

April 2014 Vol. XXI

Hot Topics link:
[Dates to Remember!](#)

[April 30th
Sustainability in
Hospitality – Product,
Production and
Waste Seminar 2-5
pm](#)

[Asilomar Conference](#)

[Sign Up](#)

[Grounds](#)

[Friday- May 2nd
Annual Pottor
Clambake Invitation](#)

[more](#)

[June 3rd: Primary
elections - see GAC
article for
endorsements](#)

[June 4th Employee
Appreciation Day
Monterey
Fairgrounds](#)

[August 25th Save the
Date for the MCHA
Golf Tournament](#)

[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

Employee Appreciation Day: Get your teams ready for Employee Appreciation Day scheduled for June 4th at the Monterey Fairgrounds! Start practicing for the friendly competitions including bed making, bartending, bell staff, food and beverage, napkin folding, chowder cook-off....and the popular GM competition, in addition to the exciting soccer tournament! At the conclusion of the competitions we will have a barbecue for all employees and their families. Everyone in MCHA is invited to participate so mark your calendars for June 4th. Details on how to sign up will be coming soon.

Government Affairs: THE PRIMARY ELECTIONS ARE COMING

Starting in May, with vote by mail and absentee ballots, voters will be making some critical decisions. Elections for Judges, Sheriff and more importantly District 2 Supervisor and Measure O will be decided. MCHA has made some endorsements that we believe are important to the future success of the Peninsula, the County and our industry. Our recommendations are [\(go to full story\)](#) [more](#)

Membership News: 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: [download committee contact information.](#)  

Member Spotlight: Brickman Marketing, a Public Relations & Marketing Services...Creating a viable marketing plan, implementing marketing strategies, writing product information sheets, sales letters, ads and brochures. **PUBLICITY** Conducting an effective publicity campaign to appropriate magazines, newspapers, television and radio programs, as well as relevant associations, newsletters and the Internet. **MEDIA ANALYSIS** Recommending media for advertising, researching rates and booking ads. **MARKET RESEARCH AND ANALYSIS** Researching competitive products and potential target markets. **DISTRIBUTION SET-UP AND SALES** Contacting product distributors, wholesalers, retailers, rack jobbers and mail order catalogues. [831-633-4444](tel:831-633-4444)



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

[Green & Jesperson
Monterey County Fair
Resort 2 Me](#)

[L'Auberge Carmel
ProPark](#)



www.mcha.net

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