



Dear Prospective Member:

The North Lake Tahoe Chamber of Commerce is proud to be the area's largest business and community organization network. We offer the most benefits and services of any business organization in the region. We want to serve you as a valued member of our network!

### Benefits of Membership

- Free listing on our Chamber Web site, with a direct link to your business or community organization.
- The opportunity to place information about your business or organization in our Chamber information centers in Tahoe City and Incline Village; also in Kings Beach (summer only).
- Free listing in our annual Business Directory (alphabetically and by service or product category), and a free subscription to the **Advocate**, our Chamber newsletter.
- Business referrals - it is the policy of the North Lake Tahoe Chamber of Commerce to refer and recommend our members first!
- Free promotional opportunities in our weekly Chamber E-Mail Blast to members, plus special member rates for other business to business promotions.
- Chamber seminars, workshop and other educational programs, most offering special pricing for members, including our **chamberEDucation** series.
- Regular business and networking opportunities, including mixers throughout our membership service area, ribbon-cuttings at member businesses, annual summer and winter recreation luncheons, quarterly luncheon programs in Incline Village, the Annual Chamber Community Awards Dinner; plus other special programs and events throughout the year.
- The opportunity to post job openings on our Chamber Web site or to request a direct link from our Web site to your on-line job listings.
- The opportunity for additional exposure through our active regional and national public and media relations program (conducted in partnership with the North Lake Tahoe Resort Association).

Every day, we're actively engaged in executing our mission: *to take specific actions to help improve opportunities for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.* Join our Chamber network today!

Yours in service,

A handwritten signature in cursive script that reads "Steve Teshara".

Steve Teshara, Executive Director  
530-581-8739  
stevet@PureTahoeNorth.com

A handwritten signature in cursive script that reads "Kym Fabel".

Kym Fabel, Manager  
530-581-8764  
kym@PureTahoeNorth.com

A handwritten signature in cursive script that reads "Whitney Parks".

Whitney Parks  
Newsletter Coordinator/Web Master  
530-581-8700  
whitney@PureTahoeNorth.com



## **NORTH LAKE TAHOE CHAMBER OF COMMERCE**

### **WHO WE ARE AND WHAT WE DO**

The North Lake Tahoe Chamber of Commerce has a long and accomplished history of service to its members and community. As established in the adopted Chamber Business Plan, the primary role of the Chamber is *to take specific actions to help improve opportunities for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.* The North Lake Tahoe Chamber of Commerce is a non-profit corporation registered to do business in both California and Nevada. The Chamber operates under the umbrella of the North Lake Tahoe Resort Association (NLTRA), which is also a non-profit corporation registered in both California and Nevada. The NLTRA is an association of related and coordinated services provided to members, partners and the community at large. In addition to the North Lake Tahoe Chamber of Commerce, these services include the marketing functions of the Tahoe North Visitors and Convention Bureau (NLTRA Tourism Division). The NLTRA also serves as a partner with Placer County and other local agencies and organization in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work the NLTRA developed and adopted the *North Lake Tahoe Tourism and Community Investment Master Plan* (July 2004), which has also been adopted by the Placer County Board of Supervisors.

### **OUR COMMITMENT**

The North Lake Tahoe Resort Association, North Lake Tahoe Chamber of Commerce and the NLTRA Tourism Division strive to provide the highest standards of member and customer service, consistent with the principles of the North Lake Tahoe-Truckee Welcoming Places Initiative. We are committed to incorporating member and public input into our decision-making and to the goals of public outreach and education. We are also committed to the goals of environmental and economic stewardship as set forth in the *North Lake Tahoe Tourism and Community Investment Master Plan.*

### **BOARD OF DIRECTORS AND COMMITTEES**

The North Lake Tahoe Resort Association and its functions are guided by a 12-member Board of Directors, nine of whom are elected to specific seats by the membership of the North Lake Tahoe Chamber of Commerce. Three members are appointed by specific appointing entities, as set forth in the NLTRA's adopted bylaws. The NLTRA has five standing committees and one subcommittee, comprised of Board and community members. The committees are: Chamber of Commerce Advisory Committee, Marketing, Transportation, Infrastructure, Finance and the Lodging Subcommittee. For more information about the NLTRA, visit [www.nltra.org](http://www.nltra.org).

**[NorthLakeTahoeChamber.com](http://NorthLakeTahoeChamber.com)**

**North Lake Tahoe's #1 Resource for Business and Community Information**

### **CHAMBER OF COMMERCE/ NLTRA BOARD**

Alex Mourelatos  
Chair

Ron McIntyre  
Vice Chair

Deb Dudley  
Treasurer

Dan Tester  
Secretary

### **CHAMBER STAFF**

Kym Fabel  
Manager  
530-581-8764

Whitney Parks  
Newsletter Coordinator/  
Web Master  
530-581-8700

### **NLTRA SENIOR MANAGEMENT TEAM**

Steve Teshara  
NLTRA President & CEO  
Executive Director  
North Lake Tahoe  
Chamber of Commerce  
530-581-8739

Andy Chapman  
Director of Tourism  
530-581-8709

Sally Lyon  
Chief Financial Officer &  
Director of Human  
Resources  
530-581-8726

Ron Treabess  
Director of Community  
Partnerships & Planning  
530-581-8735

Sarah Holster  
Executive Assistant  
530-581-8727



## MEMBERSHIP

### FULL MEMBERSHIP

Open to any business with a location in or doing business in the North Lake Tahoe Chamber of Commerce/North Lake Tahoe Resort Association (NLTRA) membership area (greater North Lake Tahoe-Truckee area). Individuals may also be full members of the Chamber. Full membership includes full voting rights and all member benefits.

### AFFILIATE MEMBERSHIP

Open to any individual, non-profit organization or agency interested in the affairs and communications channels of the North Lake Tahoe Chamber of Commerce and North Lake Tahoe Resort Association. Affiliate members do not have voting rights, but have other rights and member benefits as defined for Affiliate Members.

### MEMBERSHIP ENROLLMENT

\_\_\_\_\_  
Name of Business/Association

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Physical Address

\_\_\_\_\_  
Business Telephone

\_\_\_\_\_  
Business Fax

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website

Business License  Yes  No    Number of Employees \_\_\_\_\_

Description of Business and Services Offered

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ANNUAL INVESTMENT SCHEDULE 2009

### FULL VOTING MEMBERSHIP

Small Business (1-5 Employees) . . . . .	<b>\$210</b>
Small Business (6-10 Employees) . . . . .	<b>\$225</b>
Large Business (11+ Employees) . . . . .	<b>\$325</b>
Large Corporate Outlets (Banks, Utilities) . . .	<b>\$550</b>
Individual (full member) . . . . .	<b>\$210</b>

### NON-VOTING AFFILIATE

Individual/Non-profit/Churches/ Associations/Affiliate Members . . . . .	<b>\$110</b>
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### ADDITIONAL BUSINESS OR BRANCH

LOCATION(S) OF MEMBER . . . . .	<b>\$110</b>
<i>Per additional location</i>	

**CONFERENCE MEMBERSHIP (non-lodging) \$275**

**CONFERENCE MEMBERSHIP (w/lodging) . . \$550**

**NEW MEMBER SET-UP FEE . . . . . \$25**

**JOIN NOW!**

Contact Kym Fabel, Chamber  
Manager at 530.581.8764 or  
via e-mail at  
[kym@PureTahoeNorth.com](mailto:kym@PureTahoeNorth.com)

