

Dear Lodging Association Nominating Committee,

I am formally submitting my name as a candidate for one of the Lodging seats on the Mammoth Lakes Tourism Board of Directors. If I had a choice it would be for the 3 year seat which I currently occupy. I have been a member of the MLT Board since its inception and greatly enjoy my work on that Board as a Lodging Association member and current Chair. It is important to me for the Lodging Association to have a strong voice in the decision making process of our local marketing agency since we all rely so heavily on tourism for our livelihoods in Mammoth Lakes.

I look forward to my interview on Tuesday at 1:45pm.

Best Regards,

John Morris, Director of Operations
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Dear John,

Thank you for reaching out to me at John Urdi's suggestion that I might be an asset to the MLT Tourism Board. I am writing to express my interest in participating.

Our 25 years of life in the Air Force carried us across the world and throughout the US but, since my nearly-grown kids were babies, the one constant for our family has been Mammoth. Although we are relative newcomers (full-time only since 2020), Mammoth is our permanent home, and I am excited at the possibility of a role in protecting and promoting this little mountain paradise.

As an aside, I grew up in a similar resort area, Hilton Head Island, that -- even then-- shared many of the challenges (and opportunities) that Mammoth also faces. That's one more reason that living in Mammoth full-time feels a lot like coming home.

I've taken the liberty of including some personal and business info below since we don't know each other well, and I'm not sure how much Urdi filled you in:

Personal Info:

- Owned a home in Mammoth since 2013, and lived full-time in Old Mammoth since 2020, where we are restoring/renovating a much loved, but much neglected 1980's home
- Spouse of a 25-year Air Force retired Colonel and test pilot, who operates a private aerospace test & evaluation company
- Mom of 2 Mammoth High School multisport athletes and honor students, one a senior attending UC Davis in the fall

- Mom of an EMT who worked at Mammoth ER, and is now in the Air Force, pursuing a career in ParaRescue/CSAR
- Mom of a 2023 UCLA grad heading back to UCLA's David Geffen School of Medicine in the fall, with plans to return to practice Austere Medicine in the Eastern Sierra
- Yes! You're counting right! That's 4 sons (and I'm immensely proud of all of them!). ;-)
- Member of local church, Mammoth Christian Fellowship
- Member of Mammoth Booster Club and active in HS athletics

Business:

- In partnership with my spouse, I operate 2 small businesses in Mammoth: *Mammoth Baby*, a gear rental company, and *Adventure Refined*, a niche property management company, both members of the Chamber of Commerce
- Our businesses own and/pr manage a cross-section of properties including commercial and residential
- My STR property management has been called "The Gold Standard" by ToML Finance Staff
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- I hold a Master's Degree in Public Health, which informs my understanding of health disparities common in resort areas, and drives my focus on the health and safety of our cleaning and maintenance staff, which we've retained since 2013

National Experience:

- Selected as an Advisor on Expedia's 12-member Advisory Council, which allowed me insight and influence into Expedia Corp policies and practices
- Served as a speaker for national STR conferences
- Our Mammoth business was featured on HGTV

Local Experience and Influence:

- Long-time member/attendee of the Lodging Committee
- Run a social media group of 1,600 members that connects renters and hosts in mountain communities
- Founding and influential member of a social media group of 500 Mammoth Lakes homeowners that provides balanced and accurate info to some local and many out-of-area owners
- Serve on 2 local HOA boards (Sonenalp at Canyon Lodge, 455 Lakeview, 10 years; and Mountainside Mammoth, 413 Rainbow Lane, 5 years)

Thank you, again, for reaching out. I hope that the info I've provided is helpful. Please don't hesitate to reach out if you have any questions.

Best,

Mary Beth Ericson, MPH
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