



Carol Chaplin

South Lake Tahoe looked a little different in 1982 when Carol Chaplin left San Francisco for the Sierra Nevada. At that time, gambling was the name of the game and a primary motivator for visits, for slot machine pulls and blackjack hands--unlike today's traveler, who craves outdoor recreation, adventure, authenticity, and environmental sensitivity in their destination choices. Chaplin found experience in tourism and hospitality, including food and beverage, hotel operations, attractions, marketing, and finally the CEO of the Lake Tahoe Visitors Authority 15 years ago. Her love of outdoor sports including swimming, running, cycling, skiing, and paddling, not to mention her dedication to the single parenting of two boys in a small mountain town, kept her here on the South Shore. Forty-something years later, she is active in regional and community leadership roles, including the South Shore Transportation Management Association, and the current chair of the Regional Air Service Corporation and the Reno Tahoe Airport Authority. The Tahoe Blue Event Center is the result of her efforts in her dual role as CEO of the Tahoe Douglas Visitors Authority. Relevant to the topic at hand, Carol worked for two years on the Lake Tahoe Destination Stewardship Plan and is currently co-chair of the Destination Stewardship Council, now launching the Plan work.