

## **FOR IMMEDIATE RELEASE**

### **NEW EXECUTIVE TEAM NAMED AS NORTH LAKE TAHOE RESORT ASSOCIATION SHIFTS GEARS**

*Director of Business and Community Relations, Director of Finance, and Director of Marketing and PR will help lead the organization's destination stewardship and management efforts*

**TAHOE CITY, Calif. (Aug. 15, 2022)** - As it moves from serving as a Destination Marketing Organization to its new charter focused on destination stewardship and management, the North Lake Tahoe Resort Association (NLTRA) has named three new staff members to its executive leadership team. Kimberly Brown has joined as Director of Business and Community Relations, Francois Cazalot as Director of Finance, and Kirstin Guinn as Director of Marketing and PR. Along with the Director of Destination Management, the remaining senior-level position still to be filled, the team will help guide the direction and efforts of the organization. Brown, Cazalot and Guinn will report to NLTRA President and CEO, Tony Karwowski.

"After an extensive search, I'm thrilled to have our highly qualified executive team in place. The experience each of them bring, and their knowledge of and passion for the North Lake Tahoe community will benefit our residents, businesses and those who visit," said Karwowski. "Because they all have been living and working in our community, they're familiar with our region's challenges and opportunities, and are ready to get to work."

Kimberly Brown started in her new role as Director of Business and Community Relations on July 18 and is working closely with local businesses and other community stakeholders to help the vibrant North Lake Tahoe business community thrive while also serving as a passionate advocate for destination stewardship. Her responsibilities include business and community advocacy, support and development services, and business educational opportunities. She also has oversight of the NLTRA Visitor Information Centers and staff, as well as regional event sponsorship, and business association contracts.

Francois Cazalot will start in his role as Director of Finance on August 22. In addition to his extensive Wall Street and ski area finance experience, Cazalot has worked as a firefighter for CALFIRE, fighting some of the largest wildfires in California history. He will oversee the financial operations and planning for the organization, including funding compliance oversight of the North Lake Tahoe Tourism Business Improvement District (NLT-TBID) and Transient Occupancy (TOT) funds, and the alignment of that spend within the marketing and stewardship goals of the NLTRA.

Kirstin Guinn will start as the NLTRA's Director of Marketing and PR on September 6. As an experienced, results-driven marketing professional in the Tahoe region, Guinn brings a strong understanding of tourism based economy balanced with a passion for preserving the culture, character, and community of North Tahoe, and is eager to put her integrated marketing and communications experience to work in support of those efforts. She will lead the development and execution of marketing campaigns designed to educate visitors and residents about destination stewardship, responsible travel and to encourage mid-week and off-peak season travel in support of a vibrant business community.

Applications are still being accepted for the Director of Destination Management. The responsibilities of this position include leading the NLTRA's Destination Management Division as it relates to planning, infrastructure, transportation, capital improvements, and workforce housing development projects for the North Lake Tahoe region. This person will collaboratively research, design, and develop short and long-term initiatives in alignment with the Tourism Master Plan, and destination stewardship projects to improve the visitor experience and economic vitality for the assessed businesses, programs, and projects.

Learn more about the North Lake Tahoe Resort Association and open jobs at [www.nltra.org](http://www.nltra.org).

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#### **About the North Lake Tahoe Resort Association**

For over 65 years, the North Lake Tahoe Resort Association | Chamber | CVB has served local businesses and residents by connecting community leaders and enhancing a vibrant tourism economy. Funded by a newly formed Tourism Business Improvement District in contract with Placer County, the NLTRA's role is to promote and manage visitation through the lens of destination stewardship education. The NLTRA also collaborates with regional stakeholders to achieve economic health, community vitality, and environmental sustainability that benefits residents, businesses and visitors of North Lake Tahoe. Learn more at [nltra.org](http://nltra.org).

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