



May 3, 2017

To: Tahoe Donner Association Members

From: Jeff Bonzon, Board President

Re: Opportunity for Participation

Dear Members:

Over the years, many of you have expressed interest in getting more deeply involved in the inner workings of our Association. In response to this request, my fellow Board Members and I would like to invite all interested members to take part in an important process which will help set the direction of our Association for years to come.

As you may know, we're in the process of reviewing compensation levels for our top executive positions. This review takes place every 5 to 7 years, and is critical to our ability to attract, retain, motivate and reward the types of executives who can effectively lead the programs and staff who operate the numerous activities and amenities which make Tahoe Donner special.

We've reached the point in our process where it's time to conduct a custom survey of executive pay levels in comparable organizations, both locally and nation-wide. Because TDA is a unique organization, it has proven difficult in the past to identify enough comparable organizations to form meaningful comparisons. This year, we'd like to involve members in the process of identifying these organizations in hopes we can develop a list which represents both the diverse nature of our services as well as the types of organizations from which we might acquire future talent.

Getting this right is of paramount importance. Failure to do so might put us at risk of losing some of our extremely talented executives, or not being able to recruit qualified replacements. Assisting us with this effort is Kent Romanoff, President of Romanoff Consulting, a Bay Area consulting firm specializing in executive compensation. Kent has outlined a two-step process:

- Step 1 – Define the criteria we will use to determine what constitutes comparable organizations. These criteria will include items such as:
 - Organization Size (revenues, # employees)
 - Geographic Location
 - Industry Sector
 - Mission
 - Complexity



- For-Profit vs. Not-for-Profit Status
 - Services Provided
 - Number of Visitors
- Step 2 – Apply these criteria to develop a list of comparable organizations he will contact to participate in a custom survey of executive pay.

The actual survey will be conducted by Romanoff Consulting. Results will be available in the fall and help establish executive salary ranges needed for the next 5 to 7 years.

Kent will be on-site on Saturday, May 13, 2017 at 9:00 a.m. in the Northwoods Clubhouse. If you are interested in participating in this process, you should plan on attending this Special Board Meeting. We anticipate three meetings to complete this effort: one to develop criteria, one to identify specific organizations which satisfy these criteria, and one to present the findings to the Board, leadership team and the membership. There will likely be additional work required between meetings to review and comment on various documents.

We sincerely hope you'll find this opportunity interesting and important, and decide to participate. We know our members include numerous talented and highly experienced business people who can lend credibility and expertise to this process. If you are one of those, or are merely interested in getting more involved, please attend this meeting.

If you plan to attend, please email Megan Rodman at mrodman@tahoedonner.com so we know to expect you. We will be sending several documents prior to the first meeting to those planning to participate.

If you have any questions, feel free to contact me, Jeff Bonzon, jbonzon@tahoedonner.com. Thank you in advance for your willingness to support our Association in this important process.

Sincerely,

Jeff Bonzon

Jeff Bonzon
Board President
Tahoe Donner Association