



For Immediate Release

Tahoe Donner's Robert McClendon Recognized for 2021 SAMMY Leadership Award

Truckee, CA (Monday, April 19, 2021) - Tahoe Donner announced today that Ski Area Manager Robert McClendon was honored with a 2021 SAMMY Leadership Award presented by Ski Area Management. He was among just four individuals who were recognized from the entire U.S. ski industry by their peers for their positive impact on their ski resorts, local communities, and industry at large.

Since 1998, the annual [SAMMY Leadership Awards](#) have recognized leaders in the mountain resort industry who, at mid-career, demonstrate the passion, involvement, work ethic, entrepreneurship and creativity that will shape our future.

McClendon first started working at Tahoe Donner Downhill Ski Resort at age 14 in the rental shop and worked in a variety of roles at the Beach Club Marina, Tennis Center, and was promoted to ski resort manager in 2007, McClendon is accountable for the area's multi-million-dollar annual budget and over 175 employees. Overseeing all departments, he is motivated by technology to improve all aspects of the resort operations and prides himself on being a hands-on leader with a focus on satisfaction and safety for his employees and guests.

Known as the "best place to begin" with its open, gentle terrain and welcoming learn-to-ski programs, McClendon has helped to mold Tahoe Donner's family-friendly dynamic through the development of extensive employee training and safety programs resulting in an enhanced winter experience for the whole family. As a member of the Ski California Board of Directors, McClendon has developed classes for the association's Lift Maintenance and Operations Education Conference.

"I'm extremely honored to be recognized for this award and thank everyone who has provided guidance and inspiration along the way," said Robert McClendon, Tahoe Donner Ski Area Manager. "I look forward to more successful years at Tahoe Donner while helping mentor others in their career development."

McClendon's nominators all agree he is one of the reasons the ski resort has celebrated its latest successes. His keen eye for developing general plans, capital improvements, yearly and reserve budgets and software-driven skier data has helped Tahoe Donner achieve a beneficial increase in both revenue and visitors in recent years.

When McClendon is not working at the hill, you can find him coaching the Truckee High School cross-country team, with multiple team and individual state championships under his leadership. A true

outdoor enthusiast, McClendon's leadership skills and lifelong passion for his hometown ski resort make him an invaluable force for Tahoe Donner and the ski industry's continued progress and success.

[Learn more about the SAMMY Awards and read McClendon's full bio.](#)

About Ski Area Management (SAM):

Now in its 56th year under the same ownership and editorship, *Ski Area Management* is an industry institution—a forceful, respected presence and an influential voice. The editorial authority and credibility of *SAM* creates a unique and powerful climate for any advertiser wishing to reach and sell the ski resort industry. “I saw it in *SAM*” is always heard about products promoted on its advertising pages.

About Tahoe Donner:

Tahoe Donner is one of California's largest resort communities, with nearly 6,500 properties and 25,000 members enjoying over 7,000 acres in the Sierra Nevada. Located 18 miles from Lake Tahoe in Truckee, California, Tahoe Donner operates a wide variety of recreational facilities, including a newly renovated award-winning 18-hole championship golf course, a family-friendly downhill ski resort, and a renowned cross country ski center with a state-of-the-art base lodge—all of which are open to the public. In addition, Tahoe Donner operates several member-only facilities, such as a beach club marina, recreation center and pools. For more information on Tahoe Donner and its recreational facilities and events, visit tahoedonner.com or call (530) 587-9400.

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