



Professionals of Truckee-Tahoe

PTT

*A Final Project of the 2012 North Lake
Tahoe-Truckee Leadership Program*



Presented By:



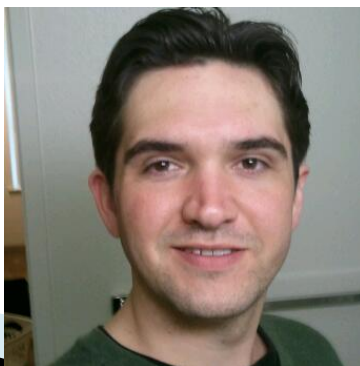
Amanda Birchenough – *Marketing Communications Manager, Tahoe Donner Association*

Allison Eybel – *AmeriCorps Program Director
Parasol Tahoe Community Foundation*

Kristen Lew – *Dean of Residential Life, Math/Science Teacher Sugar Bowl Academy*

Ben Saviello – *Regional Manager
North Lake Tahoe, Ski Butlers*

Shawn Williams – *Rental Manager
Kings Beach Housing, Domus Management Company*





“We Make It Happen”

PTT

- ▶ The PTT will provide professionals in the area with the chance to network, connect with the community, learn about local career opportunities, and to build new friendships.

Uniqueness of PTT

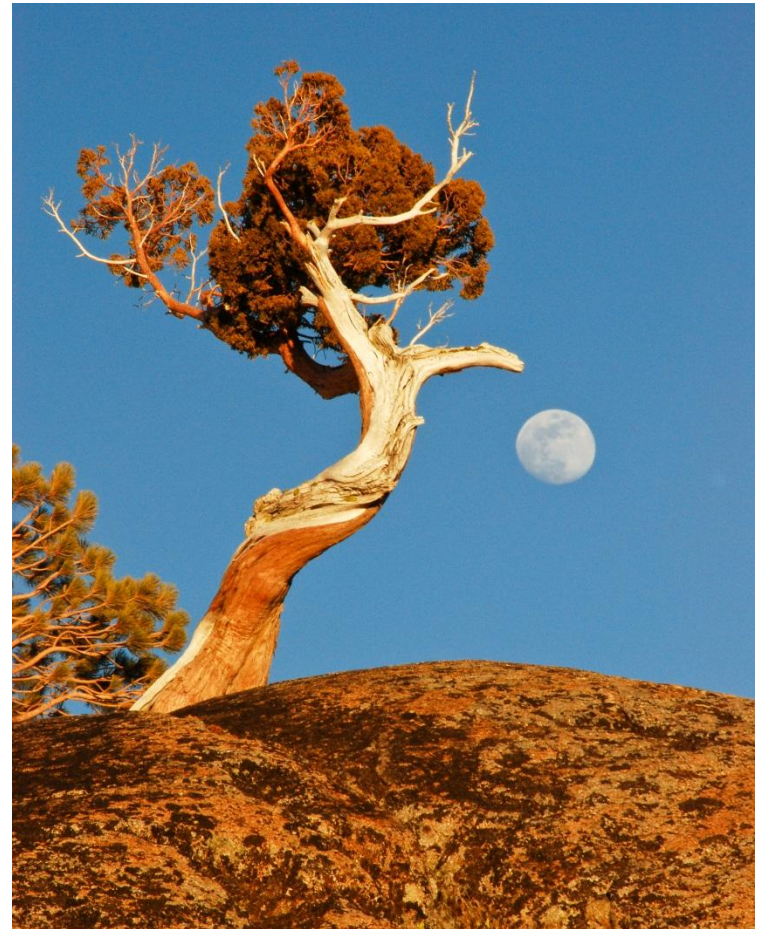
Current regional professional groups exist in Reno and South Lake Tahoe but do not address our local population.



- ▶ Focus on professional development, training opportunities, and networking opportunities for professionals in the area
- ▶ Provide local professionals with volunteer opportunities and assist with job placement with local businesses through networking connections

Action Plan Overview

- ▶ *Professionals of Truckee-Tahoe (PTT)* is an organization to connect professionals to the local community through monthly volunteer opportunities, educational opportunities and social mixers. Quarterly themes will be presented with a focus on the following: education, outdoor stewardship, social services, and winter sports. Members will receive training, networking, and professional development specific to our community by engaging with other professional and local organizations.



Professionals of Truckee–Tahoe Target Audience



- ▶ Professionals in the Truckee–North Lake Tahoe area
- ▶ Individuals who are interested in networking and volunteering in the community



Needs Assessment



How did we survey the community?

Action Plan Needs Assessment Results



- ▶ Locations
- ▶ Time commitment
- ▶ Themes
- ▶ Professional development skills
- ▶ Volunteerism
- ▶ 50% of participants requested further information

Working with Leadership on all Levels

Individual:

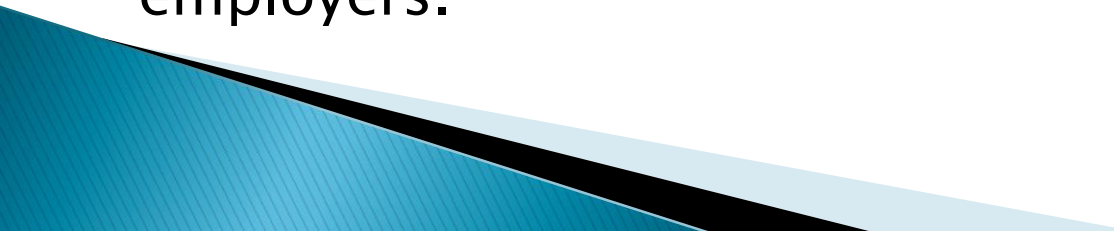
We will provide an environment for local people to network, seek help with job placement, gain friendships, and various job skills.

Community:

We will provide a pool of like minded individuals that are focused and eager to help with local community issues and are interested in furthering their careers.

Society:

We will provide the opportunity for people to improve and better themselves and in turn bring those skills, interests, and new connections back to their families, friends, and employers.



Impact of Action Plan



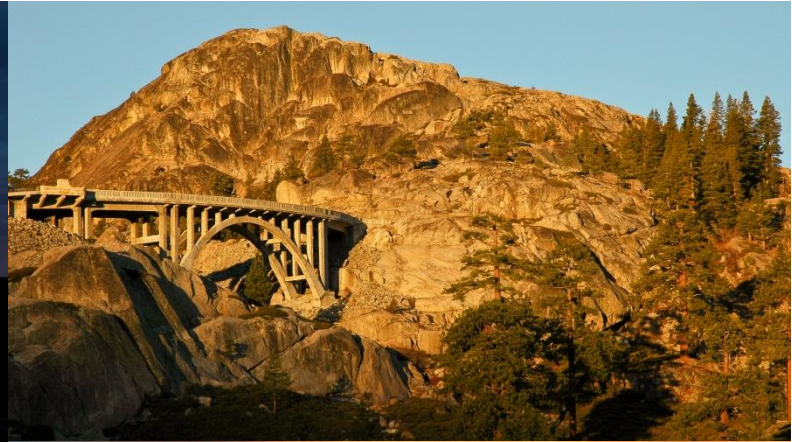
- ▶ Educational opportunities by providing professional development opportunities such as public speaking or resume workshops.
- ▶ Increased awareness of volunteer locations and events.
- ▶ Direct networking opportunities for local professionals and businesses.

Sample Timeline

Summer: Social Services



Fall: Education



Winter: Winter Recreation



Spring: Outdoor Stewardship

Sample Timeline: Summer



- ▶ July
 - Social Event

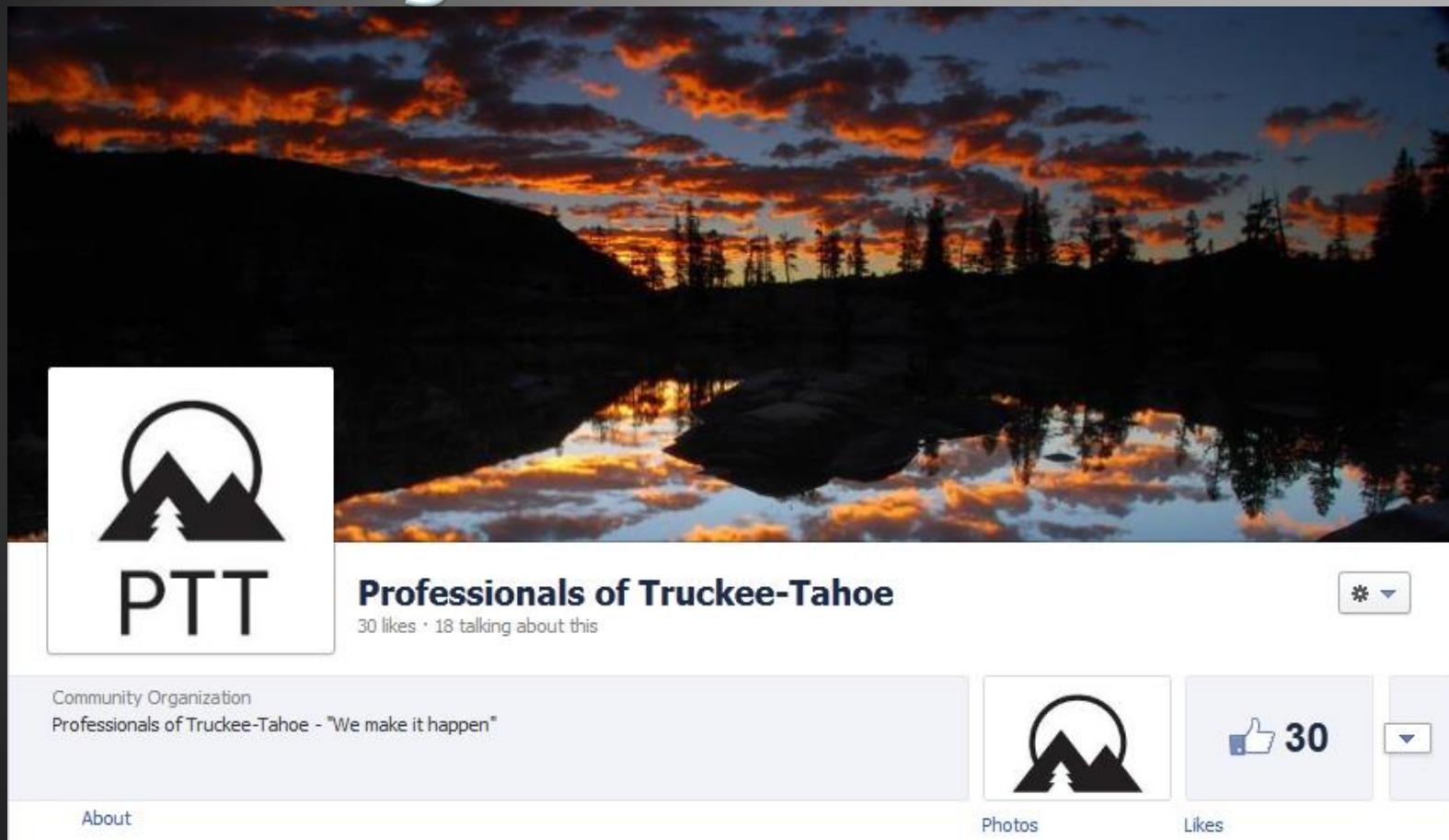
- ▶ August
 - Directed Volunteer Work

- ▶ September
 - Professional Development
 - Quarterly Evaluation

Tentative Budget

Item	Amount	Total Cost per Month (15 months)
Other Supplies: raffle tickets, name tags, pens, paper, etc.	\$200	Overall cost
Marketing Materials	<ul style="list-style-type: none"> Four series of posters for each theme: \$400 Organization Banner: \$100 Rack Cards: \$350 	$\$100 \times 4$ Overall cost Overall cost
Advertising – use Facebook, Twitter and Craigslist for FREE.	<ul style="list-style-type: none"> Donated when possible Local media outlets \$950 	
Logoed Materials/Giveaways	<ul style="list-style-type: none"> Donated from organizations \$600 	$\$50 \times 12$
Speaking/Volunteer Fees	<ul style="list-style-type: none"> Donated when possible \$800 	$\$100 \times 8$
Social Offset Fees	<ul style="list-style-type: none"> Donations/deals from host sites \$1600 	$\$200 \times 8$
	TOTAL: \$5,000	\$333.33/month

Marketing Tools for PTT



www.facebook.com/ProfessionalsOfTruckeeTahoe

Marketing Tools for PTT

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About Us

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What is our goal?

To provide professionals in the area with the chance to network, connect with the community, learn about local career opportunities, and to build new friendships.

Tahoepros@gmail.com

www.facebook.com/ProfessionalsOfTruckeeTahoe

Next Steps

- ▶ Implement a marketing campaign through local businesses and Facebook
- ▶ Partner with local organizations for volunteer and educational opportunities
- ▶ Develop a schedule for the first quarterly theme and advertise



PTT



Special Thanks to Andy Giordano >>

<http://andygiordano.photoshelter.com/>

Special Thanks

- ▶ North Lake Tahoe–Truckee Leadership Program
- ▶ Amanda Wallace, Lead Designer
 - Tahoe Donner Association
- ▶ Tahoe Donner Association
- ▶ Parasol Tahoe Community Foundation
- ▶ Sugar Bowl Academy
- ▶ Ski Butlers
- ▶ Domus Management Company



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