

February 2014 Vol. XIX

Hot Topics link:
Dates to Remember!

February 11th MCHA
General Membership
Lunch Quail Lodge

February 18th
Developing Guest
Loyalty Education
Seminar at CSUMB

February 21st
MCHA Annual Dinner
Monterey Marriott

Between the Sheets
MCHA Herald Column
1st Saturday of each
month [more](#)

We have a new
facebook page!

Please like us and
forward to your staff,
associates and friends!



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



Bubbles & Bowties! Annual Dinner: Join us on February 21st at the Monterey Marriott for fabulous food, libations, wine and entertainment as you mingle with your friends and associates at Sam's Under the Sea Soiree! Celebrate our Hospitality Professional of the Year John Lloyd, General Manager of the Pine Inn and Tally Ho. Be the raffle winner and enjoy a "Boatload of Booze"! Tickets are \$25 each or 5 for \$100. To purchase tickets contact Bonnie at 626-8636 or via email. You need not be present to win.

Don't miss the fun....[sponsorship](#) and [auction](#) opportunities still available!

Education Training 2014- Education Training 2014 New seminar package pricing is still available – sign up now to take full advantage of a year of savings! The February 18th seminar topic is [Developing Guest Loyalty](#). [Click here for information and to sign up.](#)

The Monterey County Hospitality Association is bringing important training opportunities to MCHA members in 2014, including: Professional Development/Career Enhancement to advance careers in the hospitality field

- Developing Guest Loyalty – February
- The Three Cs: Confidence, Communication and Credibility – May
- Using Emotional Intelligence to Drive Performance – September
- Setting Goals: Convert Strategy to Flawless Execution – November

Professional Services to build skills and keep knowledge current:

- Creating Sustainability to Drive Profits – April
- Serving Alcohol Safely – May (tentative)
- (Topics and dates subject to change)

Seminars are available to unlimited staff participation for one fee. Read more about the new pricing package.....  Sign up today

Coalition of Peninsula Businesses: recently received a detailed briefing from Cal Am personnel about the new commercial water rates and other charges on commercial water bills.... [more](#) Catherine Stedman of CalAm will do an abbreviated version of this presentation to our membership at the February 11th lunch [membership lunch at Quail Lodge](#).

Government Affairs: "Slow but steady progress to the fast lane" There is widespread agreement on the design for constructing a new 4-lane highway adjacent to the existing Highway 156, which will become a local frontage road. There is also agreement that both Phase 1 (the 4-lane portion between Castroville and Highway 101) and Phase 2 (a new interchange at 156 and 101) must be completed at the same time rather than... [more](#)

Membership News:

We are excited to welcome Nancy Borino as the new MCHA Membership Salesperson. Nancy came to us with a strong hospitality background in Washington State, Lake Tahoe and the Monterey Peninsula. Her career highlights include most recently a position as General Manager for a boutique hotel on Cannery Row, Director of Property Acquisitions for Chase International in Lake Tahoe and owner of Hera & Associates, a marketing, event planning and public relations firm in Port Townsend Wa as well as Innkeeper/Owner of The English Inn Bed & Breakfast also in Port Townsend. We will introduce Nancy to the membership at the lunch on February 11th.



Monterey Movie Tours was honored with the KSBW/Union Bank Salute to Small Business Hospitality 2013 Professional of the Year Award at a reception on Wednesday, Jan. 15th.

Get involved and be proactive! Renew your commitment to MCHA and our industry and realize the benefits of membership. Join one of our vibrant and influential committees, meet new contacts and make a difference:

- Government Affairs – Co chairs: Gary Cursio and Henry Ruhnke
- Education – Co-Chairs John Avella, Noah Unger, Cathy Sampognaro
- Ambassador/PR – Co-Chairs Vicki Tackett, Mike Oprish, Mia McKee
- Special Events:
 - Annual Dinner – Co-Chairs Ken Rauh and Mia McKee
 - Employee Appreciation Day – Chair Paula Calvetti
 - Golf Tournament – Co-Chairs John Turner and Mark Watson
 - Hospitality Recognition Lunch – Co-Chairs John Lloyd and Jayson Zimmer

Commit to attending our bi monthly membership lunches – the next one is February 11th. This is a great opportunity to network with fellow members and get up to date on what's happening in our industry.

Attend an event! This is a fun and important way you can support MCHA. Sign up for the Annual Dinner on February 21st at the Monterey Marriott.

Commit to professional development for you and your staff. The next seminar is February 18th. Check the website for updates, chair contact information or contact MCHA Executive Director Bonnie Adams info@mcha.net or call 626-8636 for more information.

www.mcha.net

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