

11 October 2010

Norma Santiago
Supervisor El Dorado County
South Lake Tahoe
924 B Emerald Bay Rd.
So. Lake Tahoe, CA 96150

2010 OCT 14 AM 11:17

BOARD OF SUPERVISORS
EL DORADO COUNTY

Dear Supervisor Santiago,

I wanted to take this opportunity to express my interest in serving on the Tahoe Resource Conservation District Board of Directors. I believe the Conservation District is one of those unique Lake Tahoe organizations that is successfully implementing a variety of "on the ground" programs designed to improve and enhance the Lake Tahoe environment. I would welcome the opportunity to assist the organization in supporting these worthwhile efforts. In considering my interest in serving with the organization I wanted to provide you with some of my community experience.

- South Tahoe Little league- Board President
- South Tahoe Babe Ruth- Coach
- AYSO Soccer- Coach
- Boys and Girls Club- Board Member
- Lake Tahoe South Shore Chamber of Commerce- Board Chairman
- Lake Tahoe Visitors Authority-Board Chairman
- City of South Lake Tahoe Airport Commission- Commissioner
- Poverty to Prosperity-One of the original founders of the first ever Poverty to Prosperity Forum to create awareness for poverty in South Shore.

In addition to my community involvement I have continually worked to improve and protect the natural environment in which we live.

- As Chairman of the newly merged Chamber of Commerce I formed the first ever environmental committee. Also during this time I worked to help the business community change its view of TRPA and to work with the agency.
- Pathway 2007- I was selected as Forum Board member assisting the efforts to develop a new Regional Plan. In that capacity I worked to support the balance between the environment, the

economy and the community. I also was supportive of the TMDL and its use in finding solutions to water quality issues.

- Currently, I serve on the Chamber of Commerce Regional Plan Subcommittee where I have served as a strategist working with other committee members to assist the TRPA in adopting real and workable strategies and ordinances that balance the protection of the environment, with the local economy and community.

One of the primary reasons I am seeking the position Tahoe Resource Conservation District Board of Directors is to assist in the implementation of real world projects that improve the basin environment. Additionally I believe my experiences, contacts and analytical skills will benefit the organization.

I respectfully ask for your support in appointment to the board. Should you have any questions or need any additional information please feel free to contact me directly at 530-541-2462 ext.101.

Sincerely,

A handwritten signature in blue ink, appearing to read 'CR', with a large, sweeping flourish extending to the right.

Carl Ribaud
President
Strategic Marketing Group