



north lake tahoe

Chamber | CVB | Resort Association

**BOARD OF DIRECTORS
CANDIDATE APPLICATION FORM 2018 ELECTIONS**

**DUE FEBRUARY 5, 2018 5PM
TO: NLTRA EMAIL OR IN PERSON**

Name BRET WILLIAMS Phone# 530-546-4250

Business Name ALTAERAY REALTY, INC. Phone# _____

E-mail Address BRET@ALTAERAY.COM

Mailing Address PO Box 490

City CHAMPAIGN BAY State CA Zip Code 96140

Business Address 4991 NORTH LAKE BLVD.

City CHAMPAIGN BAY State CA Zip Code 96140

Business Physical Address _____

City _____ State _____ Zip Code _____

Board Seat:

- Lodging/Property Management – located east of Dollar Hill and within the Tahoe Basin (Placer County) 1 seat
- Lodging/Property Management – located west of Dollar Hill and within the Tahoe Basin (Placer County) 1 seat
- At Large within Board Member Area – 3 available seats

Please provide a separate candidate statement of **300** words or less. It should include your background, qualifications and any other information you want the voters in the election to know about you and your election platform.

Candidate Statement: Attached or Decline to submit

All candidates must own or represent a Member in good standing with offices or locations within Eastern Placer County.

The information stated above is true to the best of my knowledge and may be verified. I am stating my willingness to serve as a Director for the North Lake Tahoe Chamber/CVB/Resort Association. I understand that I am expected to attend approximately 12 meetings per year and 6 other events (mixers, workshops, committee meetings, events).

Signature 

Dated 2/5/18

To North Lake Tahoe Resort Association Election Committee:

I am writing because I am interested in continuing to serve on the North Lake Tahoe Resort Association Board of Directors.

I was raised in North Lake Tahoe and graduated from North Tahoe High School in 1987 and I boomeranged back to north Lake Tahoe in 1993 and worked as a sales manager for Granlibakken. From 1995 to 1999, I was in group sales and marketing for Northstar & Sierra at Tahoe, from 1999 to 2001 I was the Director of Sales & Marketing for the Chancellor Hotel on Union Square in San Francisco, and from 2001 to today I have been the President/Broker of Agate Bay Realty.

My company manages roughly 45 vacation rental properties, 70 total rental properties, and we do real estate brokerage as well. On the real estate sales side of my business, I have been the President of the Western Mountain Resort Alliance or WMRA. WMRA consists of the Boards of Realtors of Whistler/Blackcomb, Sun Valley, Park City, Vail, Steamboat, Jackson Hole and Tahoe/Truckee. There are roughly 3000 agents that are part of these Boards of Realtors and we share mountain resort real estate and tourism information within our membership so the membership is more informed and can become better agents. I believe my diverse experience in resort accommodation sales and marketing, hotel experience, and real estate could continue to help the organization. During my last 9 years serving on the Marketing Committee, we have succeeded in increasing the visitation during the shoulder months and yet I think we still have a lot of additional opportunities to make our community a more consistently visited year round destination. I appreciate you considering me to serve on the North Lake Tahoe Resort Association Board of Directors.

Sincerely,

Brett Williams