



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 website, 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, Incline Village and 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, workshops and other educational programs including our **chamberEDucation** series, offering special pricing for members.
- Regular business and networking opportunities, including mixers throughout our membership service area, ribbon-cuttings at member businesses, annual summer and winter recreation luncheons, quarterly luncheons, the Annual Chamber Community Awards Dinner; plus other special programs and events throughout the year.
- The opportunity to post job openings on our Chamber website or to request a direct link from our website 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 black ink that reads "Ron Treabess".

Ron Treabess, Interim Executive Director
Kym Fabel, Manager

530-581-8735
Ron@PureTahoeNorth.com

A handwritten signature in black ink that reads "Kym Fabel".

530-581-8764
kym@PureTahoeNorth.com

A handwritten signature in black ink that reads "Emily Sullivan".

Emily Sullivan
Newsletter Coordinator/Web Master
530-581-8700



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.

NorthLakeTahoeChamber.com

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

CHAMBER OF COMMERCE/ NLTRA BOARD

Ron McIntyre
Chair

Phil GilanFarr
Vice Chair

Ron Parson
Treasurer

Deanna Gescheider
Secretary

CHAMBER STAFF

Kym Fabel
Manager
530-581-8764

Emily Sullivan
Newsletter Coordinator
Web Master
530-581-8700

NLTRA SENIOR MANAGEMENT TEAM

Ron Treabess
NLTRA President & CEO
Executive Director
North Lake Tahoe
Chamber of Commerce
530-581-8735

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

2011-2012



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 2011-2012

FULL VOTING MEMBERSHIP

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

NON-VOTING AFFILIATE

- Individual-no business/Non-profit/Churches/
Associations/Affiliate Members \$110

ADDITIONAL BUSINESS OR BRANCH

- LOCATION(S) OF MEMBER \$110
Per additional location

- 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

