

Forum to delve into customers of the future

The Future-Ready South Shore Luncheon & Forum is designed to engage business owners and community members on how to prepare for new and younger customers.

The event will feature keynote speaker Lynn Carpenter, the vice president of marketing for Visit California. She will discuss Visit California's international and domestic marketing initiatives and share with attendees how local businesses can and should leverage the state's efforts. She'll also give insight into tomorrow's visitor and discuss opportunities to attract the changing demographic.

Carl Ribaud, president of SMG Consulting, will speak to cultural shifts in the regional market place and what can be learned from the competitive set.

Jason Broadwater, a creative entrepreneur and president of RevenFlo, will strive to dispel myths about millennials by presenting research on millennial life choices and how that impacts their disposable income available for travel.

The April 26 noon-3pm event is put on by Lake Tahoe South Shore Chamber of Commerce and Lake Tahoe Visitors Authority. Cost is \$25 for chamber members and \$40 for non-members. For the full afternoon schedule, speaker bios, and registration information go **online**. Check in is at 11:30am at Lake Tahoe Resort Hotel in South Lake Tahoe.