

# Snippets about Lake Tahoe



- The North Lake Tahoe Resort Association is trying to lure Bay Area residents with a billboard in downtown San Francisco. Tahoe used to use billboards all the time – now it's the exception, not the rule.
- On Nov. 11 at 11am the American Legion in South Lake Tahoe is honoring all living and passed veterans at the American Legion Post, 2748 Lake Tahoe Blvd. Refreshment to follow.
- The Sugar Pine Foundation is in the running to win a Pepsi Refresh Grant. Go to the website under "The Planet" Category at the \$50,000 level you can vote for the Tahoe-based organization.
- Comment on the Upper Truckee River-Lake Tahoe Golf Course-Washoe Meadow State Park has been extended to Nov. 15.
- *Saveur* magazine has good things to say about El Dorado County's Holly's Hill 2009 Roussanne.
- From the Nov. 5, 2010, *Denver Post*: Vail Resorts chief marketing officer Heidi Kercher-Pratt described Northstar as "more Beaver Creek-esque, more of a family draw" than Heavenly, which attracts a livelier clientele. Kercher-Pratt said Vail Resorts might consider other acquisitions in the Tahoe area that would increase the synergies from Heavenly and Northstar. "We are always keenly focused on strategic growth, including acquisitions, but will maintain a disciplined approach on the right companies at the right price."