

## Chair

---

### **John Urdi**

Executive Director  
Mammoth Lakes Tourism

## Vice-Chairs

---

### **Carol Chaplin**

Executive Director  
Lake Tahoe Visitors Authority  
*Vice Chair*

## Committee Members

---

### **Marcie Bradley**

Senior Communications Manager  
Vail Resorts Management

### **Tim Cohee**

Senior Vice President  
Kirkwood Inn Hwy 89

### **Tom Feiten**

Vice President, Product & Business Development  
Squaw Valley

### **Steven Hemphill**

Communications Manager  
Sierra-at-Tahoe

### **John McColly**

Chief Marketing Officer  
Mountain High Resort

### **Chris Riddle**

Marketing Director  
Snow Summit Ski Corporation

### **Rachel Carlson**

Marketing Manager  
Heavenly Valley Ski Resort

### **Shaydar Edelmann**

VP Operations  
Boreal Ridge Corp.

### **Erik Forsell**

Chief Marketing Officer  
Mammoth Mountain Ski Area, LLC

### **Christine Horvath**

Director of Marketing  
Squaw Valley

### **Michael Reitzell**

President  
California Ski Industry Association

### **JT Thompson**

Director of Tourism  
North Lake Tahoe Chamber/CVB/Resort Association

## Visit California Staff

---

### **Lynn Carpenter**

Vice President of Marketing  
Visit California

### **Daphne Lange**

Consumer Advertising Manager  
Visit California