

# NLTRA looking for marketing committee members

The North Lake Tahoe Resort Association is accepting applications for five seats on its Marketing Committee. Four of the seats will serve a two-year term, January 2011 to December 2013, and one open seat will be appointed to serve the final year of a two-year term to end December 2012.

The NLTRA Marketing Committee is made up of four board members, eight appointed community members and a Placer County CEO representative. Lay members are selected based on their relevant marketing experience, geographic area and industry representation. The NLTRA board of directors will appointment the new Marketing Committee members at the January meeting.

Individuals for consideration need to submit a letter of interest and qualifications to NLTRA Tourism Director Andy Chapman by Dec. 27 by 5pm via email, [Andy@PureTahoeNorth.com](mailto:Andy@PureTahoeNorth.com), or by mail at Attention: Marketing Committee Application, P.O. Box 5459, Tahoe City, CA 96145.

The NLTRA operates the North Lake Tahoe Chamber of Commerce and the Tahoe North Convention and Visitors Bureau, and is a partner with the Incline Village Crystal Bay Visitors Bureau in the North Lake Tahoe Marketing Cooperative. The NLTRA also serves as a partner with Placer County and other public agencies in the development and funding of infrastructure, transit and community mobility projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.