



HALF MOON BAY COASTSIDE

CHAMBER OF COMMERCE & VISITORS' BUREAU

Charise Hale McHugh, ACE
President/ CEO



Before coming to the Half Moon Bay Coastsides Chamber of Commerce and Visitors' Bureau in 1996, Charise owned an advertising business, Promotions With Pizzazz, in San Francisco. She has been instrumental in increasing Chamber membership from 330 to 700 and tripling its budget. Charise was a founder of the Coastsides Shuttle transit system and also founded the Half Moon Bay Hotel Business Improvement District (BID) in 2004.

Charise has also founded the first Ecotourism Program in the state of California on the coast in Half Moon Bay. She is spearheading state recognition of *ecotourism* as a tourism destination. Currently, Charise is facilitating a non-profit component to the Disaster Preparedness Plan for the Half Moon Bay and San Mateo County coast.

Charise received the William E. Hammond award in 2008 from the Western Association of Chamber Executives (W.A.C.E.) and currently serves on the W.A.C.E. Board and the W.A.C.E. Foundation Board.

She is an Accredited Chamber Executive (ACE) and a graduate of W.A.C.E. Academy.

Learn more: <http://www.halfmoonbaychamber.org/>