

North Shore establishes wedding industry group

Tahoe Wedding Industry Group has been created on the North Shore in an attempt to better market the area to brides and grooms.

Kevin Wallner with First Chair Digital Marketing be the first guest speaker at the inaugural meeting Oct. 26 at 9am at Gar Woods in Carnelian Bay. His talk is titled Digital Marketing Strategies for Wedding Pros. Meetings will be quarterly.

TheWeddingReport.com recently released a report saying the the value of wedding-related business in the Truckee-North Lake Tahoe area in the next five year is expected to grow by seven figures.

For more info, contact founder Joyce Scardina Becker at joyce@tahoeweddinggroup.net or 530.563.6392.