

# REGISTRATION

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

\$25 per session or \$65 for all three

May 5

May 12

May 19

Amount Enclosed \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

Return to [TahoeChamber.org](http://TahoeChamber.org)

PO Box 7139

Stateline, NV 89449

All classes will be held in  
**TahoeChamber Conference Room**  
169 Hwy 50 • Stateline • NV 89449

**CHAIRMAN'S CIRCLE**  [TahoeChamber.org](http://TahoeChamber.org)

**PLATINUM**

**MONTBLEU**  
RESORT CASINO & SPA  
LAKE TAHOE

**Harrah's HARVEYS**  
LAKE TAHOE  
Total Rewards®  
Casinos & Hotels

**HORIZON**  
Casino Resort • Lake Tahoe

**LAKE TAHOE VISITORS AUTHORITY**  
SOUTH SHORE

**GOLD**

**EMBASSY SUITES®**  
Lake Tahoe - Hotel & Ski Resort

**EDGEWOOD**  
TAHOE

**Heavenly**  
LAKE TAHOE

**Barton Health**

**Lakeside Inn**  
AND CASINO • LAKE TAHOE

**SILVER**

**Marriott VACATION CLUB**

**CAMP RICHARDSON**  
Wildlife Resort & Spa

**BRONZE**

**Sierra Pacific**

**SACRAMENTO**  
COUNTY AIRPORT SYSTEM

**Lake Tahoe Cruises**  
Zephyr Cove Resort



# CAMPAIGN WORKSHOPS 2010

**Empowering  
business leaders  
for public office, boards  
and commissions**

# CAMPAIGN WORKSHOPS 2010

In order for our community  
to achieve prosperity we  
must develop future leaders  
who will work to achieve  
the vision.  
Thus TahoeChamber.org is  
presenting this Campaign  
Workshop series in order to  
empower potential future  
leaders and their campaign  
team members.

You will learn what it takes  
to run an effective campaign  
and the “How To” so you  
CAN shape the future!

## WHAT IS PUBLIC SERVICE AND WHY SHOULD I RUN?

May 5th, 6pm to 8 pm

### Panel Moderator

**Dr. Jill Derby**

Former Regent of the Nevada System of Higher Education  
Former State Party Chairman for NV Democratic Party

### Panel

**Julie Regan**

Communications & Legislative Affairs, TRPA

**Betty “B” Gorman**

President & CEO, Tahoechamber.org

**Hal Cole**

City Council Member,  
City of South Lake Tahoe

**Nancy McDermid**

Douglas County Commissioner

**Norma Santiago**

El Dorado County Supervisor

**Tom Davis**

Former City Council Member,  
City of South Lake Tahoe

### Topics Include

Economic & Environmental Issues

Do current elected officials see the issues  
from the same perspective as you?

What types of public offices are there and  
how do I participate?

## DEVELOP A WINNING CAMPAIGN

May 12th , 6pm to 8 pm

### Panel Moderator

**Greta Hambsch**

Former candidate, Tahoechamber.org Board Member

### Panel

**Dennis Crabb**

Rollston, Henderson, Crabb & Johnson, Ltd.

**Carl Ribando**

Strategic Marketing Group

### Topics Include

Campaign Regulations & Ethics

Building Your Team & Raising the Funds

## “WHAT IT TAKES TO WIN”

May 19th, 6pm to 8 pm

### Panel Moderator

**Steve Davey**

Chief of Staff for Assemblyman Ted Gaines

### Panel

**Cindy Trigg**

Douglas County School Board Member,  
Rural Coordinator for NV Democratic Party

**John Packer**

Public Relations Director, Harrah's/Harveys Casino

**Brooke Laine**

Former City Council Member,  
City of South Lake Tahoe

### Topics Include

Identify your demographics

Developing & delivering your message

Building relationships & trust

Working with the media