

November 2014 Vol. XXV

Hot Topics link:  
Dates to Remember!

November 19<sup>th</sup> Education Seminar- "Achieving Success through Goal Planning" [▶ more](#)

December 9th MCHA Holiday Membership Lunch Monterey Plaza Hotel & Spa

February 20, 2015: Annual Dinner at the Inn @ Spanish Bay

Between the Sheets MCHA Herald Column 1<sup>st</sup> 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](mailto:info@mcha.net)

download committee contact information.

**November 12:**  Coastal Commission Hearing – Half Moon Bay / We need as many people to attend as possible. You do not have to speak. Bus transportation provided by CalAm. Bus departs at 6:30 am from The Dunes on Monterey Bay Shopping Center. Food will be provided. To reserve your spot contact [Dale Ellis](mailto:Dale.Ellis@mcha.net) or call 626-8636

**26<sup>th</sup> Annual Hospitality Recognition Lunch:** The 26<sup>th</sup> Annual Hospitality Recognition Lunch was celebrated on October 23rd at the Monterey Conference Center. Approximately 500 shining stars of our industry were honored at a wonderful lunch and awards ceremony. Our Master of Ceremonies, Barry Brown, was spot on and engaging with his delivery of the "stories". Congressman Sam Farr delivered an inspirational speech along with an update on his work as Co-Chair of the Travel and Tourism Caucus. The nomination criterion was changed this year to include all segments of our membership and was very well received. A BIG [congratulations to our finalists](#) for going above and beyond their job descriptions....what fantastic employees we have in Monterey County! Bert Cutino, The Sardine Factory, presented the Papa Vince trophy to our winner, Gloria Morales Inns-by-the-Sea / Wayside Inn. [Thank you to all the committee members, volunteers and businesses](#) that donated to this wonderful event. Click here for the day's [photo journal](#).



### Coalition of Peninsula Businesses:

On **November 12**, the California Coastal Commission will deliberate the appeal of Cal Am's denial of permits for its test wells by the City of Marina. The Coalition of Peninsula Businesses and other supporters will have representatives at the hearing to urge approval by the Commission of test well permits. **If you can, please plan to attend!** The Cease and Desist Order deadline is looming, so we need to avoid any more delays in securing a water supply project that will save us from social and economic ruin!!! [▶ more](#)



**Government Affairs:** The 2014 elections are over ... but the work goes on. Overall the candidates and measures we supported did quite well. We endorsed 17 candidates; 14 were successful in being elected. Both of the tax measures MCHA endorsed (Measure P and Measure Q) passed with more than 70% of the vote. So, MCHA supported the winners in 16 out of 19 times. That is very good. What's next ... [▶ more](#)

### Hwy 156 Update:

On October 22<sup>nd</sup> at the regular TAMC board meeting a set of decision guiding principles were unanimously (17 – 0) approved by the directors. These principles address the public comments submitted over the last several years by corridor and other residents, commercial, including hospitality representatives, transportation professionals and board members. Significantly these principles represent collectively a direction forward allowing repetitive debate to be answered in a structured format. A supplemental EIR. That EIR when released will allow for public comment, response and conclusion, usually within a 60 day period. After which TAMC and Cal-Trans can entertain a public/private partnership which would be responsible for the construction, maintenance and operation of the new thoroughfare. While this seems as though it should be a smooth and timely process; because of the very high cost, bureaucratic, and personal nature of transportation in California it is a complicated, circuitous proceeding. Several years of process still remain in its future.

### Membership News

 **Education Training 2015** (The new seminar package pricing we created last year was so successful we have continued the program into 2015) [Budget now for the best deal!](#)

The Monterey County Hospitality Association is bringing important training opportunities to MCHA members in 2015, including:

Professional Development/Career Enhancement to advance careers in the hospitality field:

- Coaching for Ultimate Performance – February
- Developing Personal Traits for Success – May
- Women's Hospitality Leadership – October
- Learn Your Leadership Style – November




Professional Services to build skills and keep knowledge current:

- Coaching for Ultimate Performance – February
- Developing Personal Traits for Success – May
- Women's Hospitality Leadership – October
- Learn Your Leadership Style – November

(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!](#)**

 **New Member Spotlight:** - **Gardener Ranch** Tucked along the banks of the Carmel River lays **this rustic property, within walking distance of charming Carmel Valley Village.** With a rich history of hosting Presidents, Dignitaries, and Movie Stars seeking exclusive, private, and rustic charm, the property is an idyllic 24 acres of majestic oaks and lush meadows, on the pristine banks of the Carmel River. Historically, the property has hosted special events ranging from corporate functions to family reunions and weddings. Available for exclusive use and can accommodate any desired length of stay.

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

[Portola Hotel & Spa](#)  
[Dolphin Inn](#)  
[Michael's Catering](#)

[Bayonet Blackhorse](#)  
[Cooper's Pub](#)



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