

## OUR MISSION

The mission of Monterey County Hospitality Association, is to act as the advocate for its members and the Monterey County hospitality industry in general.

- ✦ Foster, protect and educate its members on matters affecting the vitality of the industry.
- ✦ Focus on maintaining a thriving hospitality industry within the County.
- ✦ Protect and represent the industry against economic, governmental and market conditions that could negatively impact the overall economic health of the industry.
- ✦ Provide effective advocacy and representation on governmental issues.
- ✦ Provide educational resources and employee recognition.
- ✦ Ensure that the economic benefits of hospitality are made known to the community through outreach programs.

## Educational

"As a member of several state and national Hospitality organizations I feel that MCHA is an organization that is action oriented and serves the Hospitality Community extremely well."

**John L. Avella, Ed.D**

*Director of the Hospitality Management Program at Cal State Monterey Bay*



Over \$2 billion in visitor spending

## Represented

"Being a member in the MCHA has been invaluable to our small, boutique lodging properties and their employees. Without the resources of the larger full-service hotels, we can still enjoy education and training opportunities available through our membership. We are also represented and kept up to date on local, state and federal government affairs which affect our industry."

**Mark Watson**

*General Manager, Inns-by-the-Sea, Inc*

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# The Voice of Your Hospitality Community



"Thanks to the active volunteer board and committee members, our industry is well represented in the business community. From government affairs, training and education to employee recognition the dedicated professionals involved do a great job."

**Michael Oprish,**  
*President and General Manager  
Bernardus Lodge and Winery*



Annual Dinner

# Join MCHA!

Learn what we have to offer. We invite you to become a member today and get involved in one of our committees.

## Connection

"My restaurants in Carmel have been and will continue to be proud members of the MCHA. This organization has offered us invaluable educational opportunities and provides the ability to form lasting relationships. Involvement in the MCHA helps us stay connected to other businesses and constantly updates us with government affairs issues which directly effects the hospitality industry."

**Tony Salameh**

*Anton & Michel, The Grill on Ocean Avenue,  
PortaBella, Merlot Bistro*

## Political Advocacy

"Our MCHA membership pays for itself many times over every year. The MCHA GAC keeps us informed on all of the County and surrounding City issues pertinent to our business, representing us in the many meetings that we could never cover ourselves. The networking with other members has added many additional rounds of golf, and sales in our golf shop. MCHA is without a doubt the best return on investment of all of the associations that we support."

**Gary Cursio**

*President, Laguna Seca Golf Ranch*



General Membership Lunch



Hospitality Recognition Lunch



Employee Appreciation Day

## Government Affairs

One of the primary benefits of membership in MCHA is our active and constant monitoring of government affairs and issues.

### What do we do?

- ♦ Work for accomplishment of the Regional Water Project and for reasonable water policies.
- ♦ Founding member of the Coalition of Peninsula Businesses.
- ♦ Development of critical transportation infrastructure, successful implementation of Regional Taxi Authority.
- ♦ Active Task Force engagement on issues of major concern.
- ♦ Work for the success of tourism marketing and promotion funding.
- ♦ Political action and advocacy.
- ♦ Special event coordination and promotion, economic development.

## Education

Education is an essential element of our association.

### We offer:

- ♦ Educational seminars for our members which cover topics from Coaching Skills and Customer Service to Serving Alcohol Safely to mention a few.
- ♦ Hospitality scholarship program.
- ♦ Funds are also available for continuing education and certification programs for your employees.
- ♦ Community job fair.
- ♦ Free video training library free for in-house training.
- ♦ Involvement with Drummond Culinary Academy at Rancho Cielo.

## Special Events

Network through MCHA bi-monthly meetings and special events!

- ♦ Bi-monthly general membership luncheon meetings with speakers who address issues that pertain to our industry.
- ♦ Annual Dinner, Golf Tournament and Endless Summer fundraisers.
- ♦ Employee Appreciation Day and the Hospitality Recognition Lunch. Both of these events recognize the hard work and dedication of our employees.

**Over \$45 million in TOT  
Generates over \$900 million  
in salaries and earnings  
Employs 22,000 people**

## Hospitality Trade Association

MCHA is the only hospitality trade organization that serves all facets of the hospitality industry throughout Monterey County. All businesses in Monterey County are affected in some way by the tourism industry. Positive revenue for tourism and hospitality means positive growth for Monterey County. Positive growth for Monterey County means positive growth for your business and your community.