



TAHOE PROSPERITY CENTER

TAHOE  
ECONOMIC  
SUMMIT

BUILDING COMMUNITY THROUGH THE SHARING ECONOMY

IDAR-

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# Summit Details

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The first annual Tahoe Economic Summit – “Building Community through the Sharing Economy”

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 learn about the “Sharing Economy,” and specifically how it impacts housing, entrepreneurship, and our workforce. The Summit will deliver:

- Information on regional and national economic issues that impact the local economy.
- Knowledge about Tahoe’s individual communities’ strategies to address these issues.
- Learning through sharing adaptation approaches and successes.

## Agenda

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9:30 a.m.

Regency Ballroom - Welcome, Heidi Hill Drum, CEO, Tahoe Prosperity Center

9:45 a.m.

Opening Session and Keynote Speaker Gino Borges – [How do you build a Thriving Community?](#)

10:45 a.m.

Breakout Sessions - How is the sharing economy impacting our region? How are other regions managing changes in the sharing economy?

[Entrepreneurship](#) – Regency Room D

[Housing](#) – Regency Room E

[Workforce](#) – Regency Room F

12:00 p.m.

Regency Ballroom - Lunch – [Sharing Economy meets the Table – Food for Thought](#) - Discussion with Tahoe Food Hub and Hyatt Sierra Café Chef.

1:45 p.m.

Action Planning – Lessons learned from the new economic model and how to adapt in the changing business world? What is working well that can be replicated in our region?

[Entrepreneurship](#) – Regency Room D

[Housing](#) – Regency Room E

[Workforce](#) – Regency Room F

3:15 p.m.

Regency Ballroom - Closing Session – [What’s next for Tahoe’s Regional Economy?](#) Turning ideas into action.

4:00 p.m.

Happy Hour – Foyer

## Happy Hour Sponsors



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we make today  
shape the  
possibilities of  
tomorrow.**

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*We celebrate  
Tahoe Prosperity Center's  
efforts to help  
its region thrive!*



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NETWORK**

*Thriving Regions. Thriving State.*



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# Keynote Speaker

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## **GINO BORGES**

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PhD, is a Partner and Director of Impact at OpenPath Investments.

The OpenPath team transforms ordinary apartment complexes into thriving communities via their Urban Village program.

Gino speaks and teaches about impact investing, multi-family real estate, community, wealth, and stewardship. He's given talks at the Impact Hub SF, Gratitude Railroad Network, executive MBA programs, art salons, and TEDx University of Nevada. His gift is in creating space for people to discover their own guiding light within, and encouraging the sharing of wisdom from each of us on the path.

Gino's path led him from a California dairy farm to earning a Ph.D. in Communications from Purdue University, from Nevada desert quests to family ranch stewardship. And now from old school real estate investing to impact investing.

## Housing Speakers

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**ROB FREDERICKS**

Executive Director/Chief Executive Officer for The Housing Authority of The City of Santa Barbara

Rob Fredericks is the Executive Director/Chief Executive Officer for the Housing Authority of the City of Santa Barbara (HACSB), where he has worked since 1996. The balance of Rob's professional career was on the Central Coast of California where he managed several market housing developments with his family's Real Estate Sales and Land Development Company. He holds an undergraduate degree in Business Administration with a concentration in Real Estate Financial Management from Cal Poly San Luis Obispo. He also serves as an officer of the Housing Authority's two affiliate 501c(3) non-profits, 2ndStory Associates and Garden Court, Inc. Rob is also a licensed California Real Estate Broker.



**POOJA KONDABOLU**

Global Tax Policy Lead at Airbnb

Pooja Kondabolu serves as the Global Tax Policy Lead at Airbnb where she works cross-functionally on a range of tax issues including Airbnb's Voluntary Collection Agreements. Prior to joining Airbnb, Pooja was an Attorney Advisor to the NYC Taxpayer Advocate and an M&A tax associate at Ernst Young.



**JENNIFER KERMODE**

Executive Director of The Gunnison Valley Regional Housing Authority

In May 2017 Jennifer Kermode began her position as the Executive Director of the Gunnison Valley Regional Housing Authority. Prior to this post, she served as the Executive Director of the Summit Combined Housing Authority from 2007 to 2016 and created innovative programs to address their unique housing challenges. Her passion for tackling affordable workforce housing matters in rural and resort communities grew out of a 27-year career in residential mortgage lending, where Jennifer realized the magnitude of positive outcomes people experience when they have good homes to live in. Jennifer is currently the President of the Colorado Mountain Housing Coalition and a member of the Rotary Club of Gunnison County.

## Workforce Speakers

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**ALICIA BARR**

Owner at FiftyFifty Brewing

Alicia Barr is the Co-Founder and President of Truckee Craft Brewing, the parent company of FiftyFifty Brewing Co and Drunken Monkey. Alicia earned her Bachelor's Degree in Mechanical Engineering at CSU Chico, and later her Master's Degree at Stanford University. Prior to the brewing world, Alicia's technical expertise lay in product design, structural analysis, and global supply chain management. Now Alicia's focus is on company culture, marketing, customer relations, and research and development.

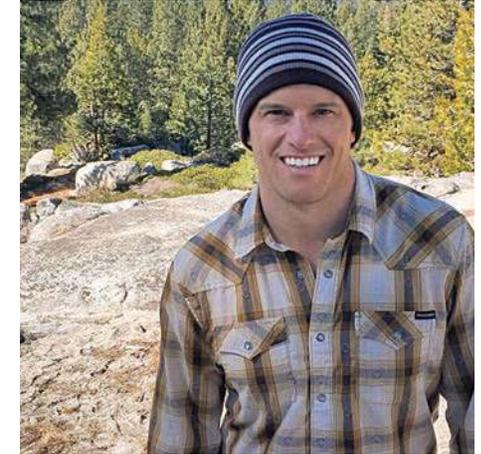
Alicia is also very active and dedicated to the community, serving on the Truckee Town Council for 4 years, including serving as Mayor in 2015. She is an avid mountain biker, snowboarder, paddleboarder, and trail runner, and currently, serves on the Truckee Roundhouse Makerspace board, and is the chair of the CSU Chico College of Engineering Advisory.



**EMILY DEANE**

Marketing Manager at bigtruck®

bigtruck® Marketing Manager Emily Deane earned her Bachelor's Degrees in Marketing and Graphic Design with a minor in Behavioral Economics at the University of New Haven. Joining the bigtruck® team in 2013, Emily has played a pivotal role in building the brand from the ground up and was instrumental in establishing bigtruck's core values of People Planet Profit. Inspired by the opportunity to balance life and work in the beautiful surroundings of Lake Tahoe, Emily works fearlessly to build the Tahoe-bred business into an immediately recognized global brand. When Emily is not in the office, you can find her embracing bigtruck's core purpose to "live an inspired and authentic lifestyle" on her mountain bike, enjoying local craft beers or hitting the slopes with friends.



**CHRIS McNAMARA**

Founder of OutdoorGearLab and TechGearLab

Author of the three best-selling guidebooks to rock climbing in Yosemite National Park and eight other climbing guidebooks, Chris is the founder of OutdoorGearLab and TechGearLab and serves as Editor-in-Chief. Outside Magazine has called Chris one of the world's finest aid climbers. He's the winner of the Bates Award from the American Alpine Club and founder of the American Safe Climbing Association, a nonprofit group that has replaced over 16,000 dangerous anchor bolts. Climbing Magazine once computed that three percent of Chris's life on earth had been spent on the face of El Capitan. He has climbed El Capitan more than 80 times and holds nine big wall speed climbing records. As a BASE jumper, he claimed a slice of the "Golden Age of Wingsuit BASE first descents" by finding and jumping 10-plus significant new exits in the United States and Baffin Island.

## Entrepreneurship Speakers

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**MICHAEL LIQUORI**

Founder / Chief Collaboration Officer  
SYMBEOSIS

Michael has a passion for helping small business leaders transform their business into fun, thriving, money-making ecosystems. With over 25 years of consulting, management, entrepreneurial, teaching, facilitating and coaching experience, Michael has acquired a rare set of skills that will help you grow your business, your team and develop yourself as a leader. Michael reads extensively and enjoys food, wine and movies.



**RACHEL ARST McCULLOUGH**

Owner, McCullough Web Services and  
Co-Founder, Tahoe Silicon Mountain

Rachel Arst McCullough owns McCullough Web Services, a Truckee-based web design, and development agency. She plays an active role in several community organizations including co-leading Tahoe Silicon Mountain to build Tahoe's entrepreneurial ecosystem and facilitating Girlmade programs in Truckee to help women play big and create positive change. Rachel earned an M.S. in Environmental Engineering with a concentration on groundwater remediation. If she isn't behind a computer, you will find her on her yoga mat, hiking, trail running, volunteering for various environmental and community causes, teaching adaptive ski lessons at Northstar, or inspiring others to enjoy the outdoors as part of her role as a brand ambassador for Tahoe Mountain Sports.



**SHAWN KERNES**

Co-Founder and CEO at LARKR

Shawn Kernes is a visionary trailblazer in the tech industry. With over 20 years of executive experience in building and leading startups, Shawn is always ahead of the curve while remaining grounded in understanding how to meet the fundamental needs of everyday people through innovative new products.

A highly-driven entrepreneur, Shawn has spent the last two decades building and managing teams using his exceptional expertise in technology, operations, business strategy, business development and customer service.

When Shawn learned that an estimated 30 million Americans aren't getting the mental health care they need, the idea for LARKR was born. Shawn and his team at LARKR are committed to improving people's lives by delivering accessible and affordable therapy, using licensed professionals and a trusted modern channel that is available wherever and whenever it's needed.

# Tahoe Prosperity Center

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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.

# Sponsors

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# 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. On behalf of the Tahoe Prosperity Center, I would like to thank a few special people who went above and beyond to ensure this event was a success. To Roger Rempfer, Rachel Arst McCullough, Carol Chaplin, Sandy Evans Hall, Lisa Granahan, Devin Middlebrook, Frances McAninch, Rick Lind, Kate Roberts and Bill Mueller – thank you.



Heidi Hill Drum, CEO



TAHOE PROSPERITY CENTER

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