

# ABOVE 6000'

BUSINESS WITH ALTITUDE | SPRING 2021 | VOL. 4 ISSUE 1

**COMMUNITY PROJECT UPDATES**

**2020 TAHOE CHAMBER RECAP**

**2021 TAHOE CHAMBER INITIATIVES**

**LIFESTYLE: YOUR FIRST LINE OF DEFENSE**



## DECISIONS GUIDED BY VALUES AND GOALS

by Steve Teshara, Tahoe Chamber CEO

Chamber programming and decisions are based on a variety of inputs - communications with members, the recommendations of Chamber committees, and the actions of our board of directors. Fundamentally, we are guided by our core values, core competencies, and strategic goals. These include:

- Committed to action and continuous improvement in support of our members and community.
- Understanding the value of partnerships in achieving our Vision and Mission.
- Professionally deliver on our commitments to action and partnerships.
- Be recognized throughout the region as a thoughtful, active and influential voice for the needs and contributions of the South Shore business community.

One year ago, we had just released our Tahoe 2025: A South Shore Community Vision when the COVID-19 shutdown was ordered less than a week later. Grappling with the pandemic and its impacts changed so many things, but it did not alter our commitment to our members and community. In fact, it strengthened our resolve to serve and support.

We immediately transitioned to virtual programs and educational forums that provided vital information to business owners so that they could make informed decisions quickly. We helped businesses understand the CARES Act federal Paycheck Protection Program and Economic Injury Disaster Loans and connected them to a variety of agencies that worked with



them through the process. We successfully advocated for financial assistance programs from the City of South Lake Tahoe and through El Dorado and Douglas counties. We created the COVID-19 Business Resource Guide on the homepage of our website so businesses could easily access the most up to date information on current regulations, operational guidance and assistance programs. There was so much information our businesses needed to know and the Tahoe Chamber was there to help.

As we advance into 2021, our focus is on economic and community recovery from the pandemic and continued advocacy in support of the vision document. We will continue to seek and secure resources to help businesses rebound from the impacts of COVID-19 and respond to the changing needs of the community we serve. We will focus renewed attention on the needs of those in our workforce, including workforce development and affordable housing.

Our Board has endorsed several new initiatives, including a quarterly Women in Leadership roundtable and monthly Town Hall forums. For more information about our 2021 Tahoe Chamber initiatives, please see page 9 and be sure to join us for our State of the South Shore address on February 25th.

## TAHOE CHAMBER STAFF

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### JORDAN LUGIBIHL

Layout & Design

Colorado Mountain News Media

## MEET THE BOARD

The Tahoe Chamber Board of Directors is comprised of 15 business leaders who are dedicated to driving a vibrant economy and supporting the South Shore's diverse business community.



### BOB ANDERSON

Chair, Fromarc Insurance Agency

**FRANK GERDEMAN**  
ADVANCE

### TIFFANY ZABAGLO

Chair-Elect, Lake Tahoe Resort Hotel

**JAMES GRANT**  
Heavenly Mountain Resort

### LYNDSAY BRYANT

Immediate Past Chair  
Lake Tahoe, Boat Rides

**DARIN HAWORTH**  
Summit to Shore  
Chiropractic

### ANDREA DREW

Treasurer, Drew Consulting, Inc.

**LUCAS HUFF**  
Bently Heritage Distillery

### ALLEGRA BOYD

Individual Member

**KEN JILLSON**  
Alling & Jillson Attorneys

### BRAD DEEDS

Lake Tahoe Community College

**NATASHA SCHUE**  
Barton Health

### SCOTT FAIR

NAI Tahoe Sierra

**JUDE WOOD**  
Boys & Girls Club of Lake Tahoe

### ROB GALLOWAY

Tahoe Daily Tribune

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Cover photo by Vail Resorts

Thank you to our Chairman's Circle Platinum Members for making Above 6000' possible:



# ENHANCE YOUR ECOMMERCE WEBSITE

## OPTIMIZE YOUR LAYOUT

Your website is your new storefront, and it must provide the same level of experience to your customers as your brick-and-mortar location. A simple, intuitive layout with clear navigation and product pages provides the useful information potential buyers need to make a decision, and clear calls-to-action make purchasing simple. When auditing your site, remember that the more steps you can remove from the buying process, the more you increase chance that users will make a purchase.

## CREATE ENGAGING CONTENT

You might have added ecommerce to your website, but that doesn't mean your content should consist only of product descriptions and calls to action. In order to attract traffic and engage a long-term user base, you need more enticing content. Add a blog section to the site and keep it regularly updated with industry information, new products and offerings, and behind the scene looks at your business and team. Your blogs, paired with enticing visuals and targeted keywords, can help you communicate your expertise, boost SEO, and attract customers.

## FOCUS ON LOCAL SEO

Now that you've optimized your website, you need to reach your targeted audience. Learning search engine optimization strategies can feel overwhelming, so start small and build your knowledge. Focusing on Local SEO, and specifically your Google My Business (GMB) Profile, will help promote the visibility of your business online for free. Make sure you claim your GMB listing and fill out all your business information, including new COVID-19 operations and distinguishing features. As customer reviews and questions come in, respond in a timely matter to boost your online presence and connect with local customers.



## BOOST TRAFFIC WITH [GOLOCALTAHOE.COM](https://gocalaltahoe.com)

The Tahoe Chamber launched the NEW GOLocalTahoe.com website to act as a one-stop, local shopping and dining guide for residents and visitors. The new site features South Shore restaurants and retailers in a user-friendly digital marketplace that helps drive traffic directly to business websites, while also educating visitors on the importance of spending locally.

If your business hasn't joined the new site, please contact [info@tahoechamber.org](mailto:info@tahoechamber.org) to be added.



# FACES OF RESILIENCE

COLD WATER BREWERY & GRILL »  
TAHOE SPORTS FISHING »



COACHMAN HOTEL »



OVERLAND MEAT »  
& SEAFOOD CO.



EMANATE GALLERY »  
THIRD MAN TAPHOUSE »



GAIALICIOUS »

SOUTH LAKE  
BREWING COMPANY »





# 2021 COMMUNITY PROJECT UPDATES

Each year, working with our Tahoe Chamber Government Affairs Committee and Board of Directors, we identify a number of advocacy priorities. For 2021, these include:

## HOUSING

### SUGAR PINE VILLAGE

The lack of adequate, affordable local housing is a major concern for both business owners and members of our workforce. To quantify the need for all types of housing, Tahoe Chamber was an engaged participant in developing the South Shore Region Housing Needs and Opportunities report (October 2019) and the subsequent South Shore Housing Action Plan (Spring 2020).

One of our current housing advocacy priorities is Sugar Pine Village, a proposed mixed use affordable community to be constructed on State of California property just west of the South Tahoe “Y”. The project is being designed to support active transportation, encouraging biking, walking, access to transit and connections with nearby trails for residents and their families. Currently in the planning and design phase



SUGAR PINE VILLAGE

and securing the required permits, the 248 units are to be constructed in two phases, starting in May 2022 with the full project scheduled for completion in the fall of 2024.

## RECREATION AND COMMUNITY INFRASTRUCTURE

### ENVISION 56 ACRES

There is a great deal of community enthusiasm as the City leads development of a Master Plan for the so-called “56-acre tract” in the mid-town area across from Lake Tahoe. This area will

also be home to the new City Recreation and Aquatic Center. Dubbed Envision 56, plan development is a collaboration between the City of South Lake Tahoe, El Dorado County, and the California Tahoe Conservancy to create a signature recreation and civic space in the heart of the South Lake Tahoe.

A series of workshops will be held this year to solicit input from the public. The Tahoe Chamber, and many of our members, will be participants in the planning process.

## ARTS, ENTERTAINMENT, AND CULTURE

### TAHOE SOUTH EVENTS CENTER

The Tahoe South Events Center is a transformational project intended to significantly elevate our region as an arts, entertainment and cultural destination. Funding for the construction of this 132,000 square foot center has been secured from a variety of authorized sources. Preliminary site work began last summer and construction will accelerate this spring, with completion



ENVISION 56 ACRES



TAHOE SOUTH EVENT CENTER

## 2021 COMMUNITY PROJECT UPDATES CONT.

scheduled for some time in 2023. Tahoe Chamber was a consistent advocate during the planning and project approval process, the process of securing funds, and is committed to help ensure the project remains on schedule for its grand opening.

The market analysis for this project found that the center could host approximately 130 events per year, including sports tournaments, up to 30 concerts annually, and cultural events, as well as corporate and association meetings, banquets, and receptions serving up to 1,200 attendees. The facility will be owned and operated by the Tahoe Douglas Visitors Authority (TDVA). You can take a virtual tour of the Tahoe South Events Center by visiting the TDVA website at [tahoedouglasva.org](http://tahoedouglasva.org)

### NEIGHBORHOOD INFRASTRUCTURE

#### KAHLE DRIVE COMPLETE STREETS PROJECT

In addition to supporting multi-modal and other improvements along US 50 and other major South Shore roadways, Tahoe Chamber is an advocate for transforming key local streets that serve neighborhoods into "Complete Streets." A great local example is the Sierra Boulevard Complete Streets project finished by the City of South Lake Tahoe in the fall of 2019.

There is no singular design prescription for Complete Streets; each one is unique, responding to the needs and context of the community in which they are located. Typically, they



include sidewalks, bike lanes, and other features that create a more livable, multi-modal community.

Kahle Drive is the main street serving the Oliver Park neighborhood of Lower Kingsbury. It was never constructed properly. It lacks proper drainage, has no sidewalks or other safety features for pedestrians or cyclists. The design to transform Kahle Drive into a complete street is nearly

complete and proponents are seeking the final funding necessary to prepare the final design and construct the project. Tahoe Chamber is proud to be one of the project proponents. The Kahle Drive complete streets project is a centerpiece of the larger Expanded Kahle Drive Vision that will provide a blend of Class 1 multi-use trails and sidewalks that safely link Stateline, Lower Kingsbury and Elks Point Road along the US 50 corridor.

## Level UP Webinar Series

The Level UP Webinar Series will bring the latest business resources and topics to the South Shore business community to assist members as they navigate the unprecedented pandemic.

#### FEBRUARY TOPIC

##### Taking Your Business Online- Are You Ready?

February 17 | 1:00 – 2:30 PM  
Facilitated by Lani Lott,  
President of L. L. Consulting

#### UPCOMING DATES

March 17th  
April 21st  
May 19th



Upcoming topics will include digital marketing, workplace wellness, customer service, and employee training.

**Save the date and register on [tahoechamber.org](http://tahoechamber.org).**

# MEMBER OUTREACH OPPORTUNITIES

*Right now, it's crucial to make sure we are using the connections we have as members of the Chamber. Keeping Tahoe money in Tahoe is imperative to our continued economic growth and our ability to bounce back after this pandemic. There are a couple of easy-to-use resources as part of your Tahoe Chamber Member Portal that can help us help each other.*



## POST MEMBER-TO-MEMBER DEALS

Now is a great time to tell your fellow members what services or goods you might have that you can sell, share, or trade. You can upload deals to run for a certain amount of time through your member portal. Posting deals is a great way to work and partner with your fellow members!



## CREATING A JOB POSTING

With so much uncertainty around staffing at the moment, local businesses need extra help finding good folks to keep their teams running. As a member, you can post any job you are trying to fill, and after approval, the position will be posted to our site for any potential jobseeker to find!



## UPLOADING YOUR EVENTS

While most of us are still missing in-person events, this is a great way to utilize our communal calendar to shout out what your business has going on! Have a deal of the day? Celebrating a Customer Appreciation Day or Anniversary? Upload your event! We regularly approve all submissions, so make sure to include yours.

**Contact [Zach@TahoeChamber.org](mailto:Zach@TahoeChamber.org) for more member opportunities**



# Jimm's

15% Local's Discount

Amazing lake views and outdoor patio seating

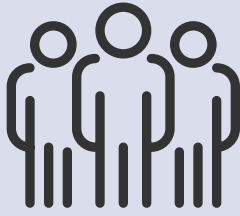
Happy Hour: 3pm-5pm, 7 days a week  
discounted drinks and food

Brunch: 7am-3pm, 7 days a week

4104 LAKESHORE BLVD. SOUTH LAKE TAHOE, CA 96150    530.541.5263    THELANDINGTAHOE.COM



# 2020 CHAMBER RECAP



## MEMBERSHIP

**47** New Members  
**534** Total Members  
**91%** Membership Retention Rate  
(85.6% is the industry average)



## MEMBERSHIP SURVEY SUMMARY

Over **90%** of our membership thinks we are excelling at:

- Being a proven hub of reliable information
- Keeping up with the times and changing business needs
- Being a trusted convener leaders and influencers



## THE DIGITAL REPORT

(Tahoe Chamber, GO Local Tahoe, Sample the Sierra)

**Constant Contact Subscribers: 1,802**  
**Followers**

- Facebook: **9,086**
- Instagram: **3,560**
- Twitter: **4,272**

**Website Traffic: 150,075**

## COVID-19 RESPONSE

Since the beginning of the COVID-19 pandemic, the Tahoe Chamber team has worked continuously to gather and share resources, create new virtual programming, and offer support and advocacy for our local businesses.

**Virtual Town Hall Meetings: 29**

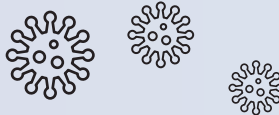
**Special COVID-19 Industry Meetings: 35**

**COVID-19 Check-in Calls to Members: 506**

**Level UP Webinars: 11**

**Tahoe Chamber COVID-19 Business Resource Page Views: 4,945**

**Businesses Provided Personal Protective Equipment: 114**



The Tahoe Chamber's partnership with the Sierra SBDC contributed to serving **94 business clients** from the South Shore, which resulted in **306 business coaching hours** during the fiscal year.



The Tahoe Chamber helped to shape the **Resilience Fund Tahoe** and the **Small Business Relief Fund** through the El Dorado Community Foundation.

## SIGNATURE EVENTS AND PROGRAMS



### SAMPLE THE SIERRA

The 11th Annual Sample the Sierra festival went virtual to feature Sierra Nevada businesses with a week long of promotions.

- **54 Businesses** Participated
- **3,100 Viewers** of the 9th Annual Sierra Chef Challenge



### BLUE RIBBON AWARDS

The 13th annual Blue Ribbon Awards celebrated and honored South Shore businesses, professionals and non-profits

- **190** Nominees
- **9** Award Recipients



### GO LOCAL TAHOE

The new GOLocalTahoe.com website launched in November to be a one-stop guide to local shopping and dining and host the annual GO Local & Win Holiday contest.

- **\$39,134** of Local Spending Submitted
- **71** Participating Businesses



# 2021 TAHOE CHAMBER INITIATIVES

In 2021, Tahoe Chamber is committed to actions that support the economic recovery of our businesses and the community we serve. We will continue to serve as a CATALYST for strengthening business and community resiliency, a CONVENER of leaders and influencers as partners in this work, and a CHAMPION for the resources necessary to support resiliency

We will continue to produce our educational programs designed for all businesses, and creatively work to bring people back together safely at our signature events. In response to the current needs of our community due to the COVID-19 pandemic, we are launching some new programs in 2021 and bringing some important resources back.



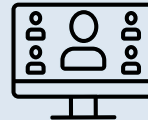
## **WOMEN IN LEADERSHIP**

The Women in Leadership meetings will help to address and find solutions to the devastating impact of COVID-19 on women in the workplace, further exacerbated by the lack of adequate child care and family support.



## **VIRTUAL TOWN HALLS**

The monthly Virtual Town Hall series will address the key areas of focus in the Vision 2025 document with updates from local experts and a dialogue with the community.



## **LEVEL UP WEBINARS**

The Level UP Webinar Series will continue to cover a variety of timely topics in response to the needs of the business community and their employees.



## **LEADERSHIP LAKE TAHOE**

The Leadership Lake Tahoe Program will return in 2021 to support future leaders through a comprehensive program designed to increase knowledge and awareness of community challenges.

## **TAHOE 2025, A SOUTH SHORE COMMUNITY VISION**

In the fall of 2019, Chamber representatives began the process of soliciting input from local government officials, public agencies, non-profit groups, and other key stakeholders. With guidance from our community vision, the Tahoe Chamber will focus on the following initiatives in 2021.



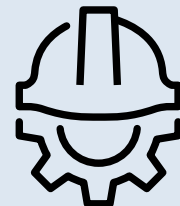
## **ECONOMIC RECOVERY**

- Connect businesses with local, state, and federal grant and loan programs
- Provide timely information, resources and assistance in support of recovery
- continue acting as a catalyst for new and expanding programs to stimulate the local economy



## **AFFORDABLE HOUSING**

- Continue working as an active member of the Housing Tahoe Partnership to advocate for affordable housing planning and project implementation
- Support the community outreach and planning phases of the Sugar Pine Village project



## **COMMUNITY INFRASTRUCTURE IMPROVEMENTS**

- Promote and convene local organizations to advance key infrastructure projects including 56-acre Master Plan, new City Recreation and Aquatics Center, and the Tahoe South Events Center
- Participate in consensus-based efforts to develop a new source of sustainable transportation revenue to fund the TRPA's Regional Transportation Plan update

## RENEWING MEMBERS: OCTOBER-DECEMBER

### 30+ Years

Best Western Station House Inn  
Lake Tahoe Golf Course  
South Tahoe Association  
of REALTORS  
Tahoe Telephone Directories  
Rollston, Henderson  
& Johnson, Ltd  
Chase Intl Distinctive Props.  
Bank of the West

### 20+ Years

Heavenly Valley Townhouse  
Association  
Mike's Chevron  
Forest Suites Resort  
H & R Block Tax Services, INC.  
Blue Ribbon Personnel Services  
Outside TV  
Meeks Bay Resort & Marina  
Fox & Hound Smokehouse  
Grill & Bar  
Freshies Restaurant & Bar

### 10+ Years

Elements Spa  
CALSTAR Air Medical Services, LLC  
Affordable Business Services  
Coldwell Banker Select Real  
Estate - Anthony Laurian  
4 Seasons Wedding Chapel  
Blue Sky Events  
Lake Valley Properties

Port of Subs #63  
South Tahoe Airpporter  
Barton - Tahoe Orthopedics  
& Sports Medicine  
Southwest Gas Corporation  
Dollar Signs and Graphics  
ALPINE SMITH, Inc.  
Marcus Ashley Galleries  
Lew Mar Nel's  
Wulstein Financial Services  
Brownstein/Hyatt/Faber/Schreck  
Tahoe Valley Townhomes  
Small Business Dev. Cntr  
Servpro of Carson City/Douglas  
County/South Lake Tahoe  
TechTastic  
Zephyr Point Presbyterian  
Conf. Center

### 5+ Years

Belfor Property Restoration  
Tahoe Resource  
Conservation District  
Tahoe Spirits, LLC  
Tahoe Fund  
Lake Tahoe Bleu Wave, LLC  
Lake Tahoe Resort Hotel  
Gunbarrel Tavern and Eatery  
Hatchback Creative  
FastFrame  
Artemis Lakefront Cafe  
Carpet Cops  
Lake Tahoe Business Services

Utility Telecom  
Kalani's at Lake Tahoe  
SellMyTimeshareNow.com  
Tahoe.com  
South Lake Brewing Company  
Sidellis Lake Tahoe

### 2+ Years

Tahoe Weekly  
The Loft  
Coachman Hotel Lake Tahoe  
Pacific Coast Iron  
The Crossing at Tahoe Valley  
WildHorseSite.com  
Lakeside Park Association  
Pacific Development Group  
Crazy Good Bakery and Café  
Emanate Gallery LLC  
Tahoe Perfect Workout  
Chase Bank  
Rah Hair Studio

### 1 Year

Tahoe Heartbeat  
Clearly Tahoe  
gastromaniac  
Zambelli Fireworks Mfg.  
Benko Art Gallery  
MacLean Financial Group

## NEW MEMBERS: OCTOBER- DECEMBER

Alpine Asset Management LLC  
Crepes & Craft  
Lake Tahoe Unified School  
District  
HVR Acquisitions LLC  
Marissa Fox (Individual  
Membership)  
Weavil Law PC  
KR Squared Productions  
Azul-Latin Kitchen  
Elevate Wellness Center  
Tahoe Toys and Treasures  
Pacaso

*In each edition of Above 6000, we recognize our new and returning members from the previous quarter.  
Be sure to check out each edition to see all four quarters of Chamber Membership!*



# Thank You

# 2020 BLUE RIBBON AWARD WINNERS



The 13th Annual Blue Ribbon Awards Show aired on Lake Tahoe Television and local restaurants to celebrate and honor the 190 nominees and 9 award winning local businesses, non-profits, and professionals that make the South Shore such a unique community. Congratulations to all of our 2020 winners and nominees!

**TOURISM AWARD:** Clearly Tahoe  
**Honorable Mention:** Roundhill Pines Beach Resort

**ENTREPRENEUR AWARD:**  
Melinda Choy / Elevate Wellness Center  
**Honorable Mention:** Rachel and Greg Carlson / Black Bear Lodge

**CUSTOMER SERVICE AWARD:**  
Belen Urrutia / Sierra-at-Tahoe  
**Honorable Mention:** Cassidy Hoehn / Barton Health

**PUBLIC SERVICE AGENCY AWARD:** Kelley Edwards /  
City of South Lake Tahoe  
**Honorable Mention:** Brad Zlendick / Lake Valley Fire  
Protection District

**EXCELLENCE IN BUSINESS AWARD:** Overland Meat  
& Seafood Co.  
**Honorable Mention:** Sierra-at-Tahoe Resort

**COMMUNITY ENRICHMENT AWARD:** Boys & Girls  
Club of Lake Tahoe  
**Honorable Mention:** Bread & Broth

**NEW BUSINESS OF THE YEAR AWARD:** Blue Granite  
Climbing Gym  
**Honorable Mention:** High Mountain Greenery

**VOLUNTEER OF THE YEAR AWARD:** Katie Keith  
**Honorable Mention:** Carol Gerard

**TALLAC ACHIEVEMENT AWARD:**  
Lake Tahoe Community College Mobility

**AMBASSADOR OF THE YEAR AWARD:** Nicole Marsel



**NOMINATIONS NOW OPEN FOR THE 14TH ANNUAL BLUE RIBBON  
AWARDS ON [TAHOECHAMBER.ORG](http://TAHOECHAMBER.ORG)**



# BOOST BUSINESS WITH THE GO LOCAL TAHOE CARD

You are invited to join the GO Local Tahoe E-Gift Card program to drive revenue at your business at no-cost to you. The Tahoe Chamber and City of South Lake Tahoe have partnered to launch the GO Local Tahoe Gift Card program to drive local economic recovery and support South Shore businesses through the COVID-19 restrictions. Through this program, the Chamber will multiply the City's \$75,000 investment by 3 times to directly support local businesses.

## **BONUS CARDS INCENTIVIZE PURCHASING**

**Buy \$25 or more, get a \$10 bonus gift**

**Buy \$50 or more, get a \$20 bonus gift**

**Buy \$100 or more, get a \$40 bonus gift**



Email [Emily@TahoeChamber.org](mailto:Emily@TahoeChamber.org) to sign up as a participating business

# 40 UNDER 40

Tahoe Chamber is now accepting nominations for the 40 under 40 program which will highlight and honor the South Shore's brightest young community leaders and business professionals' accomplishments, community involvement, and leadership.

Do you know an outstanding young professional that checks all these boxes? Visit [TahoeChamber.org](http://TahoeChamber.org) and submit a nomination for the Tahoe Chamber's 40 Under 40 program today!

- ☒ Volunteer
- ☒ Leader
- ☒ Advocate
- ☒ Professional
- ☒ Innovator

**VISIT [TAHOECHAMBER.ORG](http://TAHOECHAMBER.ORG)  
AND NOMINATE FOR 40 UNDER 40 TODAY!**

# ELEVATE YOUR SUPPORT OF THE SOUTH TAHOE RESTAURANT ASSOCIATION

The members of the South Tahoe Restaurant Association continue to show their resilience through the pandemic as they work together to feed the community, gather new ideas, and create opportunities for each other. Now it's time to give back to them! Please support our local restaurants in every way you feel comfortable.



**ORDER  
TAKEOUT**



**DINE  
OUTSIDE**



**USE YOUR GO  
LOCAL TAHOE  
GIFT CARD**



**WRITE A  
REVIEW**



**TRAVEL THE  
CULINARY  
TRAIL**



**SHARE YOUR  
PICTURES**

**SOUTH LAKE TAHOE**  
**Elevate Your Palate**

- The Beacon Bar & Grill**  
camprichardson.com  
(530) 541-0630
- Burger Lounge**  
burgerloungeintahoe.com  
(530) 542-2010
- South Lake Brewing Co.**  
southlakebeer.com  
(530) 578-0087
- Verde Mexican Rotisserie**  
verdemexicanrotisserie.com  
(530) 573-0700
- Chicken In a Barrel**  
chickeninabarrel.com  
(530) 600-4480
- Cold Water Brewery & Grill**  
tahoeoldwaterbrewery.com  
(530) 544-4677
- Off the Hook Sushi**  
offthehooksushi.com  
(530) 544-5599
- Revive Coffee & Wine**  
revivecoffeeandwine.com  
(530) 600-4007
- Freshies**  
freshiestahoe.com  
(530) 542-3630
- Riva Grill**  
rivagrill.com  
(530) 542-2600
- Artemis Lakefront**  
artemislakefrontcafe.com  
(530) 542-3332
- Café Fiore**  
cafeiore.com  
(530) 541-2908
- 10 Crows BBQ**  
10crows.com  
(530) 539-4064
- South of North Brewing Co.**  
southofnorthbeer.com  
(530) 494-9805
- The Baked Bear**  
thebakedbear.com  
(530) 600-0129
- Edgewood Tahoe**  
edgewoodtahoe.com  
(855) 681-0119
- Beach Bums Bar & Grill**  
roundhillpinesresort.com  
(775) 588-3055

**TAHOE CHAMBER**  
tahoechamber.org

**SOUTH TAHOE RESTAURANT ASSOCIATION**



**Liberty Is Making Renewable Energy Goals A Reality.**

**Did you know that, at many times throughout the year, you are already using 100% solar energy?**

That's right! When the sun is shining, Liberty's solar farms produce an equal and sometimes greater amount of power than what customers consume.

**Liberty continues the pursuit of 100% renewable energy with its solar farms:**

- 50-megawatt Luning Solar Energy Center
- 10-megawatt Turquoise Solar Facility



**Have questions? To learn more please contact:**  
**Jennifer Guenther**  
[jennifer.guenther@libertyutilities.com](mailto:jennifer.guenther@libertyutilities.com)



**Your goals, your schedule,  
your life — our team**

Are you looking for a new career, promotion within your current career, ready to earn your high school diploma, or enter college? Our trained and professional staff can assist and support you through the process of identifying your goals and map out your personalized path to meeting them.

To learn more about how we might be a good fit, please visit our website [advance-learnearnngrow.org](http://advance-learnearnngrow.org)

or contact us via email at

[info@advance-learnearnngrow.org](mailto:info@advance-learnearnngrow.org)





# LIFESTYLE:

## YOUR FIRST LINE OF DEFENSE

by Amy Smith, FNP

*Supporting the immune system has become a popular topic during the pandemic. At the foundation of a balanced immune system are your daily lifestyle choices. Consider the following as you strive for better immunity.*

**SLEEP:** Sleeping less than five hours per night increases your chances of becoming ill when exposed to viruses. Aim for eight hours and go to bed and rise at the same time each day.



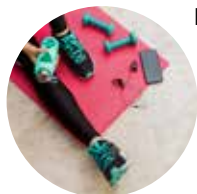
- Vitamin A food sources include carrots, sweet potatoes, broccoli, spinach, salmon, cantaloupe, apricots, and dairy products.



- Vitamin D is found in salmon, tuna, mackerel, egg yolks, fortified foods, and mushrooms.

- Vitamin B6 food sources include turkey, chicken, salmon, tuna, pinto and garbanzo beans, avocados, and grains.

**EXERCISE:** Getting 30 minutes of moderate intensity exercise five days per week supports a healthy immune response. Consider a brisk neighborhood walk or nature hike.



**STRESS MANAGEMENT:** Stress hormones can suppress the immune system by decreasing the number of lymphocytes, a type of white blood cell that helps fight off infection. Stress management and relaxation practices include journaling, gratitude, deep breathing, and meditation.



- Zinc is found in red meat, poultry, oysters, crab, lobster, beans, whole grains, and nuts.

- Vitamin C-rich foods help stimulate the formation of antibodies. Citrus fruits, strawberries, papaya, kiwi, red bell peppers, broccoli, Brussels sprouts, and spinach are all rich in vitamin C.

**NUTRITION:** Maintain a healthy diet including a variety of whole foods that contain nutrients to support your immune system. Foods rich in vitamin C, vitamin A, vitamin D, vitamin B6, and zinc have been shown to benefit the immune system.

As you take these steps, pour yourself a glass of water – 8 to 10 glasses per day – and toast yourself for creating a strong defense through healthy lifestyles.



*Amy Smith, FNP, is an integrated medicine practitioner at the Barton Center for Orthopedics & Wellness. Visit [BartonOrthopedicsAndWellness.com](http://BartonOrthopedicsAndWellness.com) to learn more, and to make an appointment, call 530.539.6620.*





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