

**For Immediate Release**



**Monterey County’s Hospitality Advocacy Group Announces New Leadership**

*Monterey County Hospitality Association – the region’s voice of the county’s hospitality industry – hires new Executive Director and management team, Solterra Strategies.*

**Oct. 4, 2021** (*Monterey, Calif.*) – The Monterey County Hospitality Association (MCHA) is pleased to announce Kristin Horton of Solterra Strategies as its new Executive Director. The transition comes after current Executive Director, Bonnie Adams, announced she is stepping down Oct. 31 after over twenty-two years with the organization.

Horton and the Solterra Strategies team will oversee all day-to-day operations, membership relations and fundraising efforts. MCHA’s Government Affairs Director, Gary Cursio, will continue his role and work alongside Horton and Solterra Strategies.

“We enthusiastically welcome Kristin and the Solterra team as we continue to move the organization forward as an important and evolving voice of advocacy for the hospitality industry here in Monterey County. These past 18 months have certainly reinforced hospitality’s integral role in our community, and one that we will continue to support with our active Board of Directors and team,” says Janine Chicourrat, MCHA 2021 Board Chair. “Bonnie has been a great asset to our organization over the years, and her dedication to the industry as a whole is undisputable. We wish her all the best.”

Horton joins the organization with more than 20 years of experience in regional and strategic marketing, with a focus in the wine and tourism sectors. A Monterey County resident, Horton has served on the Monterey County Vintners and Growers Association and Carmel Valley Chamber of Commerce Board of Directors, in addition to ongoing participation in the Monterey County Convention and Visitors Bureau and regional Chambers of Commerce.

Horton opened up Solterra Strategies’ first Monterey office in early 2020 to focus on wine and tourism opportunities in the region. Headquartered in Paso Robles, Solterra Strategies brings

extensive expertise in organizational management, strategic planning, content development, digital marketing and public relations to the organization.

“I am thrilled to begin working with MCHA and its Board of Directors. The hospitality industry plays such a crucial role in our local community, and MCHA membership’s unified voice and communication is key to creating a strong, cohesive industry,” says Horton. “I look forward to working with our membership to continue strengthening and evolving this vital organization.”

*To learn more about MCHA, visit [www.mcha.net](http://www.mcha.net). Executive Director Kristin Horton can be reached at [kristin@mcha.net](mailto:kristin@mcha.net). All MCHA contact information will remain the same throughout the transition to the new management team.*

#### **About Monterey County Hospitality Association**

MCHA is the only hospitality trade organization that serves all facets of Monterey County’s hospitality industry. Our goals relate to education, advocacy and employee recognition. We provide a unified voice for more than 23,000 employees working in area hotels, resorts, restaurants, retail stores, tour companies and other local businesses. All businesses in Monterey County are affected in some way by the \$2.3 billion local tourism industry. Positive revenue for tourism and hospitality means positive growth for Monterey County – and, positive growth for Monterey County means positive growth for local businesses and community.

#### **About Solterra Strategies**

Solterra Strategies is a boutique agency specializing in public relations, brand strategy, strategic planning and marketing solutions. Our team believes in honesty, creativity, and building strong relationships to combine real-world knowledge, resolute leadership and the execution needed to transform client dreams into success stories. Big ideas and imagination combined with hard work and experience creates results. Solterra’s passion, and the focus of our practice, is the wine and tourism industries. [www.solterrastrategies.com](http://www.solterrastrategies.com)

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