



FOR IMMEDIATE RELEASE

Carl Ribaudó Appointed to Tahoe Resource Conservation District Board of Directors – One Vacant Seat Remains

South Lake Tahoe, CA, December 2, 2010 – Carl Ribaudó, South Lake Tahoe resident and principal of Strategic Marketing Group (SMG), has been appointed to serve a four-year term with South Tahoe-based public agency Tahoe Resource Conservation District (Tahoe RCD). Current Board member Bob Anderson has been approved to serve another four-year term, according to Norma Santiago’s office at the El Dorado County Board of Supervisors.

“Tahoe RCD has the unique ability to work with a variety of partners in the Basin and engage the Tahoe community,” said Ribaudó following his appointment. Ribaudó’s appointment fills one of two available seats on Tahoe five-person Board of Directors. Interested applicants are required to reside and own property in the Lake Tahoe Basin in either Placer or El Dorado County and are asked to submit a letter of interest along with a county committee application (available online at www.co.el-dorado.ca.us) to the El Dorado County Board of Supervisors to be eligible for consideration.

“We’re really looking forward to adding Carl to our Board,” commented Tahoe RCD Director Dave Roberts. “He brings some great skill sets and connections from all around the Tahoe Basin and California.” Ribaudó founded SMG in 1992, serving the tourism, recreation and hospitality industries with marketing and strategy expertise.

About Tahoe Resource Conservation District (Tahoe RCD)

Tahoe RCD’s mission is to promote the conservation and improvement of the Lake Tahoe Basin’s soil, water, and related natural resources by providing leadership, information, programs, and technical assistance to all land managers, owners, organizations, and residents. Tahoe RCD is a non-regulatory, grant funded, public agency that works with a variety of partner agencies to implement programs and outreach, which currently focus on erosion control, runoff infiltration, terrestrial and aquatic invasive species control, and conservation landscaping.

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