

September 10, 2012 Vol. II

Hot Topics:

Dates to Remember!

Sunday, September 16,
2:00 to 4:00pm Bernardus
Lodge Fundraiser Dave Potter

Tuesday, Sept. 25th,
MCHA Education Seminar

October 23rd
MCHA Presents 22nd
Annual Nick Lombardo
Golf Tournament [Sign up
now](#)
Del Monte Golf Course

November 1st
24th Annual Hospitality
Recognition Lunch
Monterey Conference
Center. Nominate your
employees now [more](#)

If you would like to
participate on any one of
our Committees please
contact Bonnie Adams at
info@mcha.net

Member to Member Out Reach Programs

Direct-Link: a new
membership
exclusive
opportunity to
reach fellow MCHA
members via
email.

Web site
advertising

Newsletter
advertising

Member Spotlight
opportunities

Mailing labels

Brochures
displayed at
membership
lunches

details @
www.mcha.net

1st Annual Endless Summer Beach Party and Concert on the Bay

It was a great day of fun for more than 200 people who took advantage of a beautiful afternoon to soak up the sun, dance to the beat of Wild Blue and the Money Band while enjoying libations and amazing food from local restaurants. The event raised money to support both MCHA and the Drummond Culinary Academy at Rancho Cielo. We would like to thank all those that supported the event by being a sponsor, participating as a featured restaurant, purchasing tickets and volunteering your time.



For those of you that weren't able to attend, you missed a fantastic event and we hope to see you at the 2nd Annual Endless Summer Beach Party.

To read in entirety [▶ more](#)

Government Advocacy

MCHA's candidate interviews are September 10th. We will spend the day interviewing a number of candidates for offices in Monterey, Pacific Grove, Seaside, Salinas, Del Rey Oaks and the Marina Coast Water District. We contacted all of the candidates from the communities, invited them to attend and scheduled all of those who responded. The volunteer interview panel will make their recommendations to the MCHA Board of Directors. The Board will decide which candidates MCHA will endorse. Look for our next Insider Flash for MCHA's recommendations.



Interested in learning more? Join us at our monthly [government affairs](#) meetings the 1st Thursday of each month at 8:30 am at the Clement or visit our [website](#)

Local Industry News

Caltrans and TAMC have concluded that constructing a new four lane highway parallel to the existing highway 156 is the least expensive. This solution envisions the existing highway 156 becoming a frontage road which would serve the residential needs of the immediate community. TAMC has approved a traffic, revenue and funding study to identify funding possibilities for the entire project. The study will focus on a Private-Public Partnership structure in which construction will be funded by Private investment.



The study will analyze the possibility of establishing a revenue stream from a toll being charged on the improvements. That toll could be flexible enough to include or exclude residential traffic, commercial users, high congestion users during peak travel, daily commuters etc. The study should be completed by late October, early November, 2012. To read this article in its entirety click [▶ more](#)

JEA & Associates

Member Spotlight



John Arriaga, President of JEA & Associates is a registered state advocate with a long list of clients from the Monterey area including cities of Salinas, Seaside, Soledad and Watsonville. In addition to local governments JEA & Associates represents TAMC, MST, MPWMD, Marina Coast Water District and FORA.

Arriaga has over 25 years of experience as an advocate and government relations professional. His firm has represented private and public clients before the CA Legislature, the Governor's office and various state agencies. His most recent venture, the Stakeholders Management Group is based in Monterey. Services range from organizing stakeholder community groups on behalf of specific issues, designing and executing public affairs campaigns to lobbying local government officials. <http://www.jeaandassociates.com/>

[If you are interested in having your business spotlighted, please contact \[info@mcha.net\]\(mailto:info@mcha.net\)](#)

Focus on Membership

Did you know these businesses were a part of MCHA? Check out their website and support your fellow members:

[Fish Hopper](#)

[Bullwacker's](#)

[Mission Linen](#)

[Hayashi & Wayland](#)

[Schipper Design](#)

[VIP
Solutions](#)

[Babysitting](#)



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