



Tahoe Donner Association
11509 Northwoods Blvd.
Truckee, CA 96161-6000
phone: (530) 587-9400
fax: (530) 587-9419

March 3, 2009

Re: Letter of Recommendation for Bill Main

To Whom It May Concern:

It is with great pleasure that I provide this professional reference for Bill Main.

Bill Main & Associates was retained by Tahoe Donner Association in the fall of 2008 for the purpose of developing a Strategic Growth & Marketing Plan for "The Lodge Restaurant." Our objectives were to increase revenue and profitability, establish a clearly defined brand, and make the restaurant more appealing to our homeowners and guests. Additionally, we wanted to create a better spirit of collaboration between our governing Board of Directors, Association Management and Property Owners.

Tahoe Donner Association is a property owners association providing two ski areas, two restaurants, a golf course, equestrian center and campground that are available to the public as well as other amenities for the exclusive use of more than 6,500 property owners. In a community of this size, and diversity of demographics, Mr. Main assumed a formidable task and exceeded expectations.

His scope of work included an on-site assessment, facilitation of a series of data gathering interviews, a comprehensive situational analysis, a full-day retreat, extensive internal surveys, as well as follow-up discussions with both the Association's Board of Directors and Management Team following the plan presentation.

Bill Main is a resourceful, creative and solution oriented individual; the content of his teaching and the materials he provided were excellent. As a facilitator, he exhibits a great sense of humor and offers a spirited and engaging style. The Team found him to be professional and thorough, and sensitive to the needs and concerns of our various stakeholder groups, all while providing a simple and straight forward approach. His "Plan" was direct and to the point, and contained dozens of specific tactical applications and tools that will allow our Management Teams to, as Bill says, connect "knowing with doing". The entire Tahoe Donner Task Force became energized, optimistic and enthusiastic about the promise of a better future for Tahoe Donner Association in general, and The Lodge Restaurant specifically.

I unreservedly recommend Mr. Main and his expertise as a problem solver and coalition builder to any organization seeking this type of service.

Should you have any further questions regarding Bill Main's ability or this reference, please do not hesitate to contact me.

Sincerely,

Michael R. Salmon
General Manager
Tahoe Donner Association