

Summer 2023

# ABOVE 6000'



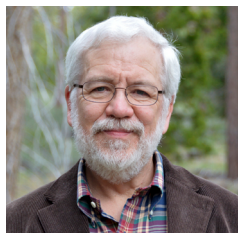
# meet our team

Tahoe Chamber's staff and Board of Directors bring a unique set of skills and areas of expertise to the organization for the benefit of our membership. We're a small but mighty team, and here to help serve our members in every way possible.

## staff



**Mike Glover**  
Chief Executive Officer  
mike@tahoechamber.org



**Steve Teshara**  
Director of Government Relations  
info@tahoechamber.org



**Kristina Davies**  
Operations Manager  
kristina@tahoechamber.org



**Kevin Lash**  
Member Services Manager  
kevin@tahoechamber.org



## board of directors

**Chris Proctor (Current Chair)**

Barton Health

**Frank Gerdeman (Past Chair)**

ADVANCE

**Morgan Steel (Treasurer)**

Tahoe Rim Trail Association

**Jenay Aiksnoras (Chair-Elect)**

Lake Tahoe Yoga

**Aimi Xistra**

Boys & Girls Club of Lake Tahoe

**Allegra Boyd**

Whistle Stop Services

**Brad Deeds**

Lake Tahoe Community College

**Brandi Brown**

Tahoe Production House

**Darin Haworth**

Summit to Shore Chiropractic

**Erica Reese**

Heavenly Mountain Resort

**Jamie Orr**

Untethered Workspace

**Justine Anderson**

Fromarc Insurance Agency

**Karla Brennan**

The Cork and More

**Katie Sheehan**

Clean Tahoe

**Kili Rahbeck**

KOR Realty

**Lucas Huff**

Minden Mill Distilling

**Mario Guerrero**

CASA El Dorado

**Rhonda Keen**

South Tahoe Association of Realtors

**Scott Fair**

NAI Tahoe Sierra

**Yale Rowe**

Hard Rock Hotel & Casino Lake Tahoe





# member benefits

**The strength of the Tahoe Chamber lies within our community and our members.**

As an investor in the Chamber, you join over 500 businesses that are contributing to the future of the South Shore.

For more information on Tahoe Chamber membership connect with chamber staff at 775.588.1728 or email [info@tahoechamber.org](mailto:info@tahoechamber.org).

- 401k plans
- additional insurance
- go local tahoe e-gift cards
- and more!



# taking care of employees

As a valued member of Tahoe Chamber, we want to support you in caring for your staff. We partner with Larry Sidney, Palisade Investments, LLC to relieve your concerns in providing a 401K plan and additional insurance benefits.

The Tahoe Chamber 401K Plan is developed to meet the needs of our business community. Under the umbrella of the Chamber, members receive additional benefits such as discounted group rates, and direct consultation to determine a plan that fits your business.

## **Members who take advantage of this program get:**

- Special pricing
- Federal tax credits (new plans only)
- Direct and local support from Tahoe Chamber and Palisades Investments

Members choosing to offer Aflac benefits to their employees, which can be done at no cost to the business, will receive access to a Health Advocacy Plan and Section 125 Plan free of charge.

The Health Advocacy Plan provides participants an advocate who can help negotiate medical bills and locate specialty medical services.

The Section 125 Plan allows employees and employers the ability to make pre-tax payments for any paid Aflac services they may select.

Both Chamber members and non-members will also get access to group pricing on a full menu of Aflac employee benefits, so that you can protect yourself and your loved ones.

**Contact:**

**Larry Sidney**  
**(775) 299-4600 x 702 (W)**  
**(860) 830-2726 (M)**  
**lsidney@palisadeinvestments.com**



# YOU, ONLY BETTER.

*Multi-Specialty Orthopedics · Spine Services · Regenerative Medicine*

Our team of orthopedic specialists work with you to get you back to the best version of yourself.



**SKI &  
SNOWBOARD**  
OFFICIAL PARTNER



## ***Barton Center for Orthopedics & Wellness***

[BartonOrthopedicsAndWellness.com](http://BartonOrthopedicsAndWellness.com)

| 530.543.5554

# go local to save our businesses

Purchase the GO Local Tahoe Card and use it at all your favorite retailers and restaurants to support them year-round.

There is truly something for everyone and every dollar spent helps keep our community thriving. Check out some of our Chamber Members that are a part of this program!



Azul-Latin Kitchen  
Base Camp Pizza  
Black Bear Lodge  
Café Fiore  
Chicken in a Barrel  
Cold Water Brewery  
Crepes & Craft  
Dragonfly Bagel  
Enchanted Florist  
Fox & Hound



GaiaLicious  
Gunbarrel Tavern  
Heidi's Family  
Restaurant  
The Landing  
Lake Tahoe Resort  
Hotel Lake Tahoe Yoga  
Macduff's  
Off the Hook  
Overland Meat &  
Seafood



Powder House  
Riva Grill  
Sidellis  
South Lake Brewing  
South of North Brewing Co.  
Tahoe Sportfishing  
The Baked Bear  
The Hangar  
Verde Mexican Rotisserie  
Village Toys





# say hello to our newest members

The strength of the Tahoe Chamber lies within our community and our members. As an investor in the Chamber, you join over 550 businesses that are contributing to the future of the South Shore. As the voice of the business community, the Chamber works to partner with you to accomplish what no individual or single business can do alone.

We are proud to welcome our newest members!

**Allstar Boat Inc.  
Assembly Woman Megan Dahle  
Benson & Bingham Accident Injury Lawyers  
Blind Dog Coffee  
California Conservation Corps  
Copper Mountain Construction LLC  
C&N Enterprises Management, Inc.  
Dayton Valley Veterinary Hospital  
JMF Entertainment  
KOR Realty  
Langland and Associates  
Lone Mountain Veterinary Hospital  
Mountain West Construction  
Palisades Investments  
Premier Travel LLC & Annie's Wine World  
PT Revolution  
Render Path, LLC  
Silver State Boring, Inc.  
Sonoma Scientific, Inc  
Squire Corp LLC  
Whitaker Insurance**



## Photo of Leadership Lake Tahoe Class of 2018



**Thank you to all of our Leadership Lake Tahoe Task Force Members.**

**Jenay Aiksnoras**  
Class of 2016

**Jennifer Guenther**  
Class of 2020

**Erica Reese**  
Class of 2022

**Jessica Albee**  
Class of 2020

**Ashley Hall**  
Class of 2022

**Courtney Schmidt**  
Class of 2022

**Allegra Boyd**  
Class of 2016

**Theresa Papandrea**  
Class of 2018

**Chelcee Thomas**  
Class of 2022

**Chris Eckert**  
Class of 2020

**Margaret Peart**  
Class of 2020

**Gary Whitehouse**  
Class of 2022

**Erika Gonzalez**  
Class of 2022

**Chris Proctor**  
Current Chair

**Jessica Wackenhut**  
Class of 2022





## **“Puertas Abiertas”: Tahoe Chamber Foundation’s New Scholarship Program Supporting Hispanic/LatinX-Owned Businesses**

The Tahoe Chamber Foundation is proud to announce the initial award of their new membership scholarship program, “Puertas Abiertas” to Waste Free Tahoe. This initiative is specifically designed to support and uplift Hispanic/LatinX-owned businesses on the south shore of Lake Tahoe by covering the first-year membership costs.

Maria López Godoy, Founder and CEO of Waste Free Tahoe is passionate about sustainability and has been devoted to protecting Lake Tahoe for almost a decade. Born and raised in Argentina, she is committed to working with the Chamber and our members to ensure that the Tahoe community is a leader in sustainability. Maria

sees the value of Chamber membership and is grateful for this early assistance in helping her, and her company, grow to be a key community player. To learn more about Waste Free Tahoe, visit their website at <https://www.wastefreetahoe.com/>.

As an organization committed to fostering economic growth and promoting diversity and inclusion in the Lake Tahoe region, the Tahoe Chamber recognizes the immense value and experience that Hispanic/LatinX entrepreneurs bring to the local business landscape. The “Puertas Abiertas” scholarship program aims to amplify the successes of these businesses, create a more accessible platform for business owners to thrive, and increase their contributions to the vibrant tapestry of our community.

“By implementing this program, we are intentionally affirming our commitment to fostering an inclusive business environment that celebrates diversity and amplifies the voices of Hispanic/LatinX entrepreneurs,” said Frank Gerdeman, Chair of the Tahoe Chamber Foundation. “We firmly believe that diversity is a driving force behind a thriving business community, and with this program, we are opening our doors and actively inviting these businesses to join us, amplify their successes, and to gain greater access to all the resources available to our Tahoe Chamber members. We are very pleased to present this first award to Maria and Waste Free Tahoe given her background, experience, and the potential impact of her company on the entire Tahoe Basin.”

Mike Glover, CEO and President of the Tahoe Chamber noted that with the generous support of Chamber member Advance there is still funding for an additional nine (9) awards so please help us spread the word.

### **Eligibility and Application Process**

**To be eligible for the “Puertas Abiertas” scholarship program, businesses must meet the following criteria:**

- Be at least 51% owned, operated, and controlled by individuals of Hispanic/LatinX heritage.
- Operate within the Tahoe Chamber’s membership region in California and/or Nevada.
- Complete a short application form.

To apply for, or learn more about, Puertas Abiertas, contact Kevin Lash, Member Services Manager at [kevin@tahoechamber.org](mailto:kevin@tahoechamber.org). To donate in support of this, or future program(s) through the Tahoe Chamber Foundation, contact Mike Glover, CEO/President at [mike@tahoechamber.org](mailto:mike@tahoechamber.org).





## Be the boss of your bills

Get started with these saving tips

We want to help you save. A few small steps could add up to big savings.



Scan for  
savings tips



**Liberty**

[libertyenergyandwater.com](http://libertyenergyandwater.com)



# The Chamber is commitment.

When the going gets tough, we don't sit on the sidelines. We are working tirelessly, seeking out solutions for the challenges we're all facing.

We're always there for you at [www.tahoechamber.org](http://www.tahoechamber.org)

**members upload  
your events, jobs,  
and offers on the  
chamber website**

Check out the member portal today!

**[business.tahoechamber.org/login](http://business.tahoechamber.org/login)**







# "ADVENTURE AWAITS AT THE GO LOCAL BUSINESS EXPO"



**5-8 PM  
THURSDAY, OCTOBER 26**



**TAHOE BLUE EVENT CENTER  
75 HWY 50, STATELINE, NV 89449**





## Update from South Lake Tahoe **2 projects out to bid for construction**

### **Lakeview Avenue and Harrison Street.**

The City will be constructing two American with Disability (ADA) ramps for pedestrians at this location. This area is very popular with residents and tourists. The proposed upgrade will provide accessibility for all between the Parking Lot and the lakeside. An ADA-accessible path will be built to accommodate wheelchair access. The truncated domes will be created as the ramp locations.

### **Ski Run Blvd.**

The City will construct an ADA, van-accessible parking stall on Ski Run Blvd, between Willow Avenue and Spruce Avenue, to allow accessibility to the proposed Ski Run Park. The multi-use pathway will be upgraded to meet accessibility requirements with ADA ramps at both Willow Avenue and Spruce Ave.





## Help us welcome our new Member Services Manager, Kevin Lash!

Kevin comes to us having worked with multiple businesses here locally in Lake Tahoe. Within the last 2 years, he has spent time at both Edgewood Resort and Vail Resorts, which both support our local economy and tourism here in the South Shore.

Most recently having completed his time at Vail as a Senior Human Resources Coordinator, he brings a wide variety of people and relationship management skills to the table. He has a passion for community building, sustainability, and maintaining the legacy of Lake Tahoe as one of the greatest places to live and work.

[kevin@tahoechamber.org](mailto:kevin@tahoechamber.org)

# 40 under 40

## NOW ACCEPTING NOMINATIONS

The 40 Under 40 program highlights and honors the South Shore's brightest young community leaders and business professionals' accomplishments, community involvement, and leadership!



Recognize someone today.  
**Click here to nominate.**



# SIGNATURE EVENTS



## BLUE RIBBON AWARDS

Awards Gala celebrating the South Shore's visionary business professionals and corporate citizens.



## CEO ROUNDTABLE

Participants openly share business information and perspectives and engage in discussions that lead to better-informed decision-making and strategies within the South Shore business community for the purpose of improving the local business environment and community.



## STATE OF THE SOUTH SHORE

Brings together South Lake Tahoe business and civic leaders to take the political pulse of the city, region and the Tahoe Basin.



## TOWN HALLS

Virtual Town Halls are one-hour discussions of issues and challenges facing our community and provide an opportunity for the general public to engage with community leaders to learn more about realizing our community vision. Free to the public.



## SAMPLE THE SIERRA

Sample the Sierra is a Farm to Fork festival that celebrates the heritage and bounty of the Sierra Nevada region. Local chefs and restaurants team up with growers and producers to offer delicious samples paired with wine, brew, or spirits. Shop for locally made goods like jam, soap, honey, and olive oil, as well as county specialties like fine art, jewelry, and crafts.



## GO LOCAL

Encourages everyone in our community to keep their shopping local by purchasing GoLocal cards that can be redeemed at participating shops in the neighborhood.



## LEADERSHIP LAKE TAHOE

Our oldest initiative with empowerment and education at its core to prepare the next round of community leaders.



## TOURISM FORUM

Lake Tahoe's economy is fundamentally based on tourism and hospitality, which makes it an industry crucial to the success of our community. As tourism continuously evolves and as visitors' expectations shift to demanding new services, amenities and conveniences, businesses must adopt the necessary tools to survive, or risk being left behind.



## BUSINESS EXPO

The intersection of business, technology, food and fun uniquely housed inside Tahoe Blue Event Center.



## LEVEL UP WORKSHOPS

Level UP workshops offer affordable training and education opportunities to assist business owners, managers and employees with business enhancement and professional development. Tahoe Chamber's Level UP workshop series brings the latest business resources and hot topics to the South Shore business community.





# Your business can save energy with **Liberty's Commercial Incentive Program**

**Liberty offers energy saving solutions and programs for commercial customers to help them meet their sustainability goals.**

Liberty's Commercial Incentives Program is designed to help businesses save energy, which may also help them save money. Whether it's a much-needed upgrade or a new construction project, Liberty has an array of incentives available for those who switch to or choose energy efficient equipment.

## **What's in it for your business or facility?**

- **Rebates:** Upgrade or select qualifying energy efficient equipment and receive rebates that can offset your initial investment.
- **Long-Term Savings:** Experience long-term reduced energy consumption, which may also help your business save on its electric bill, with energy efficient technologies.
- **Customized Solutions:** Liberty's Commercial Incentive Program can cater to your business's unique needs with custom incentives for qualified energy saving projects.
- **Sustainability:** By participating, your business can contribute to a greener, more sustainable future for itself and the community.

## **Liberty's Commercial Incentives Program offers incentives for various areas of your business, including:**

Lighting  
Refrigeration

HVAC Systems  
Commercial kitchen equipment

Custom Projects  
Snow melt

**Eligibility:** To be eligible for the program, please apply prior to any installations so our team can schedule a pre-inspection verification.

Not sure where to begin? Liberty is proud to support local small businesses and their energy efficiency goals by offering free small commercial energy audits. Our auditors will evaluate your business or facility's energy usage and identify efficiency opportunities that qualify for rebates. With a detailed report on audit findings, estimated costs, and savings, you'll be enabled to make informed decisions and earn money back through Liberty's Commercial Incentive Program.

**For more information, how to apply, or to schedule an audit, please contact us at  
[CAEnergyEfficiency@LibertyUtilities.com](mailto:CAEnergyEfficiency@LibertyUtilities.com) or call 530-721-9041.**

# Thank You

## Chamber Champions

### INNOVATORS



### TRAILBLAZERS



### PIONEERS



### PARTNERS



# WHEN TAHOE MEANS BUSINESS