

October 8, 2012 Vol. IV



Join us October 23rd at the 22<sup>nd</sup> Annual Nick Lombardo Memorial Golf Tournament presented by MCHA at Del Monte Golf Course. Only two weeks to go and foursomes are filling up fast. Don't be left out.... Sign up today to play and/or sponsor the most fun, hospitable and memorable tournament in Monterey County!



[Click here for all the details & registration](#) ▶ more

### Hot Topics:

### Dates to Remember!

**October 18th** Dave Potter for Supervisor 6-8 at the home of Frank & Michelle Knight 1691 Sunset Drive PG Please RSVP call 831.402.4275 (\$99)   details



**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. RSVP today!  more

**November 8th** Education Seminar "Serving Alcohol Safely"

If you would like to participate on any one of our Committees please contact Bonnie Adams at [info@mcha.net](mailto:info@mcha.net)

### Government Advocacy

MCHA believes that if our communities and our industry are to succeed and grow it is vitally important that we seek out and endorse candidates that understand that a strong business environment is essential. MCHA has completed an extensive interview process of candidates for local office. The last issue gave you [Mayor and City Council endorsements](#) and this week we give you our endorsements for District 1 and District 5 Supervisor races. [Click here for full list of endorsements.](#)  

<b>Monterey County</b>	<b>District 1 Supervisor Fernando Armenta</b>
	<b>District 5 Supervisor Dave Potter</b>



### Local Industry News

**Read about the Coalition of Peninsula Businesses and what it has accomplished and continues to focus on for MCHA members and others.** The Coalition of Peninsula Businesses is an organization formed in early 2011 that is currently composed of eight members, including chambers of commerce, private enterprises and business associations. The goal of the Coalition was to become the representative for both business and the residents in an effort to secure a sustainable long-term water solution at reasonable rates. Since its formation, the Coalition has earned a respected reputation amongst local governmental agencies, elected officials, and those involved with the competing water projects. To learn more about the Coalition's members, accomplishments and future strategy, please read the complete document. Other Information includes: a brief summary of the Cease and Desist Order in effect 12/31/16 if a water solution is not confirmed, and Stage 5 Rationing and what it means to you.

[Read entire article](#) ▶ more



### Member Spotlight

For over 18 years, A Taste of Monterey has represented and showcased Monterey Wine Country to visitors, groups, as well as locals with a million dollar view as the backdrop. Now that the Summer travel season is over, A Taste of Monterey is about to embark in a complete makeover. Fellow MCHA member, WRD Architects has designed and drafted plans for a modern and stylish, yet comfortable wine, food and gift marketplace and event venue. New additions will include new paint, finishes, furniture, energy efficient lighting, cheese/deli counter and a finishing kitchen. The newly remodeled facility will be more welcoming with an elegant atmosphere. Once complete, A Taste of Monterey will continue to offer wine tasting and flights of local wines, but will expand to food service, which will include a variety of small plates that feature local products in order to maximize its potential as a one of California's most extraordinary Wine Bars. The updated space and kitchen facilities will make for a more attractive option for group events. Whether hosting afternoon spousal wine luncheons, happy hour type receptions, teambuilding programs, Wine Club events, or full-blown multi-course dinners, the new look of A Taste of Monterey is the perfect venue to promote our local treasures.

### Focus on Membership

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

**Pacific Valley Bank**  
**Inns By The Sea**  
**Peninsulators**

**Avendra**  
**Byte Technology**  
**Monterey.com**



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

[www.mcha.net](http://www.mcha.net)

[click here if you are having difficulty viewing this email](#)

### 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**

 [more details](#)