



TAHOE PROSPERITY CENTER

TAHOE
ECONOMIC
SUMMIT

TRANSFORMING TAHOE

TIME FOR

CHANGE

“THE SECRET OF GETTING AHEAD IS GETTING STARTED.”

- Mark Twain

ADVANCE ▶
learn • earn • grow

We offer low and no cost:

- Educational and career planning support, including:
 - identifying goals
 - building a pathway plan
 - beginning a college enrollment process
- Assessment and evaluation of skills and needs
- Access to industry-supported boot camps
- Easy, “single-door” entry into a range of programs and services of South Shore and Alpine county

Check our flexible, multi-step process designed to help develop your unique plan geared to meeting your unique goals.

Find us online at Itcc.edu under Academics or use the QR code.

To speak with one of our staff call
(530) 541-4660 x781.



TAHOE PROSPERITY CENTER

Our vision is simple – a prosperous, sustainable, healthy Lake Tahoe Basin.

How do we create that vision? By working collaboratively with all the communities around the lake. By doing things differently and looking at issues with a clear sight line toward the end result. By focusing on accelerating positive change.

What we do:

The Tahoe Prosperity Center is uniting Tahoe's communities. By working collaboratively across the Basin with two states, six government jurisdictions and numerous federal agencies. We are the only entity working strategically to encourage positive economic, environmental and community change in the region.

We accelerate and embrace change. Parts of Tahoe look the same as they did 20-30 years ago. That might work in the case of historical buildings and may be quaint or vintage. But, too much blighted, poorly planned infrastructure is still in place. We facilitate agreements between jurisdictions and partnerships with the private sector. We focus on solutions, where others see problems.

TPC encourages investment in Tahoe. Who wouldn't want to live and work in such a spectacular place? Tahoe's internet speed is too slow and cell phones don't always work, so many people can't live and work here. We are focused on bringing high speed internet to all underserved areas around the lake and are working collaboratively with cell phone/tower companies, agencies and others to expand cell phone coverage while minimizing the environmental impact. We see more roundabouts, bike paths, community transit connections and a Connected Tahoe.

We lead. Progress and change are not the problem. Status quo is the problem. Do we have all the answers? Of course not. But what we do have is the willingness to bring diverse interests together, to work through the issues, to focus on win-win solutions and to ensure a more prosperous, sustainable and healthy Lake Tahoe for all who visit, work or live here.



The changes we make today shape the possibilities of tomorrow.

U.S. Bank is proud to support the TAHOE PROSPERITY CENTER.

U.S. Bank Community Banking
Lake Tahoe Basin

775.688.3590

usbank.com/communitypossible



EQUAL HOUSING LENDER Member FDIC. ©2017 U.S. Bank

the POWER of POSSIBLE.



By working together, the connections we create become more meaningful.

One way is through our support of Tahoe Prosperity Center.



© 2018 AT&T Intellectual Property. AT&T, Globe logo, Mobilizing Your World and DIRECTV are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.

SUMMIT DETAILS

The 2018 Tahoe Economic Summit theme is Transforming Tahoe.

The Tahoe Prosperity Center is bringing community leaders together around the goal of improving Tahoe's regional economy. The Summit will provide opportunities for attendees to network and share ideas about how to Transform Tahoe positively. The Summit will deliver:

- Information on regional and national economic issues that impact the local economy.
- Expert speakers on topics ranging from Housing, Innovative Economy, Education and Workforce development.
- Discussion around Tahoe's individual communities' strategies to address these issues.
- Learning through sharing adaptation approaches and successes.

AGENDA

10:00 am Opening Session and Keynote Speaker

Chris Thornberg, PhD, Beacon Economics – **Transforming Tahoe through the Economy**

11:15 am Breakout Topics

- Housing in Resort Communities – George Ruther, Town of Vail, and Meea Kang, Related California
- Innovative Economy – Chris Thornberg, PhD, Beacon Economics, and Mike Kazmierski – EDAWN (Economic Development Association of Western Nevada)
- Workforce and Education – Hayley Mears – Monterey Bay Economic Partnership and Manny Lamarre, NV Governor's Office of Workforce Innovation

12:30 pm Lunch – Keynote Speaker

George Ruther, Town of Vail, Colorado Housing Director – **Transforming Tahoe through Housing**

1:45 pm Breakout Topics

- Housing in Lake Tahoe – Seana Doherty, Mountain Housing Council, and Wendy Sullivan, Housing Tahoe Partnership
- Innovative Economy – Devin Middlebrook, Mountains Work and Steve Ardagh and Lynda Ronaldson, Eagle Protect
- Workforce and Education – Frank Gerdeman, ADVANCE and Denise Castle, JOIN

3:00 pm Closing Session

Dr. Alan Walker, President, Sierra Nevada College, Jeff DeFranco, President of Lake Tahoe Community College and Mike Kazmierski, EDAWN
– **Transforming Tahoe through Education, Entrepreneurship and Workforce Development**



KEYNOTE SPEAKER

presented by **ADVANCE**
learn • earn • grow

CHRISTOPHER THORNBURG

Christopher Thornberg founded Beacon Economics LLC in 2006. Under his leadership the firm has become one of the most respected research organizations in California serving public and private sector clients across the United States. In 2015, Dr. Thornberg also became Director of the UC Riverside School of Business Center for Economic Forecasting and Development and an Adjunct Professor at the School.

An expert in economic and revenue forecasting, regional economics, economic policy, and labor and real estate markets, Dr. Thornberg has consulted for private industry, cities, counties, and public agencies. He became nationally known for forecasting the subprime mortgage market crash that began in 2007, and was one of the few economists on record to predict the global economic recession that followed. In 2015, he was named to California State Treasurer John Chiang's Council of Economic Advisors, the body that advises the Treasurer on emerging strengths and vulnerabilities within the state's economy. Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA, and a B.S. degree in Business Administration from the State University of New York at Buffalo.



**NEED HOUSING?
WE'RE WORKING ON THAT.**

Help us fix the housing mess and strengthen regional prosperity.


TAHOE PROSPERITY CENTER

SPEAKERS



GEORGE RUTHER, AICP

Director of Housing in Vail, Colorado

George Ruther is the Director of Housing in Vail, Colorado. With more than 24 years of mountain resort community experience, he is an expert in the creation and successful implementation of master plans and long-range planning initiatives focused on addressing resort community's most challenging issues.



MIKE KAZMIERSKI

President/CEO of Economic Development Authority of Western Nevada

Mike leads a team of 14 economic development professionals committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

In the past six years, EDAWN has assisted in the attraction of more than 175 new companies, resulting in the addition of more than 17,000 new jobs.



DR. ALAN WALKER

President at Sierra Nevada College

A visionary leader with over thirty years of progressively responsible teaching, and leadership experience in postsecondary education, including more than ten years as a college president; an excellent track record of achieving strategic goals and objectives that position organizations for success in an increasingly competitive, global, and dynamically changing environment; skilled at building high-achieving teams, developing and implementing effective strategic plans and resourcing them, and being constituency centered; maintains a passion for changing lives, growing organizations and the continuous pursuit of excellence.



JEFF DEFRANCO

Superintendent/President at Lake Tahoe Community College (LTCC)

Jeff became superintendent/president of LTCC in 2017. Prior to that, he served as Vice President of Administrative Services for LTCC for nearly five years.

As an educator committed to supporting quality instructional programs and student success, he has worked in multiple educational settings including K-12, community college, and at four-year institutions.





MEEA KANG

As Senior Vice President for Related California, Ms. Kang is responsible for business development, strategic planning and creative financing mechanisms for Related's affordable residential developments.

She has over 20 years experience in affordable housing finance and development and has constructed more than 2,500 affordable multi-family housing units in California.

Ms. Kang is an expert in navigating California's complex land use entitlement processes, forging innovative public-private partnerships, and structuring multi-layered financing bringing difficult projects to fruition.



DEVIN MIDDLEBROOK

Co-founder of Mountains Work & Candidate for South Lake Tahoe City Council

Devin is the sustainability program coordinator for the Tahoe Regional Planning Agency. Devin earned his bachelor's degree from California State University, Chico and went on to receive his MBA from California State University, Sacramento.

Devin also serves as executive director of the Tahoe Regional Young Professionals, whose mission is to foster the next generation of community leaders. Finally, Devin is a founding member of Mountains Work, an innovative workforce development program launched in 2015.



STEVE ARDAGH

Founder and CEO at Eagle Protect

Steve is the founder and CEO of Eagle Protect in New Zealand and the USA. After establishing Eagle Protect as an industry leader in New Zealand, he relocated to the US in January 2016 and launched Eagle Protect PBC.

Eagle Protect became a certified B Corp in 2012 and is New Zealand's founding and first B Corp Certified business. In 2015, Steve received the "B the Change Award for building the B Corp movement" at the annual B Corp Conference. He continues to spread the B Corp word wherever possible, including at Eagle's US base in South Lake Tahoe, California.



LYNDIA RONALDSON

Vice President – Marketing at Eagle Protect

Lynda is VP of Marketing for Eagle Protect US, and is responsible for the strategic marketing for Eagle Protect NZ and US. Eagle Protect marketing focus is reinforcing its unique position at the intersection of Food Safety, Sustainability, and Supply Chain Transparency.

Prior to Eagle Protect Lynda successfully founded, grew and sold her first physiotherapy business in NZ, her hands-on experience in the Medical Industry provides excellent customer insight.

SPEAKERS



FRANK GERDEMAN

Director at ADVANCE

Frank has been involved with formal adult education for over 18 years.

Prior to moving to South Lake Tahoe, he served as the State Director of Adult Education and Deputy Division Director with the Vermont Agency of Education.

Frank is a former member of the Smarter Balanced Executive Committee and has served on a number of regional and national workgroups in the areas of adult education, assessment, and workforce development.



DENISE CASTLE

Executive Director at JOIN Inc.

Denise is living her life's ambition through JOIN Inc.'s mission to help break the cycle of generational poverty through education and promoting prosperity to Northern Nevadans.

She is currently involved in numerous workforce related efforts in Northern Nevada, including those sponsored by the Governor's Office of Workforce Innovation, Regional Economic Development Authorities, Chambers of Commerce, School Districts, Nevadaworks, Western Nevada Development District and various other partners.



HAYLEY MEARS

Program Manager at Monterey Bay Economic Partnership

Hayley over 8 years experience in education, career services, job development, and student counseling.

Prior to joining Monterey Bay Economic Partnership in October 2017 in the Workforce Development Program Manager role, Hayley worked at UC Santa Cruz for over 5 years, serving students in various positions; most recently as an internship and job placement coordinator with the Economics Department.



MANNY LAMARRE

Executive Director at Governor's Office of Workforce Innovation (OWINN)

Manny serves as the OWINN and the Governor's Designee on the Governor's Workforce Development Board.

At OWINN, Manny has authored several reports to inform workforce policy and strategy, provided leadership on workforce legislation signed into law, and oversaw the restructuring of the state apprenticeship system, which has seen the expansion of new apprenticeship programs in high-demand industries.



WENDY SULLIVAN

Principal at WSW Consulting

Wendy is a housing planner and attorney, licensed in Colorado and California, specializing in affordable housing market research and strategy. She has near 20 years of community planning experience in both the public and private sector. Wendy has conducted and managed housing needs assessments, studies and housing policy development for a range of communities, with particular focus on high-cost resort communities. Her work has helped towns like Breckenridge, CO, and Jackson, WY, inform and maintain successful affordable and workforce housing policies and programs.



SEANA DOHERTY

Seana has spent more than 20 years helping communities move their visions forward. Her company, Freshtracks Collaborative, implements a suite of services, including meeting facilitation, policy research, strategic communications and public engagement to positively impact community initiatives such as housing, social services and natural resource protection efforts.

Seana also serves as the Project Director of the recently launched Mountain Housing Council of Tahoe-Truckee (MHC), a coalition of 29 diverse stakeholders in the Tahoe-Truckee region working to accelerate solutions to local achievable housing.



Vision 2020: A South Shore Community Vision

Economic Vitality • Quality of Life • Sustainability • Infrastructure • Intellectual Capital

We support: US Highway 50 South Shore Community Revitalization Project • Tahoe South Events Center • Tourism, recreation, arts and culture in the community • Affordable resident housing to support a sustainable year-round economy • Workforce development, vocational and higher education programs to provide competent trained workers for local businesses • Fostering a culturally rich learning community • Educating and engaging current and future community leaders to act in the best interest of the total community



Join the Tahoe Chamber and over 550 businesses working together to make a difference on the South Shore.

tahoechamber.org/membership

**NEED STAFF?
WE'RE WORKING ON THAT.**

Help us attract workers to Tahoe and strengthen regional prosperity.


TAHOE PROSPERITY CENTER

SPONSORS



Lake Tahoe College Promise


First-time students attending Lake Tahoe Community College full time pay NO tuition their first year.





WHAT'S INCLUDED

NOW
LAKE-WIDE!
CA & NV

 Free tuition for first year of college @ LTCC

 Unlimited free TTD bus rides on the South Shore

 Vibrant student life w/ lots of student clubs, activities, & enriching events

 Can't attend full-time? There's financial aid for part-timers too!



Free college your first year.

That's our promise to all Basin residents.

ltcc.edu/promise



My Tahoe



Let's Make This A PARTY

Our dedicated, on-site events team transforms your celebration into an unforgettable event. We create special menus, and customized themes for your group's breakfast, lunch, and dinner gatherings and receptions.



LAKE TAHOE
RESORT HOTEL
TahoeResortHotel.com

Contact Tiffany Zabaglo to book your party
530.543.2119 | tzabaglo@tahoeresorthotel.com

Thank you

This Tahoe Economic Summit could not have happened without the many hours of volunteer time by the Planning Committee, support of the Tahoe Prosperity Center Board and our staff and volunteers who are here to ensure you have a great day. We would also like to thank all of the attendees for showing their commitment to change things for the better in the Lake Tahoe Basin – thank you.

Heidi Hill Drum, CEO



TAHOE PROSPERITY CENTER

tahoeprosperity.org

TAHOE
ECONOMIC
SUMMIT

+1 (775) 298-0267