

Placer Valley hires former Tahoe marketing exec

By Mark Anderson, Sacramento Business Journal

The board of directors of Placer Valley Tourism hired Dave Attaway as the chief executive of the tourism bureau for Roseville, Rocklin and Lincoln.

Since 2005, Attaway was executive director for the Switzerland County Tourism in Vevay, Ind.

Prior to that Attaway worked 13 years in South Lake Tahoe, with most of that time at what was Caesars Tahoe in Stateline in hotel entertainment and marketing.

He led the merger of the South Tahoe Marketing Council with the South Lake Tahoe Visitors Bureau into what is now the Lake Tahoe Visitors Authority.

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