



KEYNOTE *Speakers*

Cindy Gustafson, *Supervisor, District 5, County of Placer*

Opening Keynote | Monday, April 24th

Cindy Gustafson has a long history of public, private, and volunteer service in both the Lake Tahoe region and the State. Prior to being appointed and then elected to the Board of Supervisors in 2019 and 2020, she had careers in the public and private sectors. After moving to North Lake Tahoe in 1983, she worked in the private sector until 1991 when she joined the Tahoe City Public Utility District (TCPUD). Ms. Gustafson's service there spanned 26 years in a variety of positions, including her final eight years as the General Manager, overseeing the full operations of the District. During her career, she secured and administered over \$30 million in grant funding for a diverse array of capital projects including bike trails, sidewalks, water and sewer system upgrades, community buildings, public parks, beaches, and environmental restoration projects.



In 2017, she retired from TCPUD and was selected as the Chief Executive Officer of the North Lake Tahoe Resort Association and North Tahoe Chamber, a position she held until she was appointed as the District 5 Supervisor for Placer County. Following the appointment she ran for successful election to the seat and began her next term of office on January 1, 2021. In addition to serving on the Board of Supervisors, Ms. Gustafson concurrently serves on the Tahoe Regional Planning Agency Board of Directors and the Tahoe Transportation District Board.

In addition to her professional career, Ms. Gustafson volunteered for many educational and environmental efforts in the region, including two terms on the Tahoe Truckee Unified School District Board of Trustees. She also served two years on the Lake Tahoe Federal Advisory Council. In 2005 Ms. Gustafson was appointed by Governor Schwarzenegger to the California Fish and Game Commission, and served there for five years. After leaving the Commission she was asked to serve on the Marine Life Protection Act Blue Ribbon Task Force for the North Coast and completed that service in 2011.

In addition to these volunteer efforts Ms. Gustafson was a founding member of the non-profit Tahoe Fund, served as the first Chair of the organization, and remains an active Board member of the organization.



KEYNOTE *Speakers*

Julie Regan, APR, *External Affairs Chief & Deputy Director,
Tahoe Regional Planning Agency*

Keynote Luncheon | Monday, April 24th

Julie is a seasoned communications and government affairs professional with many decades of experience in the public and private sectors. Since 2003, she has served as an executive with the Tahoe Regional Planning Agency, the first environmental interstate compact agency of its kind in the United States. The Agency is charged with the environmental protection of Lake Tahoe, the second deepest lake in the United States.



Julie is pursuing a Ph.D. in Environmental Science at the University of Nevada, Reno. Her research focus is on the intersection of science and public policy building on decades of experience at Lake Tahoe balancing environmental preservation in a \$5-billion tourist-based economy. Julie's areas of expertise include strategic planning, media relations, writing, government relations, public speaking, community outreach, and environmental issues management.

Her previous experience ranges from publishing Treasures by the Sea magazine to running the marketing and real estate arm of ResortQuest International in Bethany Beach, Delaware. Julie also worked in the water, electric, and natural gas utility industries where she specialized in change management and branding.

Julie has a Bachelor of Arts degree in communications from the University of Delaware and a master's in journalism from Temple University in Philadelphia. She is accredited by the Public Relations Society of America. She is also the past Co-Chair of the nationally focused Network for Landscape Conservation. Originally from Delaware, Julie has lived in the Florida Keys and now resides in South Lake Tahoe's Christmas Valley with her husband and dogs. She is active in the community and is the former Chair of the Barton Hospital Foundation Board of Trustees. She enjoys skiing, mountain biking, hiking, and traveling.



KEYNOTE *Speakers*

McAvoy Layne as Mark Twain

Keynote Luncheon | Tuesday, April 25th

For thirty-four years now, in four thousand performances from Piper's Opera House in Virginia City to Leningrad University in Russia, McAvoy has been preeminent in preserving the wit & wisdom of The Wild Humorist of the Pacific Slope, Mark Twain.

McAvoy is a winner of the Nevada Award for Excellence in School and Library Service. He plays the ghost of Samuel Clemens in the Biography Channel's episode of Mark Twain, and the Discovery Channel's Cronkite Award-winning documentary, "Adventures of Huckleberry Finn."

Says McAvoy, "It's like being a Monday through Friday preacher, whose sermon, though not reverently pious, is fervently American."

