

February 4 Vol. IX

### Hot Topics:

### Dates to Remember!

Tuesday, Feb 12th  
Membership Lunch  
Hyatt Regency  
Monterey Hotel & Spa  
[▶ more](#)

Wednesday Feb. 27th  
Education Seminar  
CSUMB "Developing  
Loyal Guests- Here is  
How" [▶ more](#)

Friday, March 15th  
MCHA Annual Dinner  
Celebration!

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

### 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](#)

**MCHA Annual Dinner** - March 15<sup>th</sup> is the date for MCHA's Annual Dinner Celebration and Awards - **Diva's, Dandies and Decadence.....The Legends of the Hotel Del Monte Live On!** It will take place in the beautiful, newly remodeled ballroom at the Hyatt Regency Monterey Hotel & Spa. There will be amazing food, libations, entertainment and ambiance....don't miss it! Watch for your invitation coming in the mail soon.



We would also like to ask for your support in the form of a [sponsorship](#) or [auction item](#). We need your help to make this a successful fundraiser to support MCHA's vital programs. Please see [click above](#) for more information. Thank you in advance!

**Government Affairs News - Water Update** This link will take you to the Herald's lengthy article on the Monterey Peninsula Regional Water Authority decision to recommend Cal Am's desal project to the CPUC with specific conditions. This is a huge step forward for securing a long term water supply but there is still much work and negotiations to take place between the MPRWA and Cal Am. [▶ more on Water](#)

**The Ambassador Committee** is focusing on 5 key areas this year:

- Increase membership and retention
- Enhance current membership value
- Increase membership involvement
- Re-design communication collateral
- Enhance PR communications



If you would like to get involved, have some great ideas and would like to have some fun, join our future committee meetings and help us achieve these very important goals.

We plan to meet monthly and/or quarterly as needed.

Contact Bonnie Adams 626-8636 for more information about the committees and meeting times



**Member Spotlight - CHIOMA Salon** Proprietor, Kelly Davi, is a master colorist and has been serving celebrity and high-end clients for over 20 years. Now, she brings her wealth of knowledge to this premiere salon affiliated with one of the premiere luxury hotels on the Monterey Peninsula. CHIOMA Salon uses only the finest [hair care products](#) featuring Aveda and is united in our passion and commitment to excellent customer care. We also use an all natural solution for our custom [air brush spray tan](#) utilizing beet and cane sugar extracts.

Adjacent to luxury, The Monterey Plaza Hotel and Spa, both locals and elite travelers from all around the globe have access to the latest trends in [color solutions](#), [haircutting](#), a full service [blow/dry bar](#), [brow bar](#) and custom [air brush spray tanning](#).

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

Wald Ruhnke & Dost    Ventana Vineyards  
Downtown Dining    Laguna Seca Golf Ranch  
ProServe    MY Museum



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](#)