

August 2014 Vol. XXIV

24th Annual Nick Lombardo Memorial Golf Tournament Congratulations to the Monterey County Visitors & Convention Bureau for winning 1st place Gross with a score of 56 and



Young's Market Company for winning 1st place Net with a score of 55! They played on August 25th under sunny skies at the beautiful Nicklaus Club Monterey. We thank the Nicklaus Club for their generous sponsorship and support and acknowledge their great staff for a well-run tournament! Big kudos need to go to our hard working golf committee for putting on an incredible tournament, and our [sponsors](#) and contributors who helped make this a fun

and successful tournament! The day was filled with festive refreshments from Young's Market and Southern Wine & Spirits. We thank them for their support on and off the course! We also want to thank all of the on [course food vendors](#) comprised of our local outstanding restaurants and vendors that provided amazing food, beverages and specialty products! What a great showing! Our prize box raffle has become a tradition! Thanks to all those that contributed amazing prizes for this special raffle. And congratulations to the winners! It was a great day of fun, friendly competition and camaraderie among our members and industry professionals. Those that attended the first ever pre-event reception had a great time being pampered by Marilyn Monroe Spa, enjoying wonderful wine and libations and bidding on fun auction items! Click on the picture for the day's [photo journal](#) courtesy of [Ben Kaatz Photography](#) and for a list of the day's [winning scores](#).

Coalition of Peninsula Business: Groundwater Recharge, recently hyped as the "Pure Water Monterey" project, is rapidly approaching a deadline to "fish or cut bait" to be included in the Monterey Peninsula Water Supply Project now under consideration by the Public Utilities Commission. A joint undertaking of Monterey Regional Water Pollution Control Agency and Monterey Peninsula Water Management District, GWR is proposed as one leg of the three-legged stool approach to our water supply crisis. But as was posed in a television ad years ago, "where's the beef?" [more](#)

Ambassador News:

1. Keep your eyes open for the MCHA ads that are running on KION and Comcast during the next couple of weeks. We are putting together several more spots that will run in the Fall. Please let Bonnie know asap if you would like to feature your business! This opportunity is available only to Members of MCHA. Cost is \$375 per business.
2. Join your MCHA friends, along with the MCCVB and Monterey County Vintners and Growers Association for a FUN FOR ALL – September 11, 530pm-730pm at Quail Lodge. It's always a fun time, in a beautiful setting, with award winning wines from Scheid and Ventana Vineyards along with live music and a raffle. [Sign up online for \\$25 per person.](#)
3. A BIG Thank you to all of you who completed the Survey. We are gathering the information, and getting a baseline on awareness of MCHA, and areas we are doing well, and where we can improve. We appreciate your input. The survey winner of the magnum of wine from Bernardus is Rod Schinnerer Inn at Spanish Bay.
4. Did you know MCHA is getting a new website? Stay tuned!!! Coming early Fall 2014!

Membership News - Education Training 2015 Expanded and Seminar Packing Pricing Returns - Plan and Budget Now! [more](#)

New Member Spotlight: - Wharf Marketplace, The Wharf Marketplace is Monterey County's fresh food destination featuring locally produced provisions at their seasonal best - The Bounty of the County. Inspired by San Francisco's Ferry Plaza and Seattle's Pike Place Market, The Wharf Marketplace features local produce, cheese, wine, flowers, seafood, bakery items, and a grab-and-go café.



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

[Crossroads Shopping Village](#)
[Guestlife](#)
[Monterey Beach Resort](#)

[Rio Grill](#)
[Turtle Bay Taqueria](#)
[Monterey Bay Golf Academy](#)



Housekeeping Week September 14th-20th
Offer this Reusable Tote Bag as a "Housekeeping Week" Gift
Non-woven bag with poly board. 13"x10"x15"
(Ask about custom printing and colors)

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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

download committee contact information.

