



West Shore Association
LAKE TAHOE

West Shore Association
P.O. Box 844
Homewood, CA 96141
www.tahoewsa.com

2015-16 Membership Dues Invoice

Business name: _____

Contact: _____

Physical address: _____

Mailing address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Address: _____

25-word description of your business for use in the on-line member directory (for Business Members only):

MEMBERSHIP LEVELS	ANNUAL DUES
Full: West Shore Business	\$125
Individual: Non-Voting	\$50

Please return this form with your check made out to the West Shore Association and mail to the above address.

Thank you for your continued support and participation in the
West Shore Association



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Dear West Shore Business,

The West Shore Association is an organization of West Shore businesses and individuals working together to promote the "Magical West Shore" to residents and visitors. WSA represents our members as a voice to all of our various government agencies. In just the past few weeks we have accomplished the following:

Completely updated and redesigned the WSA website and added a Social Media component that already has several hundred hits

Encouraged Caltrans to change the electronic sign board at the Transit Center to eliminate distance and delay times

The WSA is running ¼ page color ads each week in the Weekly announcing West Shore Businesses are "Open for You" during our 4th year of road construction

Caltrans made, and the WSA has installed 4 banners in a series in 2 locations, opposite the Transit Center and by Wilson Ave. stating the West Shore is "Open for You" along highway 89

The West Shore is featured in Placer County's current newsletter, both Summer Visitors Guides and will have a special article and photos in a future Sierra Sun edition. The WSA is also in several other recent publications and on websites

The West Shore Association is represented on the BACC (Business Association Chamber Collaborative) and the NLTRA Lodging and Group Sales Committees. WSA also partners with the TCDA (Tahoe City Downtown Assoc) and NTBA (North Tahoe Business Assoc) marketing our "lakeside communities"

In addition to all that we have maintained several ongoing events to promote the West Shore with: **Opening Day at the Lake over Memorial Day Weekend, Lake Tahoe Music Festival Aug. 18-23, Big Band Jazz at the Lake at Sugar Pine Point S.P. Sept. 6**, and we support our Olympic Heritage and Nordic Trails also at Ed Z'Berg Sugar Pine Point State Park.

The West Shore Association is a non profit 501C-6 California Corporation established in 1997 ID # C2064189. Our Federal Tax ID number for your records is # 68-0381292.

If you have any questions about WSA or need additional information, feel free to contact Rob Weston at robweston203@gmail.com. Please join us TODAY!

"The West Shore is the Best Shore"



West Shore Association
Post Office Box 844
Homewood, CA 96141
www.tahoewsa.com

Date

Name_ &_ Title

Company

Address

City, State Zip

Dear Name:

Thank you being a voting member of the West Shore Association. As a non-profit business organization, WSA relies on member dues to help support our efforts to improve the economic prosperity of Lake Tahoe's "Magical West Shore" through the promotion of our area businesses, support of local events and beautification projects, and taking an active position on regional issues that impact West Shore business. Your membership of \$125.00 is valued and appreciated.

One of the major initiatives begun by the WSA this spring was to redesign the WSA website to better serve our membership and promote the West Shore and member events directly through social media. A portion of your WSA membership is going directly to funding our new webmaster and the creation of your business' portfolio page. Please help us start your individual portfolio page by emailing the following items to Rob Weston at robweston203@gmail.com:

- Your Business Logo in pdf or j-peg
- 3 Hi-Res photos of your business or photos of what you do

You can check out the WSA's new website at www.tahoewsa.com , go to the Business Directory and see business' portfolios. We hope you are excited about this new opportunity to promote your business as part of the West Shore Association. Please remember that your dues are for one year beginning July 1, 2015 through June 30, 2016, the WSA's fiscal year.

Thank you for supporting your community through your business membership and being part of the West Shore Association.

Sincerely,

The West Shore Association Board of Directors
Kay Williams, Rob Weston, Marynell Hartnett, and Lora Nadolski