January 24, 2023

I am a great choice for the West Shore seat of the NTCA (formerly NLTRA) board because I demonstrate commitment, responsibility, and passion to task performance. I turn up, listen, and try to immerse myself in the story and the plan, to best understand stakeholders and the key factors that are at play in situations that are brought before me. I work locally in a position that spans from the West Shore to Tahoe Vista. My job title is Director of Business Development at Granlibakken Management Company, where I have executive managerial involvement in two large homeowner property rental programs, HOA management, and work with one of the largest year-round employers in North Lake Tahoe. My job portfolio spans marketing, human resources, risk management, group and transient business, restaurants, guest relations and regional experiences. Granlibakken's green and sustainability focus ties directly in with a core value in my life, and a value that is held by most in our mountain community and the NTCA. I also hold seats on the board of Ski California, amongst representatives of all California and Nevada ski areas, the NTCA's Tourism Business Improvement District Zone 1 committee, and the NTCA Tourism Development Committee.

We are a family of four, two of us work full-time in North Lake Tahoe, and our two boys are students in our incredible local schools. We are finally home owners in the area, and are fully invested in the health and vitality of this community and area. Personally, I have been living within, and actively involved in, tourist communities since the mid-1990's. In fact, this is my second stay in Tahoe, with my first taking place many years back, but leaving a lasting imprint on my life, and drawing me back here permanently, now with a family.

I believe that me having a seat on the NTCA board, representing the West Shore, will allow me to contribute and collaborate with a great team of community members, to advance North Lake Tahoe for everyone. I ask for your vote to the board.

DJ Ewan