



PO Box 1023, Kings Beach, CA 96143 ☐ 530.546.9000 ☐ [www.NorthTahoeBusiness.org](http://www.NorthTahoeBusiness.org)  
Mission: to improve the economic vitality and quality of life in the communities of North Lake Tahoe.

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**Executive Director**

**Alyssa E. Reilly**

North Lake Tahoe Resort Association

ATTN: Jeffrey Hentz

100 North Lake Blvd

Tahoe City, CA 96145

May 20, 2021

Dear NLTRA Members,

My name is Alyssa Reilly and I have been selected by the North Tahoe Business Association (NTBA) as their North Lake Tahoe Resort Association Board Member designee. I am the current NTBA Executive Director and have been in my position for the past two years. As a Lake Tahoe native, I am passionate about NTBA and our North Lake Tahoe Community. I always put our NTBA mission, to improve the economic vitality and quality of life in the communities of North Lake Tahoe, on the forefront. I look forward to representing our district, organization and business community during my time on the NLTRA Board.

Thank you for your time and consideration,

Alyssa Reilly

Executive Director

North Tahoe Business Association