



MEMORANDUM

Date: 11.17.2020
TO: North Lake Tahoe Tourism Development Committee
FROM: Sarah Winters
RE: Tourism Development Committee Applications

Action Requested:

During this Tourism Development Committee meeting, we are asking that our committee members put forth a recommendation to the NLTRA Board of Directors for the open seats on the Tourism Development Committee. We are asking this committee to review all applicants and recommend for the current opening seats:

- Pool A: The current seats are set to expire in December 2020.
 - (4) open seats for the three-year term
 - (3) committee members asking to renew term
 - Leaving (1) open seat
- Pool C: There are open seats due to committee members resigning early.
 - (3) open seats for the two-year term

North Lake Tahoe reached out and asked existing committee members to submit a proposal to stay on the committee and those who would like to renew their committee seats are:

- Pool A:
 - Christine Horvath, Squaw Valley | Alpine Meadows
 - Brit Crezee, Sierra Sotheby's
 - Carlynn Fajkos, Tahome Marketing

If we renew all existing committee members, it leaves the following opportunities:

- Pool A: (1) seat
- Pool C: (3) seats
- Total: (4) seats

New Applicants:

1. Kressa Olguin, Hyatt Regency, Lake Tahoe
2. Susan Whitman, Northstar California
3. Melissa Burin, The Ritz-Carlton
4. Ray Villaman, Tahoe Restaurant Group
5. Vinton Hawkins, MJD Capital Partners
6. Karen Steele, Tahoe By Design

In light of Susan Redding's resignation from her position on the Tourism Development Committee, I'd like to submit my resume for consideration of her chair position for 2021.

I have been with Hyatt Hotels for almost 14 years, specifically with Hyatt Regency Lake Tahoe Resort Spa, and Casino for nearly 3 years of those years. I've enjoyed getting to know the many businesses and people within our community and hearing the different opinions of how tourism affects our North Lake Tahoe town. Being a large link in that tourism chain I'm deeply interested in learning more about our own growth and understanding how I can participate in regional standpoint to contribute to the growth of our community with care and consideration.

While my role with Hyatt has been a Marketing Manager working closely with our public relations team for the past 5 years, I have previous experience in both the Leisure and Group sides of sales for hotels and resorts. I feel an understanding of leisure business and the contractual side of business may help me serve as an excellent member of this committee.

I thank you for your time and consideration. Should you have any questions about my intentions or qualifications, please do not hesitate to reach out.

Kressa Olguin

KRESSA OLGUIN

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SUMMARY

Highly personable individual with a strong work ethic looking to utilize expertise and passion for marketing, sales and the community for the North Lake Tahoe destination.

QUALIFICATIONS

- Motivated self-starter with active social presence and familiarity with relevant social platforms
- Strong communicator with public, colleagues, clients and Leadership Committee members
- Passionate about discussions and interactions on social platforms to promote North Lake Tahoe
- Easily adapts to changes in strategies, brand standards and co-op initiatives

Hyatt Regency Lake Tahoe Resort, Incline Village, NV

Marketing Manager, 2017-Current

- Partnered closely with revenue director and sales managers to create successful room generating strategies
- Liaised with contracted partners such as public relations, strategic SEO partners, and social media advisory to ensure resort is staying at the forefront of resort reputations
- Entrusted with developing and deploying marketing strategies including budgeting, ROI/ROAS analysis, and processing monthly expenses
- Coordinated all media and FAM itineraries and ensure flawless executed stays, distributed site alerts, and other PR/social marketing materials to operational teams

Hyatt Regency Austin, Austin, TX

Marketing Manager, 2016-2017

- Actively engaged in weekly strategy meetings to plan for hotel's need periods and promotions
- Support sales and events efforts through collateral needs and special promotions
- Effectively communicate upcoming events to hotel team such as FAM's, filming or photography shoots
- Conduct monthly meetings to keep managers advised of ongoing marketing efforts
- Collaborate with public relations team to ensure hotel stays in the forefront of Austin reputations
- Monitor all online content to ensure accurate, updated information is presented and reviews are responded to
- Closely work with the F&B team to promote local events, new menus and daily specials
- Create and deploy local marketing tactics in accordance with corporate branding and tracking strategies
- Design and distribute collateral for all departments using Adobe programs: InDesign, Illustrator & Photoshop
- Liaise with digital marketing team to ensure hotel webpage is performing at optimal levels and content is relevant
- Build local relationships with Austin businesses to ensure hotel remains in good standing with community

Hyatt Regency Monterey Hotel & Spa, Monterey, CA

Sales Manager, Groups, 2015-2016

- Design, distribute and implement best practices for hotel communication
- Coordinate on-property Familiarization tours to educate potential clients & partners on hotel's selling points
- Facilitate in-market events and visits to open introductions for potential clients and partners
- Solicit and book business with new and repeat groups for needed dates
- Utilized understanding of rate tiers, need periods, revenue tools, and historical data in quoting group rates to best revenue manage

Hyatt Regency Maui Resort & Spa, Lahaina, HI

Sales Manager, Leisure /Social Media 2013-2015

- Worked with Marketing Manager to put best practices in place to comply with Corporate standards
- Responsible for managing online travel website content, rates and promotions
- Forge new relationships with individual travel agents, wholesale accounts, product managers, and potential corporate accounts while managing current relationships
- Issue monthly sales recap for Hyatt directors and hotel owners for all transient business
- Collaborate with Hawaiian Tourism Authority on Familiarization Tours to generate hotel and island-wide growth

Hyatt Regency Maui Resort & Spa, Lahaina, HI

Administrative Assistant, Sales, 2010-2013

- Provided support and open communication open between travel agents and a team composed of 3 mainland sales managers and 2 on-property sales managers
- Entrusted with temporary assistance to the General Manager in his administrative's absence
- Aided hotel with graphic/printing support in the absence of a Marketing/Graphics manager