



LAKE TAHOE  
VISITORS AUTHORITY

---

SOUTH SHORE

# ANNUAL REPORT 2008 - 2009

**Prepared by: Carol Chaplin, Executive Director**

# Lake Tahoe Visitors Authority

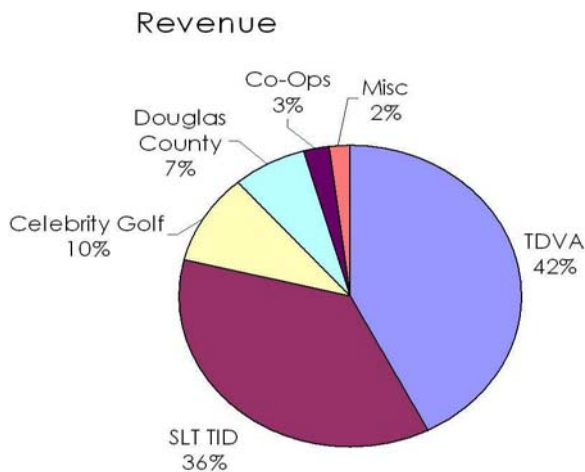
## HISTORY

The Lake Tahoe Visitors Authority was founded in 1986 through a joint powers agreement between the City of South Lake Tahoe, California, and Douglas County, Nevada. The LTVA operates as an independent 501(c)6 corporation. As a regional organization the LTVA represents the South Shore of Lake Tahoe from Zephyr Cove, Nevada to Emerald Bay, California.

## MISSION STATEMENT

The mission of the Lake Tahoe Visitors Authority is to market the South Shore of Lake Tahoe as a unique, world-class, year-round resort destination for the economic benefit and quality of life for the area, while respecting its traditions and environment.

## FUNDING



### LAKE TAHOE VISITORS AUTHORITY EXECUTIVE OFFICES

169 Highway 50  
Stateline, NV 89449  
775.588.5900

### CALIFORNIA VISITOR INFORMATION CENTER

3066 Lake Tahoe Boulevard  
South Lake Tahoe, CA 96150  
530.541.5255

### NEVADA VISITOR INFORMATION CENTER

169 Highway 50  
Stateline, NV 89449  
775.588.4591

800.AT.TAHOE  
www.TahoeSouth.com

## Executive Message



It was June of 2008 when I assumed the LTVA's Executive Director position; we've come a long way since then, thanks to the stability of staff on board at the time and to the dedicated involvement of our board and several committees. To respond to economic conditions, we combined two management positions into one and eliminated a support position. We also upgraded our bookkeeping position to an Accounting Manager who has been instrumental in providing more efficient systems and better reporting. In order to preserve our advertising dollars, staff worked diligently to reduce costs, resulting in a savings of \$225,000. The board re-established processes by which our goals and objectives are presented and executed, assuring that our various constituencies are represented and receive the benefit of our efforts.

For a small organization, we have some big shoes to fill. We compete head to head with some extremely impressive world-class destinations. Comparatively, we have a small budget, but have strengthened strategic alliances and partnerships that leverage our dollars. These relationships provide exposure in national and international destinations in which we would not otherwise have a presence. And while it would have been easy to become distracted given the dire economic conditions that significantly impacted tourism around the globe, in 2008-09 we remained focused on our primary drive market - the Bay Area and Sacramento - capitalizing on the fact that visitors were looking for the value and the immediate convenience of their backyard destination.

In the latter part of fiscal 2009, the board and marketing committee began 2010 planning and hopefully, as the results of this arduous process unfold, you will be as excited as we are about the coming year. Our new advertising agency, Duncan/Channon (D/C), came on board in July. The Strategic Marketing Group was retained to develop a strategic plan which will be our guiding document over the next two to three years. Over several months of engagement with our community marketing and business leaders, and in concert with the strategic plan, D/C presented a new creative direction which positions the Lake Tahoe South Shore destination in a way that capitalizes on our unique characteristics and differentiates it for what we believe will be a competitive advantage. Along with all of this, we are now embarking on a website redesign, which will go live with the new campaign, scheduled for mid-May 2010.

In addition to all of the above, you'll be interested to read about results from the 2009 summer campaign, as well as the phenomenal success of the 20<sup>th</sup> Anniversary of the American Century Celebrity Golf Championship. In our Visitors Center section, you'll understand that visitors still seek out local experts to help plan their vacations, and under our Website section, you'll see that Blue LakeTahoe is a powerful referral site for local businesses. Success in our sales efforts can be measured through the impressive familiarization tours (FAMs) we participated in, introducing influential planners to our great destination and solidifying relationships for future business.

Carol Chaplin  
Executive Director  
Lake Tahoe Visitors Authority

# Statement of Financial Position

## September 30, 2009

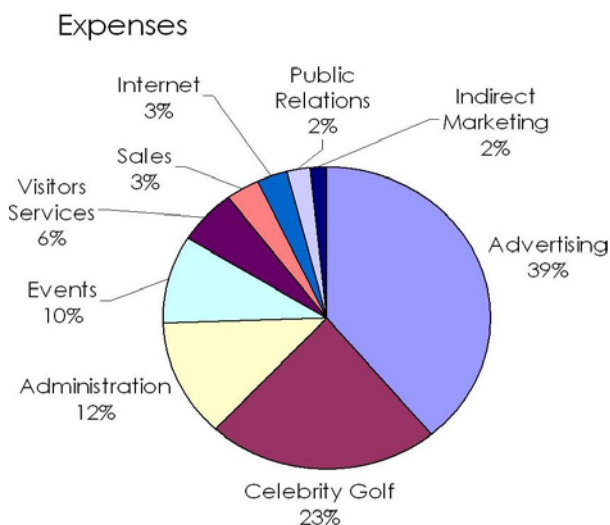
Operating Cash	\$ 785,855
Cash Reserves	\$ 504,517
Receivables	\$ 511,617
Prepays	\$ 89,931
Inventory	\$ 4,391
Fixed Assets	\$ 69,071
<b><u>Total Assets</u></b>	<b><u>\$1,965,382</u></b>
Payables	\$ 217,426
Accrued Liabilities	\$ 31,687
Equity	\$1,716,270
<b><u>Total Liabilities &amp; Equity</u></b>	<b><u>\$1,965,382</u></b>

For fiscal year October 1, 2008 through September 30, 2009, the LTVA showed a net profit of \$1,160 compared to a Budget of \$0.

The negative impact of revenue shortfalls from the City of South Lake Tahoe and the Tahoe Douglas Visitors Authority was minimized by careful monthly, sometimes weekly, thoughtful yet aggressive re-projection of the original Budget. This practice, coupled with a conservative Budget in place, allowed the LTVA to achieve its most important goals while preserving its financial position and not impacting reserves.

While revenues came in close to \$400,000 under budget, all expense categories were significantly reduced, with the exception of Advertising. Tough decisions were made and 'belts were tightened' proactively throughout the year. With renegotiated contracts, suspended programs and events as well as reductions in both staffing and hours, the LTVA successfully functioned in 'survival mode' without compromising the impact or quality of its mission.

The LTVA actively pursued and received \$54,000 in grant funding in FY 2009 for six projects for marketing activities such as collateral production, public relations efforts, special event production and website upgrades.



## ADVERTISING

### Winter Campaign 2008/2009

The Lake Tahoe Visitors Authority leverages its winter advertising dollars with the Sierra Ski Marketing Council (SSMC), a basin-wide collaborative of ski resorts and destination management organizations focusing on differentiating the region from competitive ski destinations in the country. To reach the growing ski and snowboard audience online, and generate traffic to SkiLakeTahoe.com, SSMC continued to implement and increase funding for online marketing elements in 2008/2009 with the focus on the Southern California market.

Online programs included a geotargeted ad campaign on OntheSnow.com (a top rated ski and snowboard planning site), campaigns with LATimes.com and Sign On San Diego's website (SOSD.com), and a geotargeted marketing cooperative program with Travelocity. The ad campaigns included video ads, banner ads, dedicated emails and inclusion in opt-in travel email newsletters. Email marketing efforts to an opt-in database also continued, with a 'lodging & resort specials' newsletter sent monthly along with a separate snow alert newsletter sent to a smaller database. The Ski Lake Tahoe white label booking engine showed an overall growth of 18% in hotel bookings during the 2008/2009 winter season.

With the primary goal to promote and strengthen the awareness of winter recreation available at the greater Lake Tahoe/Reno area, complementary marketing programs implemented by SSMC and Ski Lake Tahoe have continued to create a comprehensive national marketing program which include print and online advertising, email marketing activities, public relations, sales and promotions.

### Summer Campaign 2009

The summer campaign objectives were aimed at the Bay Area and Sacramento markets and included driving leisure occupancy from Memorial through Labor Day Weekends, and increasing website visits to generate property leads and database registration. Media vehicles were spot T.V., Search Engine Marketing (SEM), rich media banners and email. Flight dates began in May and ended in late August.

**TV:** Four: 15 TV spots ran as commercial "bookends" on local network and cable affiliate shows (ABC, NBC, CBS, CNN, TBS, TNT, Fox, CNBC, etc) in both the Bay Area and Sacramento.

**Media Banners:** Static and rich media banners were purchased on travel websites and networks of sites (SM, KAYAK, TripAdvisor, Expedia, TRIBAL Fusion) that delivered to our target audience.

**Search Engine Marketing:** Paid search and text ads on Google's Content Network drove traffic directly to BlueLakeTahoe.com.

**Email:** Banner and text ads were emailed to subscribers on SHERPA, an online travel enthusiast service.

Results included:

- More than 55 million LTVA ad impressions served online
- Generated 73,000 clicks and over 58,000 incremental visitors to the LTVA landing page
- The Day In/Night Out video played 3.6 million times
- Visitors clicked on specific partner links over 6,000 times
- Banner ads generated 33,000 clicks
- Google generated 39,000 clicks
- BlueLakeTahoe.com saw a record number of Unique Visitors in July, at 133,992.
- In June, July & August the average # of minutes spent on the BlueLakeTahoe.com website increased 13% over prior year.

# SALES/MARKETING

## Meetings and Conventions

The LTVA works to establish Lake Tahoe's South Shore as a venue of choice for meetings, conventions, trade shows and exhibitions with the focus on generating overnight stays. Services are designed to support sales bids as well as maintain or assist in retaining existing clients who have selected the South Shore as their meeting and exhibition venue. The focus of this program is on state, regional and, in some cases, national market segments and developing database prospects to identify groups who have an interest in the region, meeting in a mountain resort location, and/or who have met in the region previously.

To achieve the objectives listed above the LTVA joined the Reno-Tahoe Meetings Co-op, which resulted in 159 South Shore leads in FY 08/09.

## Other Group/Leisure Program Activities

- Reinstated the Sales Committee
- Received editorial copy and cover shot in Smart Meetings - February 2009, and Meeting West - April 2009, and editorial copy and images in CREA Traveler - July 2009, and in Prevue - September/October, 2009.
- Received 22 RFP leads from [www.BlueLakeTahoe.com/meetings](http://www.BlueLakeTahoe.com/meetings).
- Received 17 Group leads from [www.BlueLakeTahoe.com](http://www.BlueLakeTahoe.com).
- Attended Snowjam Ski & Snowboard Show, San Diego, through Ski Lake Tahoe.
- Executed South Shore collateral participation for ski shows in Seattle, Boston and Chicago.
- Participated in Ski Lake Tahoe planning for Mountain Travel Symposium and co-hosted buyer luncheon.

## Familiarization (FAM) Tours

- Hosted travel buyers from the UK and Australia during Super FAMs coordinated by California Travel & Tourism Commission.
- Hosted nine journalist Familiarization tours through CTTC.

## International

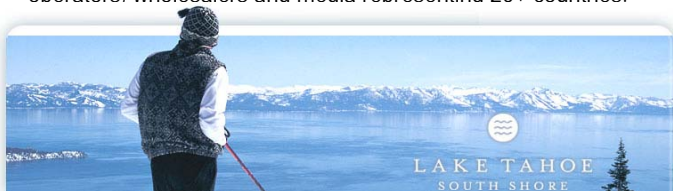
The Lake Tahoe Visitors Authority recognizes the value of cultivating international markets and continued participation in the California Travel and Tourism Commission's international representation program in the United Kingdom. Black Diamond UK provided partner specific exposure during regularly scheduled sales calls/ workshops/trainings with tour operators and other trade organizations including airline partners.

Black Diamond UK also provided Public Relations services for the LTVA which includes a presence and press kit distribution at relevant travel trade and consumer events.

In FY 08/09 LTVA established a first-time relationship with Gate 7 in Australia for trade and PR representation in that country.

### TIA's International POW WOW

Attended annual marketplace with the following South Shore partners: Heavenly Mountain Resort, MontBleu Resort Casino & Spa, and ARAMARK/Lake Tahoe Cruises. Established contact with tour operators, wholesalers and media representing 20+ countries.



## Travel and Tourism Sales

The mission of the travel and tourism sales area is to develop and expand the image of Lake Tahoe's South Shore among a variety of leisure/visitor markets. LTVA works with group tour planners, group leaders, international inbound wholesalers, as well as meeting and convention planners to assist with the development of visitor-related activities and services for the customers. The goal is to generate overnight visits and to gaining exposure for the attractions, events, festivals, cultural activities, dining and lodging experiences in the South Shore.

## Motorcoach/Group Sales and Marketing

### American Bus Association (ABA)

Attended annual marketplace on behalf of Reno-Tahoe Territory and established contact with more than 35 tour operators with potential interest in the Reno/Tahoe area.

### National Tour Association (NTA)

Attend annual convention on behalf of Reno-Tahoe Territory and established contact with more than 50 tour operators with potential interest in the region.

## Leisure/Visitor Sales and Marketing

Lake Tahoe's South Shore benefits from a significant amount of leisure and visitor traffic to and through the region. Programs are therefore oriented to enhance and encourage travel to and through Lake Tahoe. The following are among the programs designed to promote visitor information to those who inquire about the South Shore:

### Lake Tahoe South Shore Travel Planner

2009 saw the return of the South Shore only Travel Planner. 50,000 copies were produced and distributed in the following ways:

- To fulfill requests for information generated by LTVA's advertising and website.
- At national and international trade shows attended by LTVA and its partners.
- At area Visitor Centers

An online version of the South Shore Travel Planner is also available at [BlueLakeTahoe.com](http://BlueLakeTahoe.com).

### BlueLakeTahoe.com Website

Visitor information and hotel and activities reservations options.

### News From Out of the Blue

Monthly consumer e-newsletter distributed to over 35,000 opt-in subscribers.

### What's Happening at Lake Tahoe's South Shore

Every week the LTVA creates an extensive list of all area events and activities which are occurring in the following two weeks. This is posted on the website, emailed to local hotels and motels, and printed and distributed through the Visitor Centers.

## Other Marketing Programs

### LTVA Wedding Co-op

The LTVA Wedding and Honeymoon Co-op program consists of an aggressive advertising/marketing campaign using a ratio of 90% online advertising to 10% print. Watercolor Memories is the primary fulfillment piece and is also available in downloadable format at [BlueLakeTahoe.com](http://BlueLakeTahoe.com).

### State Travel Planners

The LTVA maintains a presence in the California and Nevada travel planners and other collateral, extending reach into national and international markets through both states' tourism promotion efforts.

## SPECIAL EVENTS

The special events function is to coordinate efforts to maximize selling the Lake Tahoe South Shore destination as a venue for events that will generate room nights, general commerce, and promotional features.

Lake Tahoe South Shore has several signature events with solid attendance year over year, even in 2008-09 - not surprisingly since these events are niche driven, are a value proposition, and/or well established, like America's Most Beautiful Bike Ride, American Century Celebrity Golf Championship and the Lake Tahoe Marathon. But wanting to understand more about event-related visit specifics and behavior, the LTVA undertook a research program of attendees. Surveys were conducted at various special events throughout the summer of 2009. While the research did not include non-attendees who may have added dimension to the results, the information gleaned validates the 2010 strategic direction to support events in a more substantial way.

- Approximately 70% of those surveyed live in CA, 20% in NV
- 29% of the CA attendees live in the Bay Area, 27% in Sacramento
- Of event attendees, 55% were overnight visitors
- Overall length of stay was 2.7 nights
- Overall party size was 2.9 persons
- 11% indicated this was their first time visiting the destination, suggesting that events appeal to repeat visitors.
- 68% said the event was very important in the decision to visit.
- 95% indicated they were aware of the event prior to leaving home.
- The source of awareness was 34% internet, 15% TV and 11% email.
- 94% indicated they would definitely/probably return for future events.

### Events 2009

#### Blue Fire & Ice - A Family New Year's Eve Celebration

Drew 400-500 people to a family event at Ski Run Marina that featured fire dancers, magicians, ice carving and live music.

#### Lake Tahoe South Shore Geocaching Treasure Hunt

The fourth anniversary doubled participation from 2008.

#### Lake in the Sky Star Spangled 4<sup>th</sup> Fireworks Display

Renegotiated contract and saved \$110,000 on the combined shows. Reduced per minute cost from \$8,500 to \$7,100.

#### American Century Celebrity Golf Tournament

Tournament set an attendance record with more than 37,000 spectators, an increase of almost 20% over prior year. Recruited 347 volunteers.

#### Celebrity Golf Media Results:

- Media coverage estimated at \$5 million and generated a reach of more than 300 million
- 10 separate national Associated Press stories before and during the event, Sports Illustrated, TNT, the Golf Channel, ESPN, NFL.com had reporters on-site.
- Television broadcast alone was worth over \$3 million. NBC saw a positive increase in ratings on the days the tournament aired. Saturday's ratings were up 50% from a year ago and Sunday's were up 11% from 2008.
- Charity - The event raised over \$170,000 for local charities: Three charities received \$30,000 each to help keep their doors open throughout the year: Bread & Broth; Boys & Girls Club of Lake Tahoe and Tahoe Youth & Family Services. Ten other charities received a portion of the remaining \$70,000. These figures do not include the money made at the tournament by Soroptimists or school groups.

#### Labor Day Fireworks Show

Despite budget shortfall, this show was produced with added support from the South Lake Tahoe Tourism Improvement District.

## PUBLIC RELATIONS

A public relations program offers a variety of dimensions in an effort to address specific audiences. Because audiences differ in how they prefer to best communicate, each will require specific and focused messages delivered through varying mediums. (i.e. multi-media news releases, phone calls, personal interviews and visits, etc.) The LTVA conducted viable and productive public relations' efforts in several identified markets including, but not limited to: Local constituents, targeted groups, national travel industry writers and travel publications.

The LTVA retains Weidinger Public Relations to execute a comprehensive national and regional media communications plan to keep Lake Tahoe brand awareness high in targeted markets through influential media. In 2008, WPR implemented a social media component utilizing Linked In, Twitter and Facebook.

The Lake Tahoe Facebook page now has over 62,000 fans.

### 2008-09 PR highlights include

- Weather Channel (91,000,000 impressions) live broadcast
- CNN.com (circ 28,000,000) and MSNBC (circ 38,000,000) Posted Health's Magazine Top 10 Healthy Beach/Lake Getaways – Zephyr Cove Resort
- MSNBC (38,000,000 circ) Best July 4th Fireworks
- Telemundo (263,350 impressions per segment) and American Airlines in-flight video (8,000,000 impressions)
- USA Today (circ 2,300,000) 10 Great Places to exercise your sense of adventure
- Health Magazine (circ 1,400,000) Top 10 Healthy Beach/Lake Getaways
- Travel & Leisure (75,000 circ) Best July 4th Fireworks

Advertising equivalency is estimated at \$3,265,240.

ROI on public relations is greater than 40:1.

## LOOKING AHEAD

Even with the challenges of the year, the board, committees and staff are to be commended for their forward thinking and their commitment to the process of organizational evolution that helps us stay nimble in a very volatile tourism environment. The strategic planning calendar put in place last year has guided us and helps us maintain the momentum to carry us into 2010 with a solid foundation from which to position Lake Tahoe South Shore for the next two years.

In our next report, you can expect to learn about the ambitious differentiation and repositioning of the destination in our primary markets, as well as how our strategic plan direction relies on a community-based marketing concept, utilizing local experts to enhance the destination through social marketing.

You'll be able to navigate to our new visitor information URL, [TahoeSouth.com](http://TahoeSouth.com), and click through the new website filled with information to entice visitors to choose South Shore and book their vacation with us. On our new community-based website, [LTVA.org](http://LTVA.org), you'll be offered regular communication about our activities, find resources for your business planning, and learn about partner opportunities. This site will be up and running in the New Year.

Our partnership with the Lake Tahoe South Shore Chamber of Commerce will facilitate an official and meaningful recognition of our geotourism assets, culminating in a series of special events celebrating the regions unique and rich resources. And finally, we'll have results from several new special events aimed at driving incremental visitation.

While 2008-09 certainly challenged the best of us, we look forward to 2010 and the opportunity to work on your behalf, driving awareness and visitation to our great destination.

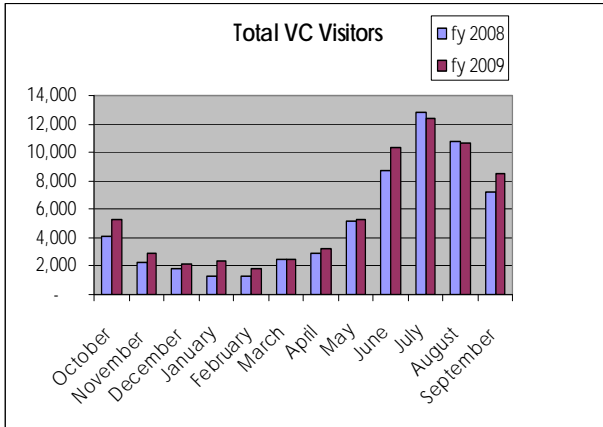
# VISITOR CENTERS

The LTVA operates South Shore Visitor Centers at:

- 3066 Lake Tahoe Blvd., South Lake Tahoe, CA
- 169 Hwy 50, Stateline, NV
- 3180 Hwy 50, Meyers, CA (May through October)

This Visitor Center is operated seasonally under a partnership agreement between the LTVA, the US Forest Service and the California Tahoe Conservancy.

In FY 08/09 the three LTVA Visitor Centers served almost 68,000 visitors, an increase of 11% over prior year.



Since assuming the running of the Visitor Center at 3066 Lake Tahoe Blvd., the LTVA has continued the tradition of the annual Community Tree and Menorah Lighting, which takes place on the first Friday of December each year. In 2008 the event was attended by more than 400 locals and visitors who enjoyed music, refreshments, sleigh rides and pictures with Santa. This was made possible, in part by the generous donations of many local businesses.

# ELECTRONIC MARKETING

Electronic Marketing is an integral component of the marketing, advertising, public relations and sales programs of the LTVA. EM inventories, manages, delivers and markets Lake Tahoe's tourism assets via best practices in business and web-based technologies.

The Lake Tahoe Visitors Authority Electronic Newsletter is emailed each month to over 35,000 opt-in subscribers. Included are special offers, special events and two featured properties. On average we see a 15% increase in visits to the website on the day that the newsletter goes out. The average open rate for the newsletter is 16%, with summer months peaking at 20%.

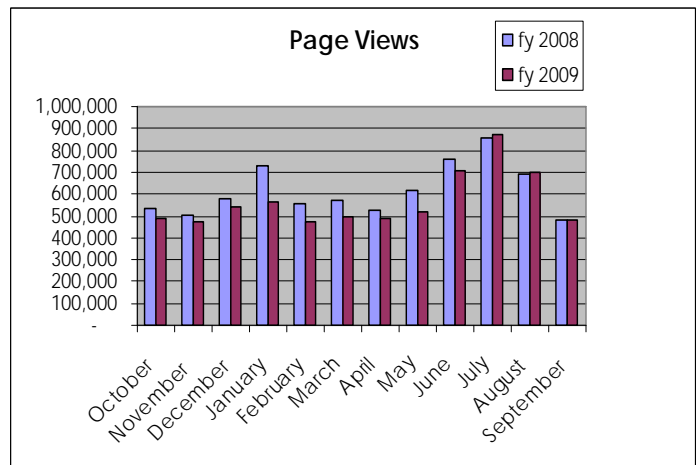
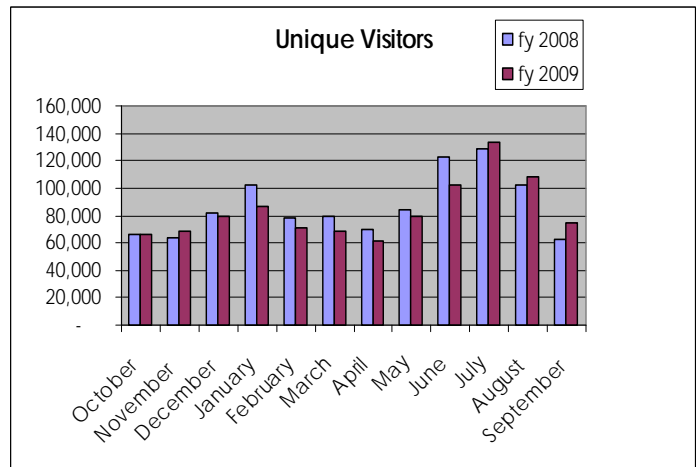
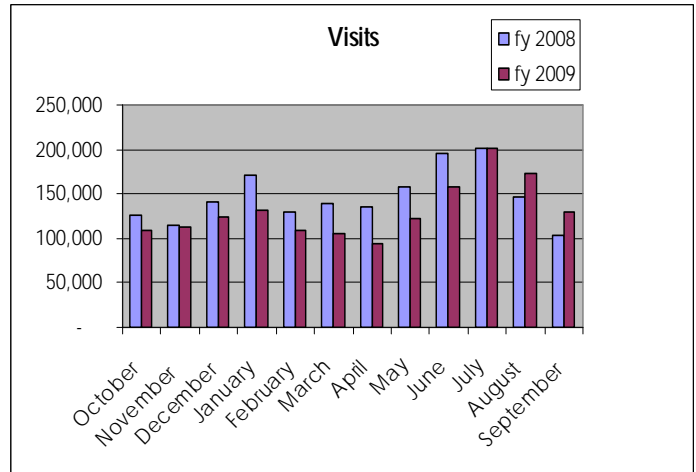
# Social Media

**FACEBOOK:** LTVA's Facebook Page has over 62,000 Fans who enjoy receiving updates on South Shore specials, weather and events.

**TWITTER:** LTVA's Twitter Page has over 600 followers, including regional and national media outlets as well as travelers who enjoy getting up-to-the minute alerts about Lake Tahoe South Shore.

# BlueLakeTahoe.com Web Traffic

Summer campaign media vehicles were in place as of mid-May (for more on advertising see the Summer Campaign). TV=80 spots in May, 300 in June/July. SEM and Banner ran mid-May-end of August. Note significant up tick in website visits, unique visitors and page views beginning in July, indicating momentum and positive impact of campaign.



# LTVA STRATEGIC ALLIANCES

## GOVERNMENTAL

California Travel and Tourism Commission  
City of South Lake Tahoe  
Douglas County, Nevada  
Nevada Commission on Tourism  
South Lake Tahoe Tourism Improvement District  
Tahoe Douglas Visitors Authority  
U.S. Forest Service/California Tahoe Conservancy

## REGIONAL TOURISM

El Dorado County Tourism Authority  
High Sierra Visitors Council  
Lake Tahoe Gaming Alliance  
Lake Tahoe South Shore Chamber of Commerce  
Lake Tahoe Wedding & Honeymoon Association  
North Lake Tahoe Resort Association  
Regional Marketing Committee  
Reno-Tahoe Territory  
Reno-Tahoe Meetings Co-op  
Sierra Ski Marketing Council  
Ski Lake Tahoe  
South Lake Tahoe Lodging Association

## NATIONAL/INTERNATIONAL TOURISM

American Bus Association (ABA)  
American Society of Association Executives (ASAE)  
California Society of Association Executives (CSAE)  
California Travel Industry Association (CALTIA)  
National Tour Association (NTA)  
U.S. Travel Association (formerly TIA)  
Western Association of Convention & Visitors Bureaus (WACVB)



## BOARD OF DIRECTORS

The LTVA Board of Directors is comprised of business professionals representing our funding sources' constituencies and who have the experience and willingness to serve the community beyond the scope of their demanding schedules and responsibilities. Their volunteer responsibility includes steering company policy, building relationships with local government, interpreting the needs and interests of the community to the agency and staff, and determining the future course of the LTVA's mission.

## EXECUTIVE COMMITTEE

**CHAIRMAN:** PATRICK RONAN  
**VICE CHAIRMAN:** BLAISE CARRIG  
**TREASURER/SECRETARY:** JOHN KOSTER

## BOARD MEMBERS

**CITY OF SOUTH LAKE TAHOE**  
HAL COLE, City Council

**DOUGLAS COUNTY**  
NANCY McDERMID, County Commissioner

**TAHOE DOUGLAS VISITORS AUTHORITY**  
JOHN KOSTER, Harrah's/Harveys  
BLAISE CARRIG, Heavenly Mountain Resort

**SOUTH LAKE TAHOE TOURISM IMPROVEMENT DISTRICT**  
PATRICK RONAN, Tahoe Lakeshore Lodge & Spa  
JERRY BINDEL, Lakeland Village

**LAKE TAHOE SOUTH SHORE CHAMBER OF COMMERCE**  
PETER LOUGHLIN, Resort Sports Network

## STAFF

CAROL CHAPLIN  
**Executive Director**

SUE BARTON  
**Deputy Director**

MIKE FRYE  
**Sales & Events Manager**

ANNE SUTTERFIELD  
**Website and Operation Manager**

LIBBY BARKLEY  
**Accounting Manager**

AIMEE CHRISTENSEN  
**Administrative Assistant**

MARY SHELDON  
**Fulfillment Coordinator**

### Visitor Information Specialists

Carol Coniglio  
Paul Hubbell  
Madalyn Jenkins  
Michael Papa  
Justin Stanton

## CONTRACT SERVICES

Through September 2009  
MERINGCARSON & ASSOCIATES  
**Advertising Agency**

Present  
DUNCAN/CHANNON  
**Advertising Agency**

VISIONARY CONSULTING  
**Website**

WEIDINGER PUBLIC RELATIONS  
**PR Agency**

## MARKETING COMMITTEE

**John Wagnon**  
Heavenly Mountain Resort

**Mindi Befu**  
Sierra-at-Tahoe

**Ward Bullard**  
Harrah's/Harveys

**Bill Cottrill**  
Embassy Suites Lake Tahoe Hotel & Ski Resort

**Michael Newberger**  
Lakeland Village Beach & Mountain Resort

**Margie Maxhimer**  
Lakeside Landing/Top Drawer

**Bryan Davis**  
Edgewood Tahoe

**Mike Donovan**  
MontBleu Resort Casino & Spa

## SALES COMMITTEE

**Steve Lowe**  
Harrah's/Harveys

**Scott Craig**  
Riva Grill

**Rich Bodine**  
Inn by the Lake

**Warren Martineau**  
Forest Suites Resort

**Eric Rhodes**  
Sierra-at-Tahoe

**Corinna Osborne**  
Horizon Casino Resort

**Lynsey Wright**  
Heavenly Mountain Resort

## PUBLIC RELATIONS COMMITTEE

**Austin Sass**  
ARAMARK

**Russ Pecoraro**  
Heavenly Mountain Resort

**John Packer**  
Harrah's/Harveys

**Phil Weidinger**  
Weidinger Public Relations

**Bryan Davis**  
Edgewood Tahoe

**Kirstin Cattell**  
Sierra-at-Tahoe

