

Travelocity founder, Tahoe resident offers inspiration with book on business innovation

By Kathryn Reed

Plenty of people can talk a good game, but few actually are in the game. Terry Jones is a talker and a player.

As founder of Travelocity and chairman of Kayak.com, Jones knows what it takes to start a successful company from scratch and keep it viable. As someone who has been on the lecture circuit for the past 10 years, he knows how to inspire.



But the Incline Village resident also knew he was packing a whole lot of information into 60 minutes, where people might take away one or two ideas. That is what inspired him to turn his talks into a book. “ON Innovation: Turning On Innovation in your culture, teams and organization” was published in 2012.

It’s a fast read. Jones has designed it so it does not have to be read cover-to-cover. He also envisions it being a reference book.

The 194-page book (\$15) has 72 ideas. Each chapter is a few pages. This is a book that is ideal for front line staff, CEOs and definitely middle managers.

"Most books on innovation are very academic," Jones told *Lake Tahoe News*.

His is more of a "how to" book. How to do things, how to look at your business in a new way, how to be strategic, how to listen – overall, how to innovate. The book delves into the need to experiment, take chances and lose the phrase "we've always done it that way".

"You have to reinvent yourself all the time. I don't think it has anything to do with Tahoe, it has to do with business in general," Jones told *Lake Tahoe News*.

He said retail in particular has it hard because of all the competition online.

Jones knows he'll be writing another book. The focus will be about building digital relationships.

He said it's travel more any other industry that has been transformed by the Internet. This includes people using the Internet to search for places to stay, to rent skis and a place to eat at the end of the day.

Jones was the keynote speaker at last fall's Nevada Governor's Conference on Tourism.

He is on the board of the Lake Tahoe Shakespeare Festival – chairman the last three years and currently the secretary. Jones said when he first started working with the Incline group the bulk of the advertising was with local print publications even though 60 percent of the people at the summer event were tourists.

Now the festival has a strong Web presence.

Jones has had a place in Cave Rock for about 10 years. When he got divorced he wanted out of Texas and picked the Tahoe house. Through Match.com he met his current wife.

“She said if you want me, you get Incline too,” Jones said. They live together in Incline, though he is on the road about 150 days a year.

When he isn’t speaking, writing or doing work for one of the multiple boards he sits on, he can found enjoying Lake Tahoe. This season he returned to the slopes after having quit downhill skiing when he was 15 because he needed a spinal fusion. He finally got that fusion.

He skied earlier this month for the first time in 50 years.

“My wife was a competitive skier in college. I hope to get to the point where I can ski with her,” Jones said.

In the summer, look for him skimming across the water in his Wherry boat at Sand Harbor.

‘Babysitting a Billionaire’ leaves reader wanting more

By Kathryn Reed

My biggest complaint – it’s a novella and not a novel.



The 88-page “Babysitting a Billionaire” by Nicky Penttila is a page-turner. I read it in one night.

But the characters and erotic scenes need more development. The book starts well in setting the stage for the romantic tryst, has a twist or two, and a fairly strong ending, but it feels rushed.

What had me laughing at the start is the main character's name is May Reed. And references to Miss Reed were a bit jarring. Obviously this is not going to be an issue for most readers.

This is Penttila's second book. Unlike “A Note of Scandal”, “Babysitting a Billionaire” is set in modern day.

On the heat scale, according to the publisher, it is a 3. Penttila's previous book was a 2. This one did not seem steamier to me, but I'm not the one giving out the ratings.

Both books are available online. The newest one is just \$3.99 – which feels a bit like stealing.

Workshop for businesses about California laws

North Lake Tahoe Chamber/CVB/Resort Association and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association are offering Legal Update

for California Business Leaders and Managers on Feb. 8 from 9am-noon.

The event is at Cedar House Sport Hotel, 10918 Brockway Road, Truckee.

Attendees will learn about new laws that take effect in 2013 and how they impact employers; California legislative update and California law updates; important U.S. Supreme Court and California rulings; significant agency regulations, opinions and trends to watch in 2013; and best practices and practical advice to prepare your organization for employment law compliance in the new year and beyond.

The workshop will be led by Mary L. Guilfoyle and Walter Stella of the Miller Law Group in San Francisco.

Registration is \$55/person for chamber and SHRA members and \$65/person for non-members. Walk-in registration is \$60/person for chamber and SHRA members and \$70/person for non-members.

To register and for more information about the workshop, call Laura Moriarty at (530) 573.0224.

Kaepernick's tattoo artist doing brisk business

By MSN

The 49ers' win against the Falcons Sunday was good news for more than San Francisco and its fans. It also likely meant a spike in business for Colin Kaepernick's tattoo artist.

Kaepernick's prodigious ink has garnered a lot of attention

already. In a widely criticized article on AOL in November, David Whitley pointed out that about “98.7 percent” of prison inmates in California have tattoos. He then wrote “I’m ... pretty sure less than 1.3 percent of NFL quarterbacks have tattoos. There’s a reason for that.” (AOL said in the article that the writer’s opinion was not reflective of the company.)

The 49ers quarterback is covered in tattoos, including Bible verses on his arms. His longtime tattoo artist, Nes Andrion, told TMZ his tattooing business has profited from the success of the young quarterback.

“People want to get their tattoos done by the same artist as Colin Kaepernick,” Andrion said to TMZ.

Andrion said he has been Kaepernick’s tattoo artist for years. He told TMZ he started inking the athlete back when Kaepernick played football for the University of Nevada Wolf Pack in Reno, where the tattoo shop is located.

But it wasn’t until Kaepernick stepped up in November to replace quarterback Alex Smith, who’d suffered a concussion, that Andrion saw a spike in business.

“People come in and ask if I am the artist that does Colin’s tattoos, and ask when I think I am going to tattoo him again,” Andrion told TMZ.

Andrion said Kaepernick plans to return to the shop during the off season to finish the tattoo spanning his chest, according to TMZ.

Avalanche survivor, big mountain climber to give talk on N. Shore

Alpenglow Sports hosts Roger Strong on Feb.7 at Olympic Valley Lodge as the fourth installment of the 2012-13 Winter Film Series.

Strong grew up skiing and climbing in Colorado, then moved to Seattle after high school to be closer to his 20-year career as a crab fisherman in the Bering Sea.

“One of my father’s rugby buddies introduced me to climbing in my early teens,” explained Strong, “but I didn’t dive in to it heavily until after my first year of commercial fishing out of high school ... thankfully that enabled me to afford all the gear!”

Strong’s slideshow will detail his recent alpine/big wall climbing in Alaska, Canada and Washington as well as ski touring/mountaineering in the Cascades. Strong will also share the story of the avalanche at Snoqualmie Pass that broke both his legs, and how it changed his perspective on consideration of conditions and lines, but reaffirmed his lifelong love of the mountains.

The Alpenglow Winter Film Series is free and is designed to motivate, inspire, and educate. The show begins at 7pm.

Call Alpenglow Sports at (530) 583.6917 with questions.

Adventure writer to give talk at LTCC

Lake Tahoe Community College Writers' Series is hosting Tracy Ross, author of the memoir "The Source of All Things", on Feb. 7 at 7pm in the Aspen Room.

The evening will include a reading, discussion and book signing.

The event is free and open to the community. Books will be available for purchase.

Ross is an award-winning journalist and contributing editor at *Backpacker* magazine. Her essay "The Source of All Things" won the National Magazine Award in 2009 and has been selected for inclusion in The Best American Sports Writing and The Best American Magazine Writing.

History: A memorable weekend at the Pope Estate

Publisher's note: *This is reprinted with permission from the August 1989 Lake Tahoe Historical Society newsletter.*

At the Pope Estate: August 18, 1925

Dear Agatha,

You asked me to describe our weekend at Lake Tahoe but I fear that I cannot do it justice. From Tahoe City we were driven in an open car by a silent, careful chauffeur to Mr. Pope's

estate. We arrived a two in the afternoon, our minds filled with the most gorgeous sights of the lake, the mountains, the trees and the granite formations. After resting for a few hours in the quiet, we wandered along the paths, among the tall, grand old trees and into the estate gardens where we sat in a gazebo for a time. Around five we went to see the men play polo but it was very noisy and hot in the field so went to wander and wade beside the lake.



Supper was served outdoors on the veranda where we were served wonderful salads and even venison steak. The sound of wind in the trees, the smoke from the outdoor fireplace, the beautiful view of the lake and the ambiance of the woods gave the food added flavor.

The next morning we joined four other guests in the runabout for a try at fishing. The boat was lowered from the boathouse into the water on the railroad rails, then pulled over to the dock so that we could board without getting our feet wet. Only a few yards away from shore, the beautiful Pope House was hidden from view among the trees. Some of the guests climbed Mt. Tallac that day, but it was too much for us. We fancied we could see them up on the side of the mountain but I do not think we really could. We caught ten cutthroat Trout which were cooked by the Popes' excellent cook for our noon meal. I have never eaten better or fresher fish.

That evening there was a formal dinner party and we might have been at a San Francisco society soiree. The food was grand, the music lively, the guests the most elegant I have ever met. The constant attention of the servants made me realize just how nice it would be to be rich. This all occurred within a single weekend and it is one I will never forget. I wish you had been with us.

Love, your sister, Clarinda

Soroptimist honor 4 STHS young women

Publisher's note: Soroptimist International South Lake Tahoe on Jan. 23 recognized four Young Women of Distinction from South Tahoe High School The following are comments that Principal Ivone Larson said at the noon lunch at Harrah's Tahoe about Kate Albrecht, Emily Barnett, Bailey David and Janelle Spandau-Buts.

By Ivone Larson

Katherine Albrecht

Some day, it is the dream of this young woman to have a career focused on her passion, photographing nature. Although Kate Albrecht has enjoyed and done well in school, it wasn't until she took the digital photography course that she realized her talents behind the camera lens.



She has applied to several schools, but her top choice is the University of Utah where she hopes to major in art with a photography concentration.

In addition to being a shutterbug, Kate also enjoys listening to music and watching movies.

Even with a GPA of 4.0, Kate is involved in numerous activities. Along with her best friend, she is the co-editor of the South Tahoe High School yearbook. She has been a Girl Scout for 10 years, receiving both the Bronze and Silver Award

and is just a few steps away from receiving her Gold Award, the highest award a Girl Scout can earn.

She actively participates in several sports, including cross country running, which she began in the sixth grade; track, (before) she switched to swimming in her junior year; and Nordic skiing, which she has done every single year since sixth grade and was awarded the Athlete of the Season.

As a result of her membership with the National Honor Society and the Girl Scouts, community service has become an integral part of her life. Kate was the recipient of the Violet Richardson Award for her service project titled "Chemo Buddies", which delivers teddy bears to children getting chemotherapy treatment at the Stanford University Children's Hospital.

Kate has had three significant life changing events, all of which have one element in common, cancer. In her sophomore year, her step-grandmother died of cancer, and later that winter, her PE teacher and Nordic coach, Scott Hudson, lost his fight with cancer. The following year, as a junior, Kate was diagnosed with cancer. Everything in her life changed as she underwent treatment and started on her path to recovery. Although most of her life has returned to a level of "normalcy," her outlook on life has changed forever. As she battled cancer, Scott Hudson's example continued to provide her inspiration and strength. And through it all, she had the love and support of her parents and family who were and are always there for her. Her new outlook focuses on appreciating the little things in life.

Todd McIntyre, coach and teacher at STHS said of her, "I have had the privilege of knowing Kate Albrecht for 15 years. She has excelled as a student athlete competing in cross country running, cross country skiing, track and swimming. She is an outstanding student, well liked by faculty and peers alike. Last year Kate was diagnosed with cancer and bravely fought

and defeated the disease. She serves as an excellent role model for all students who wish to succeed at a high level."

Kate, your strength, your grace and your perseverance are your gifts to us. Keep doing what you are doing and keep sharing your views of our world through the lens of your camera. Like you, we all need to learn to appreciate the wondrous little things life has to share."

Emily Barnett

When asked about her interests and hobbies, this young woman enthusiastically answered that she had spent the last two summers working with the Forest Service in aquatics and botany. Her love of the outdoors has lead Emily on a path to pursue the study of science at Humboldt State University and hopes to be working in the environmental field in 10 years with all her debts from college paid off ... quite the lofty goal.

Emily is no ordinary student. She has been on the honor roll in grades 4-8, received the Soroptimist Award in eighth grade, received the Spirit of Saint Theresa's Award, ran JV cross country, and received various sports awards including varsity letters in volleyball and Nordic ski. As an active member of the Generation Green Club at South Tahoe High School, she served as vice president, and has served as a volunteer with the U.S. Forest Service.

Even with all this recognition, it wasn't until Emily, working with her friend and colleague Tyler Myers, became recognized nationally and internationally in the scientific community. The two worked together under the guidance and support of Joy Barney, a conservation education specialist, and Hugh Safford, a regional ecologist with the U.S. Forest Service. Their research project titled, "The Effects of Fire and Forest Thinning on the Biodiversity of Understory Plants in the Lake Tahoe Basin," won third prize amongst 52 projects presented by

students from around the world. This was the first time the United States had representation in this international competition and dialogue concerning forestry issues. The students were honored during a concert celebrating “Day of the Forest Worker” in Moscow, during which the host and head of the Russian Federal Forestry Agency, V.N. Maslyakov, presented their prizes. What an amazing accomplishment for a young woman from South Lake Tahoe.

Thanks to the tremendous support systems, Emily has been able to achieve at the highest levels. She graciously recognizes her parents, her friends, especially those who run cross country with her, and Ms. Luquin for being influential, supporting her endeavors, and encouraging her to succeed in all she does.

Joy Barney, mentor, guide and U.S. Forest Service liaison to South Tahoe High School said, “Through Emily’s dedication and quiet leadership over the past two years, the Generation Green program of South Tahoe High School has flourished and exceeded all expectations. Emily is reliable, consistent, has an excellent work ethic and is willing to go the extra mile in everything she does. Her work as the first delegation to enter the Russian Junior Forestry Competition brought national and international accolades to both herself and to South Tahoe High School.”

At such a young age, Emily has already achieved what others only dare to dream. I am sure all will agree that this girl truly is on fire.

Janelle Spandau-Buts

Janelle Spandau-Buts names math as her favorite subject, having aced calculus AB and BC in her Junior year, although recently art has become her favorite, as it is relaxing and allows her imagination to flow. With so many talents, selecting a career path can be challenging, but one thing she

knows for sure is that wherever life takes her, she wants to make sure it's outdoors.

She is giving serious consideration toward a career in environmental science, like her sister Kelsi who is studying at UC Santa Barbara, however she has decided to pursue her higher education at either UCLA or UC Berkeley.

Janelle is very involved in school and athletics, having participated in cross country running, soccer, Nordic ski, track, swim, and the National Honor Society all while maintaining an amazing 4.5 GPA. She has received varsity letters in Nordic skiing and soccer having competed at state. Along with receiving academic awards for her straight A's, she was nominated for RYLA Camp and Girls State.

So, what is it that makes Janelle excel? In two words: attitude and support. She is always positive, and when something does get her down, she looks on the bright side and stays happy. But she has always had a strong support system. She grew up in an environment where her parents were open to let follow her interests, and never got down on her. Her older sister was a great role model and friend. Even her dog Lucy is there for her on weekends and joins Janelle and her dad on cross country ski escapades.

Melissa Berry, STHS coach and teacher states: "Janelle is a young woman who is passionate and driven in both her academics and sports. She has the unique quality of being a fierce competitor while possessing a grace and kindness that draws others to her for support."

With all the issues facing our environment, it is comforting to know that there are bright and multi-talented young women like Janelle taking on these problems and looking towards finding solutions. Janelle, we know that an investment in you will bring returns to our global environment tenfold.

Bailey David

This young woman proudly states, "My family is my best friend." Bailey David says her mom, her dad, and her younger brother are always there for her, challenging her to do her best. Her nana and her grandpa support her in all her sports and her schooling. She gleefully attributes her family in becoming the person that she is today.

In addition to maintaining a 4.1 GPA, Bailey enjoys all sports, staying active and being outdoors. She is captain for volleyball, softball, and basketball and is secretary of the Associated Student Body. She has received numerous awards including first team all league for basketball, second team all league twice for volleyball, honorable mention for softball, selected for the NFL Wharton Prep Leadership Program and she was selected for RYLA where she spent a week in Portola focusing on leadership through self-discovery, an "eye-opening" journey.

Bailey's favorite subject is AP biology because she enjoys learning about how the human body and other species function. After an injury to her ankle, she met Angie, the PT angel who inspired her to pursue a career path in sports medicine. As a result, she plans to either attend Long Beach State to major in kinesiology or attend UC Santa Barbara and major in biology.

Coach Kevin Hennessee, and Bailey's weight training teacher states, "Bailey David is by far one of the hardest working, selfless student athletes I have had the privilege to be around. She is intelligent and always finds opportunities in challenges. She is a communicator that is truly genuine, which is a quality very hard to find. She is someone who will be achieving amazing things as she progresses through life."

With her exuberance and enthusiasm, we have no doubt that Bailey will be an outstanding physical therapist or Sports Trainer, and hope that someday she returns to South Lake Tahoe to share her talents with others in our new Sports Medicine

Center at South Tahoe High.

LTCC looking to cast 'Rent'

Lake Tahoe Community College's Theater Arts Department will be putting on the Pulitzer Prize and Tony Award-winning musical "Rent" in June.

Auditions will be Feb. 4 at 7pm in the Duke Theatre. Callbacks will be Feb. 9 at 12:30 p.m.

Director Susan Boulanger seeks an ethnically diverse cast of strong singers and actors who are comfortable with rock, pop, and gospel music. All actors are required to sing. A short dance audition will follow the vocal audition.

Rehearsals are Mondays through Thursdays beginning April 8. Performances are June 14-23.

"Rent" follows the lives of a group of impoverished young artists and musicians as they struggle to survive and create in New York's Lower East Side in the thriving days of Bohemian Alphabet City, under the shadow of the AIDS epidemic.

For more information, call (530) 541.4660, ext. 240.

Vail Resorts CEO talks about expansion, off season offerings

By Danny King, Travel Weekly

Like many ski resort operators around the U.S., Vail Resorts CEO Rob Katz had a relatively happy new year, as the 2012-13 winter season has been an improvement over last season's warm, dry winter. This year Vail, whose resorts include Heavenly Mountain Resort in addition to its eponymous Colorado resort, expanded its reach by acquiring Lake Tahoe's Kirkwood Mountain Resort, Minnesota's Afton Alps and Michigan's Mount Brighton. Katz has served as Vail's CEO since 2006.

Q: How's business this season?

A: Lake Tahoe's got a massive amount of snow. Kirkwood's got a base of about 10 feet, which is well ahead of last year. The early part of the season was tough for Colorado, but conditions got much, much better just in time for Christmas.

Q: Vail already has a large presence at Lake Tahoe with its ownership of Heavenly and Northstar. Why buy Kirkwood, and what are your plans?

A: Kirkwood gave us a very unique ski experience that was very different from Heavenly and Northstar. It's more undeveloped, and it gets one of the largest snowfalls of any resort in the U.S. It's really beloved particularly by Bay Area skiers. We'll look at food services, lift operations, providing more parking, making the base area better. But our goal is not to make Kirkwood like Northstar or Heavenly. Part of its charm is

that it's high-alpine terrain.

Q: Hotel industry analysts talk about how more people than ever are booking last-minute trips. Are you finding the same trend with ski resorts?

A: Well, there are two types of people. There's the day skier, who often makes his decision based on weather conditions. And there are plenty of those both in Colorado and the Bay Area. But we've moved a lot of our skiers and snowboard riders to season passes, so we've locked in that revenue. About 40 percent of our lift ticket sales are from season passes, which we stop selling at Thanksgiving. That number was probably under 20 percent a decade ago.

Q: Why the acquisition of the Michigan and Minnesota resorts?

A: Both are much smaller [than the Colorado and California resorts], but they're within fairly close proximity of about 450,000 skiers. ... So we can reach out and get close to our guests, get them to buy a pass for a local resort and possibly buy a pass out here. Also, we can improve the experience at the smaller resorts. Things like terrain parks and half-pipes, those don't really need 5,000 acres of space. They can be done in a small area.

Q: You added three days of skiing at Switzerland's Verbier resort to your Epic Season Pass. How'd that come about?

A: Our Epic Season pass-holders are a fairly elite group, and other resorts such as the folks at Verbier want to get access to them. So it's a win-win all the way around. Ultimately, how many people from the U.S. will take advantage [of the Verbier inclusion] is unclear, but what helps is that people know they could go, and sometimes, that's as important as whether they do go.

Q: How important is the off-season to your annual performance, and how has that changed?

A: We've spent the past five to six years working with Congress to allow for a greater range of activities [on the U.S. Forest Service-owned land where the ski resorts are located]. The goal is to put new activities on the mountain, things like ziplines, ropes courses, horseback riding, bungee jumping, rock climbing. ... We do lose money [in the off-season]. So the goal is to take a big chunk out of those losses, in addition to helping provide year-round employment in the resort towns.