

MONTEREY PENINSULA

Chamber announces new CEO

Frank Geisler tapped for leadership position of business association

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MONTEREY » Almost a year since the former president and CEO of the Monterey Peninsula Chamber of Commerce left the post, the organization has named Frank Geisler its new chief, its board of directors announced Thursday,



Geisler

while a search for a permanent re-

along with news that it will move into new headquarters after the first of the year.

Former leader Jody Hansen left Jan. 31 and Joy Anderson stepped in as interim CEO

placement started soon after. Anderson was able to serve through the end of July when Geisler moved into the interim position.

“The Monterey Peninsula Chamber of Commerce is an extraordinary organization and an extremely valuable resource for our business community,” said Geisler in a press release. “I am

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The Monterey Peninsula Chamber of Commerce will be relocating its offices to 353 Camino El Estero, providing a more prominent location, parking and easier access for members and the public.

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CEO

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honored to accept this position and energized by the opportunity. I look forward to working with the board to continue to enhance and grow the organization.”

Geisler has served as board chair of the Monterey Peninsula Chamber of Commerce, board chair of the Monterey Jazz Festival, president of the Rotary Club of Monterey, and board chair of the Salinas Valley Chamber of Commerce. Geisler is partner with his son Jonathan in a promotional and lifestyle marketing company he started more than 30 years ago called Geisler3.

“Frank is a proven leader and brings a wealth of business experience to the chamber,” said Doug Yount, board chair. “We are extremely confident in his abilities and thrilled he accepted the role of CEO.”

Recently elected board of directors for 2020 were also announced and include Kevin Causey, Montage Health; Elizabeth Diaz, Armanasco Public Relations; Phyllis Grillo, CSU Monterey Bay; Adam Hughes, MBS Business Systems; and Alex Winkle, Schwartz Law Group Inc. The new board members will begin their term in January and will join current board members Joy Anderson, Jacquie Atchison, Judy Cutting, Jonathan Geisler, Ileen Groves, Jennifer Kuyper, Jeff Mitchell, D.J. Muniz, Douglas Roberts, Clarissa Row, Aaron Waters and Doug Yount.

A meeting with the incoming and current board of directors, along with chamber staff, took place earlier this month. The chamber’s Annual Board



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The relocated offices of the Monterey Peninsula Chamber of Commerce will be located at the El Estero park complex next to the Monterey Visitors Center on Camino El Estero in Monterey.

Advance Retreat was held to engage members of the organization in a 2020 strategic planning session. Discussions centered around communication, collaboration and membership and the board identified several key goals for 2020, which will be shared with chamber members at the annual membership luncheon on Jan. 28, 2020.

The Monterey Peninsula Chamber of Commerce also announced the relocation of its offices to 353 Camino El Estero next to the Monterey Visitors Center at El Estero. The chamber said the site is a more prominent location for it, will provide more parking, and easier access for members and the public. The chamber plans to officially be in the new location by Feb. 1, 2020.

Janna Aldrete, property manager for the city of Monterey, said the building is city-owned, about 1,500

square feet, and occupied by city staff of the housing program who will be relocated to City Hall once the chamber has signed the lease and ready to move in.

Aldrete said that since the lease is not yet signed, she could not give specifics about it.

But the city also owns the property next door where the Monterey County Convention and Visitors Bureau has its visitors center and leases that space for \$1 a year.

“It will be great to have the chamber in the location that is highly visible and convenient for visitors and businesses,” said Aldrete.

The chamber’s current location is at 243 El Dorado St., Suite 200, in Monterey.

The Monterey Chamber of Commerce was established in 1908. In 1949, it expanded to serve the entire area encompassing the nearby cities of Carmel, Del

Rey Oaks, Marina, Pacific Grove, Sand City, Seaside and the unincorporated areas of Big Sur, Carmel Valley, Carmel Highlands and Pebble Beach.

In 1982, the board of directors voted to officially change the name to the Monterey Peninsula Chamber of Commerce to reflect the regional membership. Today the nonprofit business association continues to serve the business interests of the entire Monterey Peninsula. The organization has more than 600 members representing more than 50,000 full-time employees, which include small and large businesses and nonprofits throughout the Peninsula.

For more information visit www.montereychamber.com or call 831-648-5360.

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