

South Shore chamber on rebranding mission



By Kathryn Reed

Tonight the Lake Tahoe South Shore Chamber of Commerce will unveil its rebranding campaign for the 3-year-old entity.

“We are going to try to do a better job of communication with our members and the community,” chamber President Patrick Atherton told *Lake Tahoe News*.

Going forward the chamber wants to better articulate its message, explain what it does and show-off how it is helping the community. Chamber officials have said they are going to let all media on the South Shore know what’s going on. This hasn’t always been the case. Press releases in the past have only been sent to the media who belong to the chamber and phone calls have not always been returned promptly.

At tonight’s gathering at Edgewood Tahoe from 5:30-7:30 the new logo will be officially unveiled. It was released to the media this morning.

The chamber is also going to promote its abbreviated name – Tahoe Chamber “ which is in line with its web address, www.TahoeChamber.org.

For more information about the chamber, call (775) 588.1728.