

Jacquie Chandler

Chandler was working as a Corporate Story Coach for a local sales messaging company, when she attended a tourism conference in South Lake Tahoe. Inspired by success stories of destinations who had adopted these Geotourism principles, Chandler ended up being appointed the Geotourism Liaison for Lake Tahoe basin, by NGCSD, National Geographic's Center for Sustainable Destinations. This moment ignited a quest to be part of a local sustainability transition team, which led to the formation of Sustainable Tahoe (NV NGO) to facilitate the adoption of responsible tourism for the Tahoe Truckee watershed. As Executive Director, Chandler and the devoted group of volunteers produced the first Tahoe Stewardship Congress, followed by 4 years of an annual demonstration of 'fun, meaningful, low-impact' visitor activities that inspire stewardship and contribute to sustainable prosperity. This led to creating a Geotourism curriculum for local colleges, a line of Gratitude Products (that carry messages of stewardship), various wildlife awareness campaigns, Earth Walk adventures and an implementation framework designed to seed and guide a destination's responsible tourism make-over.

<https://www.sustaintahoe.org/history.html> for history highlights and current campaigns

Timeline

2007 – Chandler was appointed by NGCSD, National Geographic's Center for Sustainable Destinations, to be the *Geotourism Liaison* for Lake Tahoe basin.
2009- Partnered with Penelope Curtis, they formed Geo-Sierra and won the RFP to create a Geotourism Asset Map for El Dorado County.

2010 Chandler and local volunteers formed Sustainable Tahoe (NV NGO) to facilitate the adoption of a Geotourism economy for the Tahoe Truckee watershed.

2010 – 2014

As Executive Director, Chandler along with other volunteers produced the first Tahoe **Stewardship Congress**, followed by 4 years of a Tahoe Expo; a weekend of guided 'fun, meaningful, low-impact' visitor activities that inspire stewardship and contribute to sustainable prosperity and designed a Geotourism curriculum for Sierra Nevada College.

2015-2022

Co-created: line of Gratitude Products with messages of stewardship, a self-guided Earth Walk adventure and template, hosted student events and a sustainable tourism implementation framework centered around an online and field course and was presented at various local and state travel, business and naturalist conferences.

"The presentation and group brainstorming session broke open our conventional ways of thinking so that we were able to see new paradigms, see new possibilities and create a Geotourism model based on one of the unique features in the area. It was fascinating watching the room become energized and transformed by the excitement of this new way of seeing our community's inherent assets, seeing the need for collaboration using the TriNomics model and presenting it in a way that benefited all. We gained a new understanding and were empowered with new insights to have the ability to integrate Geotourism into our unique region of natural features and history. I would highly recommend Jacquie Chandler of Sustainable Tahoe to work with your group to present and develop a working model of Geotourism, enabling the promotion, education and stewardship of the unique features of your area while increasing revenue directly and indirectly to your local community."

Nataline Chew, Nevada Naturalist, Las Vegas, NV



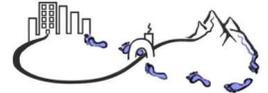
2012-2016 National Geographic television: *Legend of Mick Dodge*

1994-2018 Co-founder of The Earthgym LLC

'follow your feet and the earth will teach'

Chandler, along with Mick Dodge created an outdoor fitness practice that helps one integrate with the natural environment as you stretch and tone with sticks and stones.

Chandler contributed promotional materials, videos, brochures, workshops and taught classes at UCB and SNC. Classes that inspired students to cultivate a personal fitness practice with the earth and then learn how to create their own foot wear and clothing.



Creative Consultant on National Geographic TV Show, *Legend of Mick Dodge*.

Chandler created the clothing that became part of the Mick Dodge brand, along with consulting, PR, press, merchandise development and occasional appearances on the Nat Geo TV show that aired 2012 to 2016.



SNC/Sierra Nevada College students practice balance with the water in Jacquie's "Earthgym and Primal Design", a college credited class she taught for 3 years on campus.



2000-2009 Corporate Visions Inc.

Marketing Director

Hired to design a new corporate logo, a central training graphic called a “Message Map” Chandler also; re- wrote marketing collateral, and co-designed marketing campaigns for a sales and marketing training company located in Incline Village, NV, who provided positioning and messaging workshops for sales and marketing teams of fortune 500 companies.



Chandler was also Project Manager for a 4 hr. online Sales and Marketing training course (that won the Comstock award). It used animated graphics, interactive games and 20 tutorial videos to make online education entertaining, captivating and effective. The course launched in 2001 (ahead of the curve in animated, interactive online training courses)

Creative Director

Created final copy for published articles that increased web traffic by 25%. Created, narrated and produced animated and video educational materials for Adobe Pro web conferencing

“**Message Map**” provides a presentation template that ensure customers understand your value proposition as the best and only solution.



Corporate Story Coach

Chandler created a ‘Samurai’ Client Services department. Her coaching services helped clients ‘win more deals’ resulting in **\$1.6 Million** revenue increase in business to Corporate Visions.

“Jacquie has helped me understand my prospects need, get their attention with topics that are relevant to them and move the sales opportunity forward faster! I hired Jacquie as a Business Consultant ... more than once.”

Kevin Connolly, Sales Manager and Bus Dev., Kronos

“I had the pleasure of having Jacquie as a Story Coach after I attended the Corporate Visions training. She is very personable, professional and a positive influence. Jacquie is prompt at answering questions and a fantastic communicator. Her willingness to help is above and beyond. She always follows through.”

Jason Webb, Recruitment Sales Manager, Tucson Newspapers

1993- 1999 Carney Hammond Filmore

Marketing, PR

As Creative Collaboration and Campaign Manager, Chandler helped accelerate the growth of a Preservation Park PR, design and media firm through creative ideas, radio commercial narration, TV commercial script writing, video editing and media buying.

Old Town Square was the catalyst public housing program to convert renters to home owners. This served to transform the downtown crime ridden area into a healthy live work thriving city center. Chandler's creative ideas and work on the newsletter that helped the community see itself living in a new reality contributed to accelerating the shift.

Clients she served included: City of Oakland, Cal Trans, East Bay MUDD, GE, City of Stockton, Integrated Environmental Services, Blue Angels, Mayor Jerry Brown, Consumer Credit and various musicians, artists and Non-Profit firms in the East Bay.

Old Town Square was a pivotal Public Private housing project that help convert 'renters' into home-owners, in a year. Having more working people committed to the area influenced, supported and accelerated the transformation in process around Oakland's City Center.

Chandler co-produced the monthly newsletter that kept the community engaged and connected to the future they were forming.



J Chandler designs

1971 – 1989 (re-engaged through Earthgym to present)

Owner, Designer

Suede and Leather Apparel Designer

Designer, Sales and Marketing Director and Production Trainer. By 1982, the company had 25 employees and distribution centers in: Los Angeles, San Francisco, Dallas, Seattle, Chicago, Atlanta and New York. Designs were featured in trade publications, local Santa Barbara News Press and on TV celebrities.

In 1986 Jacquie was offered an Honorary Degree by the San Francisco Design Institute for her success in the industry and as a model of entrepreneurship.



Personal Recognition:

- 1965 – Dale Carnegie course completion
- 1969 – Outstanding Achievement Award
- 1975 – Adult Education - Teaching Certificate
- 1984 – Maharishi - 'Developing Consciousness in Community'
- 2012 – Geotourism Recognition -Sierra Business Council
- 2012 – Spirit of the Lake Award - TRPA
- 2012 – Blue Ribbon Honorable Mention -Tahoe Chamber
- 2012- Placer County **8 Worlds of Tahoe** Resolution