

I love traveling and have visited 25 countries so far. It would be an incredible experience to be able to travel to every country in my lifetime.

**What is the best career advice you have received?**

My father once told me to "Listen first, speak second."

**Which CEO would you most like to spend the day with and why?**

Warren Buffett. Despite being one of the world's richest human beings, Buffett is a modest and relatively frugal man and is considered the leader of the "philanthrocapitalism" and has pledged to give away 99 percent of his wealth to charitable causes.

**Nominators' comments:**

"Devon is a go-getter. She is involved in several different organizations, continually donating her time and network to improve whatever it is she is involved in. She is determined to make each event more memorable than the last," godmother, friend and aunt Karen Pfaffinger said.

**What is your job and what makes you good at it?**

I am vice president of business development for Exemplar in Crystal Lake. I am responsible for all marketing and events for my firm; this ranges from creating marketing materials to overseeing our social media and website activity to organizing client events and educational conferences for our adviser to further their knowledge

base. At Exemplar, our mission is to help our clients create personal prosperity and success beyond their expectations by providing expert professional financial advice, service and education. We have a sizable wealth management and accounting firm, and essentially my clients are the financial advisers and CPAs under the Exemplar brand, in addition to the 125 advisers all over the Midwest



Would like to congratulate...  
**Devon Hubbard**

***For Leading By Example and Being Named to McHenry County's Best Under 40!***

Your spirit, leadership and commitment to helping Crystal Lake and McHenry County be one of the best places to work and raise a family is an inspiration to all. Thank you for your dedication to the *Crystal Lake Chamber Young Professionals, CASA of McHenry County, The Raue Center, Big Brothers Big Sisters, Kicks 4 Kids, Leadership Greater McHenry County, Lakeside Festival, and Crystal Lake Centennial Celebration.*

413 E. Terra Cotta Ave. | Crystal Lake, IL 60014 | 815-459-4550

www.ExemplarFN.com

Securities and advisory services offered through Cetera Advisor Networks LLC, member FINRA/SIPC. Cetera is under separate ownership from any other named entity