

# South County Business News

*A publication of South County Chambers of Commerce—creating partnerships and opportunities that ensure South County businesses prosper*



December 2021  
Volume 61, Issue 12

## 'Sip & Shop' event added to Elegant Christmas

ARROYO GRANDE — Elegant Christmas, a favorite holiday event, is returning to the Village of Arroyo Grande this weekend with everything you love: festive lights, holiday music, Santa, carolers, extended-hours shopping, and wine/beer tasting. This year's celebration will be Sunday, December 5, from 12 noon to 7 pm. Stores in the Village of Arroyo Grande will stay open extended hours to accommodate shoppers. Big Ditch Market—featuring local makers, artists, and food trucks—will also be open during the same hours to add to the festivities.

Elegant Christmas is a perfect opportunity to showcase the charm and offerings of the Village of Arroyo Grande. Last year's version of this event was scaled back, and we are excited for Elegant Christmas to return with the new 'Sip and Shop' opportunity that includes wine tastings and special shopping discounts.

Participants of the exclusive "Sip and Shop" option can purchase wristbands online for \$30. The wristband will provide several wine tastings throughout the Village and a "Christmas in the Village" tote bag of exclusive discounts and coupons for Village merchants. Tastings will include Rooster Creek Tavern, Mason Bar & Kitchen, Gina's Italian Cuisine, and Café Andreini. Wristbands are available for purchase in advance on the Chamber's website. Paid wristbands can be picked up at the event at the Chamber table in the Big Ditch Market area ("Car Corral parking" lot on East Branch Street between Old Village Grill and Sports Dugout)

All shoppers and diners can



submit their receipts from December 5 purchases in the Village for a valuable prize drawing. Receipts can be dropped off at the Chamber booth in the Big Ditch Market area. The winners will be announced at 7 p.m. on December 5. Winners do not need to be present to claim their prize. For further details, please visit [southcountychambers.com](http://southcountychambers.com), or call (805) 489-1488.

### UPCOMING CHAMBER EVENTS

**Sunday, December 5:**  
Elegant Christmas  
in the Village/Sip & Shop  
12 noon to 7 pm  
Buy tasting wristbands at  
[southcountychambers.com](http://southcountychambers.com)

### HOLIDAY PARADES & EVENTS

**Friday, December 3:**  
Holiday Harmony at Pier  
Plaza in Pismo Beach  
starting at 5:30 pm with  
Santa, snow, tree lighting,  
bounce houses, and more

**Saturday, December 4:**  
54th Annual South County  
Holiday Parade in Grover  
Beach: 10 am start time  
followed by snow, live  
music, tree lighting, and  
Santa's workshop

**5 pm on December 4:**  
Arroyo Grande Christmas  
Parade (5 pm in Village)  
followed by tree lighting,  
live nativity, and Storytime  
with Santa

**Sunday, December 5:**  
Olde Towne Nipomo  
Family Christmas from 2  
to 8 pm (5:30 pm parade)  
with a marketplace, train  
rides, s'mores firepits,  
live music, and more

**Thursday, December 9:**  
Shell Beach Holiday Stroll  
at 5 pm with a parade,  
carolers, and treats

**Saturday, December 11:**  
Santa's Doggie Parade at  
11 am in Avila Beach

**Sunday, December 19:**  
Santa and friends  
travel through Oceano  
to spread holiday cheer

## Leadership South County Class III launches with orientation

The newly formed Class III of Leadership South County met on November 5 for their orientation. Thanks to Chamber member SeaCrest Oceanfront Hotel in Pismo Beach for hosting this special event on their beautiful oceanview terrace. Leadership South County is a nine-month program that includes a two-day Leadership Retreat in January 2022 and nine Leadership Development Days complete with exciting field trips, behind-the-scene tours, and engaging conversations with local leaders. This specialized program from South County Chambers of Commerce easily complements a busy schedule since the day sessions are just one Friday a month.



## Update from Supervisor Lynn Compton, District 4: Oceano, Nipomo, and Arroyo Grande

Merry Christmas everyone! I hope you had a relaxing Thanksgiving and enjoyed some delicious food with family and friends. The Board of Supervisors is wrapping up 2021 and recently set their priorities for the next year. We identified a handful of priorities staff should consider in drafting next year's budget.

They are:

- Public Safety
- Housing and Homelessness
- Economic Development in the County
- Water Resiliency (groundwater management, maximize State Water delivery, desalination)
- Roads

The establishment of Board priorities helps to guide development of the FY 2022-23 budget and decisions about funding levels for various programs and services. The priorities were passed by a unanimous vote.

We also heard from people concerned about regulations surrounding camping on private rural properties. The growing popularity of "Hip Camp", a popular booking system similar to AirBnB has prompted county land-owners to "rent" a portion of their properties to campers. As the County looks at its planning and zoning ordinances and priorities, people who have been using the app encouraged Supervisors to consider allowing for such uses, and there were some who

expressed concerns about fire dangers and other issues. Supervisors agreed to have staff evaluate the scope of work for this ordinance change to be added to the Planning and Building Tier I priorities for planners to examine in the coming year. Last, and most certainly not least, the Board passed resolutions honoring and thanking veterans in our county as part of "Thank a Veteran Month." We presented a proclamation to Morgan Boyd, the County's Veterans Services Officer. The Board also recognized the County Veterans Center for providing counseling service to combat veterans.

**Lynn Compton**  
San Luis Obispo County  
District 4 Supervisor

## Update from Supervisor Dawn Ortiz-Legg, District 3: Avila Beach, Grover Beach, Pismo Beach, and San Luis Obispo

Hello and Happy Holiday Season South County! How can it be that time of year already?

It is the time to enjoy family, count our blessings, and find ways to help our community, especially those in need. There is so much to be grateful for this year, and I am especially excited for the opportunity to support the SLO Food Bank and you can help too! Now, until December 31st, 2021, we are matching donations to the SLO Food Bank, dollar for dollar up to \$20,000 dollars!

This significant contribution is thanks to the generosity of the International Brotherhood of Electric Workers (IBEW), Local #639, their families and the Labor Management Cooperative Committee of electrical contractors and business owners. To donate please visit [give.idonate.com/slo-food-bank/match-campaign](https://give.idonate.com/slo-food-bank/match-campaign) and for more information on the SLO Food Bank visit their website at [slofoodbank.org](https://slofoodbank.org)

The dollar-for-dollar match will help provide holiday and other weekly meals

– children and seniors are the highest risk. Did you know there is likely one degree of separation between you and someone at risk of hunger? Together with your kindness and generosity, we can make a difference in the health and wellbeing of our community.

Another program near and dear to me is the San Luis Obispo County's very own SLO Foster Care, part of the Department of Social Services. You may have seen the news coverage on the fact there is a desperate need for foster families. Currently, there are 336 children awaiting placement in our foster care program. There are levels of engagement to consider, and if you have any ability or interest to learn more about becoming a foster parent, contact 805-781-1705.

There is another way to get that holiday spirit going and help SLO County foster children this season through Operation Santa. Here's a chance to support the youth in foster care and the resource families who care for them by providing gifts during the holiday season. Your

business can help by distributing gift tags or wish lists among their staff or customers to fill wishes for local youth. There are many ways for individuals and businesses to help make a better holiday for these kids, and you can call 805-788-2575 for more information.

In closing, it has been a great year to be a part of the dynamic and beautiful South County. Getting to know the community a little better, make new friends, and find ways to support our business community and families is why I am here! In 2022, we will have office hours every Thursday afternoon. You can always reach me at my office via email at [district3@co.slo.ca.us](mailto:district3@co.slo.ca.us) or call 805-781-4336.

Sending happiest wishes to you and yours for a safe, memorable, and fun holiday season!

...

**Dawn Ortiz-Legg**  
San Luis Obispo County  
District 3 Supervisor

# #love4local



## Arroyo Grande News

'Tis the season, Chamber friends! I'm sure this holiday season will be like no other, with perhaps the first family celebrations that include travel for a couple of years. I for one am SO ready to enjoy time with my extended family.

As we fill our hearts with the spirit of the season, consider shopping locally to support our business community. Here are a few suggestions. For the family with youngsters: how about a gift certificate to Five Cities Swim School? They have an indoor pool heated to 90 degrees- perfect place to get the wiggles out as the weather turns colder. For young adults/teenagers: How about a hat or jersey from their favorite pro team from Sports Dug-out? They've got fan gear and collectibles sure to please any sports fan. For ladies: how about a unique accessory or purse from Lady Di's Boutique? They have high-end women's wear and accessories for

that special one-of-a-kind gift. And for him? How about a smoker from Miner's Ace Hardware? There is nothing like a smoker to kick up his BBQ game to the next level. What about the hard to buy for? How about the best gift of all- time with you? Check out the Clark Center's upcoming shows and book an evening of togetherness you'll all remember forever.

You can always visit the Chamber member page online to get ideas of what's out there in our community, and to spark your imagination for that perfect gift you might not have thought of otherwise. Shopping local is a win-win-win that will fill everyone's hearts.

I wish you a happy and healthy holiday season filled with love, laughter, and kindness. May the new year bring joy and prosperity to us all.

**Caren Ray Russom**  
Mayor, City of Arroyo Grande

### Welcome new Chamber members:

Honeycomb Home Design

•

Central Coast State Parks

•

Alex Lopez with T-Mobile

•

Vitality Advisory Council of Oceano (VACO)

•

AmpSurf

•

SLO Coast Jerky

•

Arroyo Grande Valley Little League (AGVLL)

•

Rhonda's Relics

## Grover Beach News

Rain—where are you?!? Unfortunately, as I am writing this month's article – there is no rain in sight and not even any rain in the forecast. This is especially troublesome in that Lopez Lake is at less than 30% capacity and Lopez is notoriously slow to fill up even when we do get rain. Historically the residents and businesses of Grover Beach are good stewards of our natural resources and we encourage you to continue that water awareness by conserving water and participating in city-sponsored programs. More information can be found

on the city's website [here](#). While the prospect of a continuing drought is a concern, it is something that the city is mindful of and further information will be shared and discussions will take place, as needed, in the new year.

Until that time, let us continue to celebrate the many good things that Grover Beach and the South County have to offer. From amazing businesses who provide character, charm, and comradery...to the nonprofits that support and nurture those who are less fortunate perhaps due to food, housing or

health insecurities. I am thankful for all of the people that make up these businesses and these organizations as each individual has a role in the success, the vibrancy, and the compassion of Grover Beach.

So, as the holidays come upon us, I urge you to take a moment or two to appreciate who you are and what you mean to those around you. Celebrate in your own manner, in the time and place of your choosing—be yourself and join

**Continued on page 8**

## Pismo Beach News

Santa is coming to town! Yes, on December 3rd at 5:30pm, Holiday Harmony is back at the Pier Plaza and Santa and his helpers will be there. We will have snow, bounce houses, cookie decorating, and lighting of the "tree" at the end of the pier at 6 pm.

The fun continues with the Shell Beach Holiday Stroll on December 9th at 5 pm. There is a parade, Christmas carolers, and local merchants will provide tasty treats.

Pismo Beach will conduct "A Christmas to Remember: Holiday Lights Contest" for our residents and business owners. There are two categories: A Traditional Holiday or "The Clark Griswold Approach."

Pismo Beach is proud to host the 2021 International Surfing Association World Para Surfing Championship from December 7 to 11. This is the first time we will host this prestigious event. Athletes from 32+ countries will participate. AmpSurf, which partnered with the ISA

for the historic 2020 edition of the World Para Surfing Championship, will continue their partnership with the ISA as the event's host organization.

Finally, I want to thank the South County Chamber (especially Jocelyn) for partnering with us to provide grants to parents and childcare providers to expand childcare opportunities for working parents in Pismo Beach. The City provided a total of \$50,000 for the program.

**Ed Waage**  
Mayor, City of Pismo Beach



## Recent Ribbon Cuttings



### Congrats, Coastal Communities Physician Network (CCPN)!

Congrats to Chamber member Coastal Communities Physician Network (CCPN) on their recent ribbon cutting and open house (with the Grinch!) at their new Arroyo Grande location. Coastal Communities Physician Network (CCPN) is a physician group with locations throughout San Luis Obispo County who comprise an Independent Physicians Association (IPA). Members who select CCPN physicians will see their doctors in their conveniently located private offices. All members of CCPN can access the full range of services, programs, and specialists offered by CCPN. Their new office is located at 336 S. Halcyon Rd. Suite 110 in Arroyo Grande. New patients are welcome. They can be reached at (805) 556-6011, or visit [ccpnhpn.com](http://ccpnhpn.com).

### Congrats, Urbane Cafe!

We celebrated a ribbon cutting last month with Urbane Café. During their soft-opening celebrations on November 4 and 5, guests dined for free with a donation to local nonprofits: SLO County YMCA, Dignity Health Foundation, Exploration Discovery Center, and Rotary Club of Arroyo Grande. Their family-owned restaurants serve hand-crafted, fire-baked, delicious sandwiches and salads. Their new Arroyo Grande restaurant is at 924 Rancho Parkway (in the old Starbuck's location near the Regal movie theater). View their menu at [urbanecafe.com](http://urbanecafe.com).



### Congrats, Knowing You Matter!

Congrats to local nonprofit Knowing You Matter on their recent ribbon cutting and first annual fundraising dinner. Based in Arroyo Grande, their foundation exists to make a difference in the lives of others while raising suicide awareness and promoting emotional health and wellness to our community and beyond. Knowing You Matter was birthed from founders Cindy and Darrel's own personal experience of loss, grief, and deep need for healing when their son, Michael, died by suicide in January 2019. Their family's goal is to break the stigma surrounding this difficult topic. Knowing You Matter delivers "Hope Bags," to those affected by suicide. These self-care kits serve as a reminder that those recently affected by suicide matter. For more information about Knowing You Matter, please visit [knowingyoumatter.org](http://knowingyoumatter.org).





# HONEYCOMB

KITCHENS . BATHS . FURNISHINGS  
REMODELS . NEW CONSTRUCTION

[honeycombhomedesign.com](http://honeycombhomedesign.com) . [hello@honeycombhomedesign.com](mailto:hello@honeycombhomedesign.com)



## Recent Ribbon Cutting

### Congrats to Central Coast Aquarium in Avila Beach!

Congrats to new Chamber member Central Coast Aquarium on their ribbon cutting in Avila Beach! Their mission is to cultivate a community dedicated to ocean stewardship through education, engagement, and action. During public hours, visitors have the opportunity to engage in hands-on exploration at the touch tanks—home to dozens of species of marine animals—including purple sea urchins, hermit crabs, sea stars, sea cucumbers, gumboot chiton, abalone, and kelp crabs. Their other exhibits feature the red octopus, decorator crabs, flat bottom fish, rock fish, jellies, and much more. Don't miss the opportunity to get up close and personal with their local shark species during the shark talk and shark touch tank. Staff, trained volunteers, and interns are stationed throughout the aquarium, ready to help identify animals on display, answer questions, and engage in conversation about the ocean environment. The aquarium is shorthanded on help and is in desperate need of volunteers. Contact Gaby at [gaby@centralcoastaquarium.com](mailto:gaby@centralcoastaquarium.com), or call (805) 457-5357 ext. 1001 to learn how you can get involved. Central Coast Aquarium is located at 50 San Juan St. in Avila Beach. Visit [centralcoastaquarium.com](http://centralcoastaquarium.com), or call (805) 457-5357. Thanks to the San Luis Obispo County District 3 Supervisor office for sponsoring this membership!



### Healing Hearts Program offers help for young children who have lost a parent or sibling

Chamber member Hospice SLO County is offering four sessions of group counseling for children ages 6-8 who have lost a parent, custodial grandparent, or sibling. The program will be offered free of charge and will take place on Zoom from 1:00 PM to 2:30 PM. The next sessions will take place at this time on December 11, 2021, January 15, 2022, and February 19, 2022. Children may attend all or any of the three remaining sessions.

The Healing Hearts program recognizes that children perceive and handle death of a loved one differently than adults do. For that reason, this program helps them cope with loss in the company of their peers. The sessions will be facilitated by Andrea Heinlein, LICSW, a grief counselor at Hospice SLO County and will provide children the opportunity to participate in activities that ultimately help them express their thoughts and feelings, adapt and cope to the many changes in their lives, and memorialize their person who has died.

During the initial session, the children will introduce them-



selves and talk briefly about the person they lost; if this is something they feel comfortable doing. In each session, Heinlein will read an age-appropriate book to the children about loss and healing. The participants will then have a chance to talk about the book and their own circumstances regarding their own loss. For the remainder of the ses-

sions, the children will work on constructing their own book about the family member who has died, sharing such things as their favorite color, favorite flavor of ice cream, profession or work, hobbies, and talents.

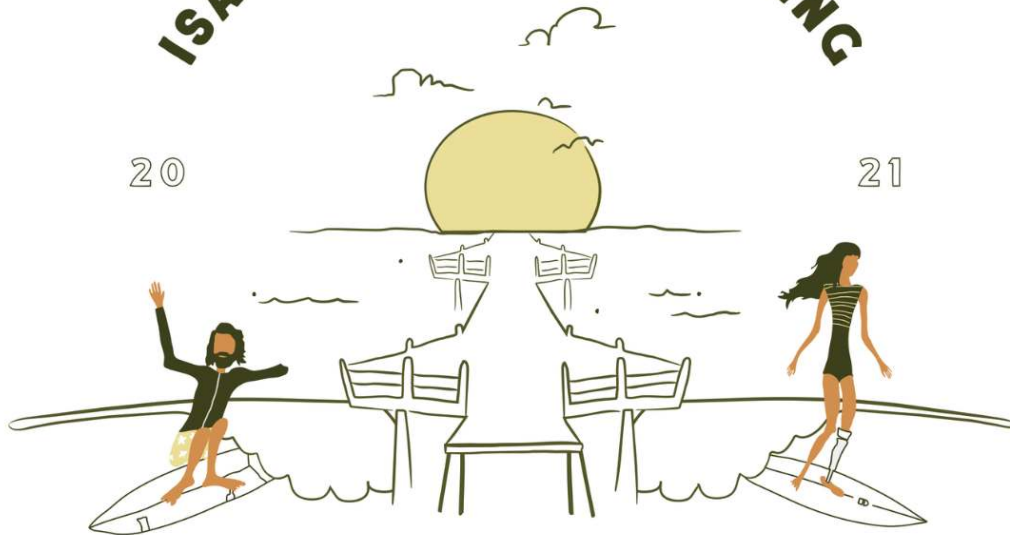
"When someone a child loves dies, grieving is natural and expected. Grief is a normal response to loss, and the process should be encouraged. We plan to continue offering this group on a monthly basis throughout the school year and hope to expand to include other ages going further," said Shannon McQuat, Executive Director.

• • •

For more information and to register your child, please call Andrea Heinlein at (805) 544-2266.

isasurf  
Pismo Beach

ISA WORLD PARA SURFING



CHAMPIONSHIP

DEC 6-11

HOSTED BY



PRESENTED BY



GOLD PARTNERS



COMMUNITY PARTNERS / SUPPORTERS



SUPPORTED LOCALLY THROUGH AMPSURF BY



VOLUNTEERS NEEDED!!!! SIGN UP AT [WWW.AMPSURF.ORG](http://WWW.AMPSURF.ORG)

LOREM IPS



# Pismo Beach welcomes International Para Surfing Championship hosted by AmpSurf, December 6-11

PISMO BEACH — Pismo Beach will be the Title Sponsor of the 2021 Pismo Beach ISA World Para Surfing Championship Hosted by AmpSurf held in Pismo Beach from December 6 through 11. This sixth edition of the International Surfing Association (ISA) World Para Surfing Championship is estimating participation from over 140-150 elite athletes from at least 26-29 countries which is the largest participation to date. The event gathers the world's best para surfers to compete and display their talents in a Paralympic-style, World Championship competition. Opening ceremonies will be held December 6; Contest heats begin Tuesday, December 7 at 7 am through Friday, December 10; with final competitions being held on Saturday, December 11, immediately followed by closing ceremonies.

The 2021 Pismo Beach ISA World Para Surfing Championship, hosted by AmpSurf, will take place at the Pismo Beach Pier, located in downtown Pismo Beach at the end of Main Street. There is no cost to be a spectator at the event.

Promote your business to over 300 international athletes, coaches, and support staff who will be visiting South



County from over 25 countries December 4-12 as part of this special event. These visitors to our area will be looking for places to eat and shop, and your business name can be added to the event program.

AmpSurf is hosting the surfing championship and asking local merchants to offer discounts to these international visitors. Most merchants are offering 25% discounts. You will be provided with a poster to display at your store announcing that you are participating in

this special promotion. All athletes and participants will have event wristbands for identification purposes. To add your business to the promotion, please click [here](#) to fill out the merchant form and email it to [katherynp@ampsurf.org](mailto:katherynp@ampsurf.org). Feel free to include a logo for your business.

**Please respond by Wednesday, December 1, to be included.**

AmpSurf is still in need of volunteers for this event. Please email [surf@ampsurf.org](mailto:surf@ampsurf.org). Learn more about AmpSurf at [ampsurf.org](http://ampsurf.org).

## Grover Beach Continued from page 3

your friends, your neighbors, and those friendly strangers that you haven't met yet. We also invite you to celebrate with us as Grover Beach hosts the 54th Annual South County Holiday Parade on Saturday, December 4th at 10 am along Grand Avenue. The parade will be followed by Santa's Workshop at Ramona Garden Park complete with Santa, five tons of snow, music by Critical Mass, homemade and handmade items for sale, and the tree lighting ceremony at the end of the day. We look forward to seeing you there—especially since "There's No Place Like Grover Beach for the Holidays!"

**Jeff Lee**

**Mayor, City of Grover Beach**

## Holiday Lights Contest in Pismo Beach

PISMO BEACH—The City of Pismo Beach is proud to present A December to Remember: 2021 Holiday Lights Contest to their local residents and business owners. It is their hope that the community will come together in this festive season by interacting with the fun and joy of holiday decorations.

There are two categories for residents: A Traditional Holiday or "The Clark Griswold Approach." The category for local businesses is: Best Overall Design.



Registrations will be accepted until December 17th at 5:00 pm. Voting will close on December 19th at midnight.

Winners will receive a yard sign indicating them as the winners for 2021. First place in each category will receive a holiday basket and a \$100 gift card to the local Outdoor Supply Hardware store. Second

place will receive a holiday basket with a \$50 gift certificate.

• • •

Additional information is available [here](#)





# CALIFORNIA *Fresh* MARKET



*Proudly Serving the Central Coast Since 1966*

## California Fresh Market

555 Five Cities Drive  
Pismo Beach CA 93449  
Phone: (805) 295-7162

771 E. Foothill Boulevard  
San Luis Obispo CA 93405  
Phone: (805) 250-1425

## El Rancho Marketplace

2886 Mission Drive  
Solvang CA 93463  
Phone: (805) 688-4300

All stores are open daily from 6 am to 10 pm

Tag us on Facebook & Instagram  
@californiafreshmarkets @elranchomarket



We Accept



Local, Independent...



You can find us online at [CaliforniaFreshMarket.com](http://CaliforniaFreshMarket.com)



## Grants now available to eligible Arroyo Grande nonprofits

*Deadline to apply  
is December 17*

ARROYO GRANDE—The City announced its eighth year of the Arroyo Grande Community Service Grant Program, which provides monetary grants to eligible nonprofit groups that provide specialized social service, educational, cultural, beautification, and recreation programs and projects benefitting its citizens. Grants will be awarded in minimum amounts of not less than \$250. On October 12, 2021, City Council authorized \$57,065 of



funding from the American Rescue Plan Act (ARPA) received by the City to supplement the \$25,000 budgeted for the 2021-2022 Community Service Grant Program, bringing the total funding available for this program in FY 2021-22 to \$82,065.

The deadline for applications is Friday, December 17, at 5:00 p.m. Instructions, guidelines, and application forms can be obtained online [here](#) or by contacting Associate

Planner Andrew Perez at 473-5425, or by email at [aperez@arroyogrande.org](mailto:aperez@arroyogrande.org).

ARROYO GRANDE VALLEY LITTLE LEAGUE

# **BASEBALL**

## **2022 SEASON**

# **REGISTRATION**

# **&**

# **SPONSORSHIP**

## **AVAILABLE NOW**

**visit: [WWW.AGVLL.com](http://WWW.AGVLL.com)**

### **Kathleen Parker, EA**

Tax and Business Solutions

- Coaching
- Bookkeeping
- Taxes



805-619-8877

[www.kathleenparkerea.com](http://www.kathleenparkerea.com)





## Get access to cash when you need it at better rates than a credit card

Revenues change over time, but business expenses may not. Cash flow fluctuations may occur due to inventory needs, timing of accounts receivable, or seasonality of services. Bridge the gap with a SESLOC Business Revolving Line of Credit (RLOC). Pay interest only on the amount drawn, plus have quick access to funds via transfers in Online Banking. It's just one way SESLOC can help you get back to business.

If you aren't receiving the level of service or the competitive rates your business needs at your current bank and you want to work with local decision-makers, let's talk. Give us a call or inquire online to see what a SESLOC Business RLOC can do for you.

[Learn More](#)

LOCAL BUSINESS

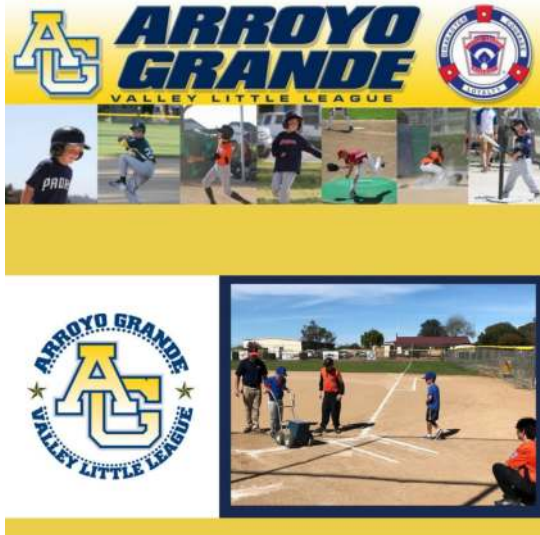
[Business & Nonprofit Checking](#) | [Savings](#) | [Business & Commercial Lending](#) | [Treasury Management](#) | [Merchant Services](#)

[sesloc.org/business-services](https://sesloc.org/business-services) | (805) 543-1816



Federally Insured by NCUA, a U.S. Government Agency.

## New Chamber Member Highlights



### Welcome to the Chamber, Arroyo Grande Valley Little League!

Arroyo Grande Valley Little League (AGVLL) recently joined the Chamber as a new member. Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities. Registration just opened for the Spring 2022 season. Sign up for \$100 now through December 4 before the cost increases on December 5. Divisions include T-Ball (ages 4-6), Farm (ages 7-8), Minors (ages 8-10), Majors (ages 10-12), and Intermediate (ages 11-13). For more information, please visit [agvll.com](http://agvll.com), or email [aglittleleague@gmail.com](mailto:aglittleleague@gmail.com).

### Welcome, Honeycomb Home Design!

The goal of their full-service interior design studio is to ensure their client's vision comes to fruition by creating a comfortable space that rejuvenates and inspires. They also offer semi-custom and custom cabinetry. Owner and Principal Designer Ariana Afshar Lovato has a strong understanding of design and culture to create spaces based on her clients' passions and inspirations. After earning her degree in Interior Design from the Fashion Institute of Design and Merchandising in Los Angeles, and a Bachelor's Degree in Business Administration from the University of LaVerne, Ariana gained experience by working for different builders and designers before venturing on her own.

She founded Honeycomb Home Design with the simple mission to create pure lifestyle spaces that are consciously functional and tastefully curated. Their studio is located at 132 W. Branch St. in the Village of Arroyo Grande. For details, visit [honeycombhomedesign.com](http://honeycombhomedesign.com), or email [hello@honeycombhomedesign.com](mailto:hello@honeycombhomedesign.com).



### Welcome, Central Coast State Parks Association!

Central Coast State Parks Association (CCSPA), in partnership with California State Parks in San Luis Obispo County, supports interpretation, education, and volunteer efforts while promoting public awareness and stewardship of our natural resources and cultural heritage. Their organization is an independent 501(c)(3) nonprofit. They are one of 85 similar cooperating associations across the state who work in partnership with state parks. For more information, please visit [centralcoastparks.org](http://centralcoastparks.org).



## New Chamber Member Highlights

### Welcome to the Chamber, AmpSurf!

AmpSurf is a 501(c)(3) nonprofit established to promote, inspire, educate, and rehabilitate (PIER) all people with disabilities and their families through Adaptive Surf Therapy and other outdoor activities. They offer a unique, all-inclusive program to bring the healing power of the ocean to disabled individuals for an experience that is both mentally and physically rewarding. AmpSurf has provided their Adaptive Learn to Surf program to thousands of disabled veterans, first responders, adults, and children. AmpSurf is hosting the 2021 Pismo Beach ISA World Para Surfing Championship in Pismo Beach from December 6-11. This sixth edition of the International Surfing Association (ISA) World Para Surfing Championship is estimating participation from over 140-150 elite athletes from at least 26 countries—the largest participation to date. The event gathers the world's best para surfers to compete and display their talents in a Paralympic-style, World Championship competition.

There is a unique opportunity available to promote your local business to over 300 international athletes, coaches, and support staff who will be visiting South County as part of this special event. These visitors to our area will be looking for places to eat and shop, and your business name can be added to the event program. AmpSurf is asking local merchants to offer discounts to these international visitors.



To add your business to the promotion, please email Kathryn Pirkey at [katherynp@ampsurf.org](mailto:katherynp@ampsurf.org) by Wednesday, December 1. AmpSurf is also still in need of volunteers for this event. To learn more, please email [surf@ampsurf.org](mailto:surf@ampsurf.org). The 2021 Pismo Beach ISA World Para Surfing Championship will take place at the Pismo Beach Pier. There is no cost to be a spectator. To learn more, visit [ampsurf.org](http://ampsurf.org).

# When Businesses Borrow They Borrow from Us

Commercial Real Estate | Working Capital | Acquisition | Inventory | Equipment  
Improvements | Business Purchase | Construction | SBA Financing



### Thomas 'TA' Anderson

SVP, Regional President  
805.712.8625  
[thomas.anderson@1stCapitalBank.com](mailto:thomas.anderson@1stCapitalBank.com)



### Steven Diaz

AVP, Relationship Manager  
805.235.3243  
[steven.diaz@1stCapitalBank.com](mailto:steven.diaz@1stCapitalBank.com)



### Donna Milne

VP, Regional Relationship Manager  
805.235.3765  
[donna.milne@1stCapitalBank.com](mailto:donna.milne@1stCapitalBank.com)



### Mary Sansone

SVP, Senior Relationship Manager  
805.458.3827  
[mary.sansone@1stCapitalBank.com](mailto:mary.sansone@1stCapitalBank.com)



### Kirk Vaughn

SVP, Senior Relationship Manager  
805.268.5278  
[kirk.vaughn@1stCapitalBank.com](mailto:kirk.vaughn@1stCapitalBank.com)

**San Luis Obispo Office**  
599 Higuera Street, Suite B  
San Luis Obispo



## New Chamber Member Highlights

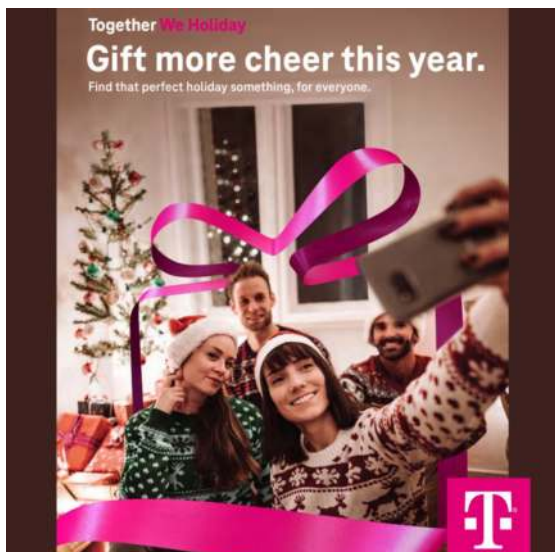


### Welcome, Rhonda's Relics!

Rhonda's Relics is a vintage and antique marketplace of 20+ vendors in the Village of Arroyo Grande. Their curated marketplace is filled with an incredible selection of vintage, antiques, and collectibles. They are happy to seek out specific requests for customers who are looking to add to their vintage collections. Stop by their monthly popup on Saturday, December 4, from 11 am to 4 pm for vintage treasures, jewelry, rusty décor, home/garden, antiques, and shabby chic. Multiple vendors will be set up in the promenade outside the back entrance of the store. Rhonda's Relics is located at 148 W. Branch St. For more information, please visit [rhondasrelics.com](http://rhondasrelics.com) or call (805) 270-4045.

### Welcome, SLO Coast Jerky!

SLO Coast Jerky recently joined the Chamber as a new member. Their hand-crafted jerky is made fresh on the Central Coast. Follow them on Instagram at [www.instagram.com/slocoastjerky](http://www.instagram.com/slocoastjerky). They can be reached at [slocoastjerky1@gmail.com](mailto:slocoastjerky1@gmail.com).



### Welcome, Alex Lopez with T-Mobile!

T-Mobile wants to change wireless for good. They are consistently recognized for taking care of customers and creating a great work environment. They are proud of the hard work their team puts in to build a supportive, welcoming culture that places people first. They are customer obsessed and employee committed. From disaster relief efforts to renewable energy initiatives, they recognize their responsibility. Alex is a local representative for T-Mobile based in Grover Beach. He can be reached at (805) 399-0801 or via email at [alexis.lopez528@t-mobile.com](mailto:alexis.lopez528@t-mobile.com). Ask about T-Mobile's holiday specials.



## New Chamber Member Highlight

### Welcome to the Chamber, Vitality Advisory Council of Oceano (VACO)!

The mission of the newly formed Vitality Advisory Council of Oceano (VACO) is to advocate for Oceano by conveying the wants, needs, and desires of their fellow community members to the County Board of Supervisors, thereby helping to build a brighter Oceano together.

VACO was officially recognized by the San Luis Obispo (SLO) County Board of Supervisors as a new voice for Oceano in June 2021.

They are a diverse group of Oceano residents and business owners who are passionate about their community and care deeply about preserving quality of life. They aim to build on their relation-



ships with their predominantly family-owned businesses for the success of the economy and the future of their quaint coastal town.

They strive to help unify and promote inclusive involvement within their community where all voices can be heard.

Join VACO on Saturday, December 4, for the 11th Annual Toys for Kids Event hosted by the Friends of Oceano Airport. This free family event is from 10 am to 2 pm at the Oceano Airport.

Enjoy food, drinks, music, and fun. View vintage planes and cars. Please bring new, unwrapped toys. Don't miss their Beachin' Holiday plans with a Decem-

ber 15-18 decorating contest and Santa on December 19. Learn more at [vaco805.org](http://vaco805.org).

### We are here to serve all of your real estate needs!

Blankenburg Properties Team has joined forces  
with C21 Hometown Realty

Same great service, same great team:  
Cindy Blankenburg and Gene Garcia

Contact us for your best real estate experience.

[Cindy@CindyBlankenburg.com](mailto:Cindy@CindyBlankenburg.com)  
805-710-3794

[Gene-RE@GeneGarcia.com](mailto:Gene-RE@GeneGarcia.com)  
805-710-3793

Website: [BPTeam.c21.com](http://BPTeam.c21.com)



### Our goal is simple. Our mission is clear. We will set high standards, and we will exceed them.



**PEGGY A. KING**  
Property Manager  
PLUS Property Management  
CalBRE # 00683322

1176 East Grand Ave. in Arroyo Grande  
805-473-6565 • 805-994-4170  
[plusmanagement.net](http://plusmanagement.net) • [pking@plusmanagement.net](mailto:pking@plusmanagement.net)

Follow us on  
social media!



**PLUS**  
PROPERTY MANAGEMENT

*We protect what you can't predict!*

## Chamber event photos from November breakfast and 'Friendsgiving' mixer

We celebrated our end-of-year "South County Success Stories" Chamber breakfast on the Rooftop of Inn at the Pier in Pismo Beach. Thanks to our guest speakers: Kassi from Nan's Pre-Owned Books, Elijah and Debralee from Troesh Coleman Pacific, Lynne from The Great American Melodrama & Vaudeville, and Frank from Rooster Creek Tavern, Mason Bar & Kitchen, and Shell Beach Brewhouse. Thanks to Epic Entertainment and GBeatZ in Grover Beach for hosting the special "Friendsgiving" mixer to commemorate a year of thankfulness for a resilient business community.



**Left photo:**  
**Chamber Breakfast at Rooftop of Inn at the Pier in Pismo Beach on November 10**

**Middle and right photo:**  
**"Friendsgiving" Membership Mixer outdoors at Epic Entertainment and GBeatZ in Grover Beach on November 17**

### Thank you, renewing Chamber members!

#### Pacific Premier Bank- Chairman's Circle Membership- Gold Level

|                                  |                                 |
|----------------------------------|---------------------------------|
| RB Stowell Corporation           | Ada's Fish House                |
| Morris & Garritano Insurance,    | Woodlands Self Storage          |
| Santa Maria office               | Pismo Beach Veterinary Clinic   |
| SLO County Supervisor Lynn       | First American Title            |
| Compton, 4th District            | California Fine Wire            |
| Carey James & Associates         | Lindquist Family Wines & Verdad |
| Willow in Nipomo                 | Tasting Room                    |
| Edward Jones Investments         | Rosa's Italian Restaurant       |
| Grand Inspirations Home Décor    | McDonald's                      |
| ZenBusiness                      | Dimes Media Corporation         |
| Valley View Adventist Jr Academy | Ekmanian Tax & Accounting       |
| Mason Bar & Kitchen              | EC Loomis Insurance Associates  |
| KSBY TV                          | Laurel Fowler Insurance Broker  |
| Mail Plus                        |                                 |

— We appreciate your support!





## Who would you choose? Nominate a Business of the Month

Local businesses contribute to our economy, provide jobs, and demonstrate leadership. Many of these local leaders also invest time and money by giving back to our community. This deserves recognition and celebration. For this reason, South County Chambers of Commerce (SCCC) recognizes a Business of the Month.

### The SCCC Business of the Month Criteria:

1. The business is a current SCCC Member in good standing.
2. They conduct responsible, ethical business in South San Luis Obispo County; Avila Beach, Pismo Beach, Grover Beach, Oceano, Arroyo Grande, or Nipomo.
3. They contribute significantly to the local economy and/or the local workforce.
4. They have demonstrated leadership in the business community.

The Business of the Month is recognized in the Chamber's monthly newsletter "South County Business News," on social media, and at the Chamber's monthly breakfast. The SCCC Businesses of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

...

Please help us choose by nominating a local company for *Business of the Month*. Visit [southcountychambers.com](http://southcountychambers.com), and click on the *Resources* tab at the top of the page to nominate a business.

**Nominate your choice...**  
FOR OUR NEXT CHAMBER BUSINESS OF THE MONTH

**Previous honoree:  
Pismo Beach  
Veterinary Clinic**

### SERVING SENIORS & THEIR FAMILIES IN SLO COUNTY

Many families visit their parents during the holidays and are surprised or even shocked by the changes they find. Confusion, frailty, the car is banged up, bills piling up, or the house is in disarray. As a Geriatric Care Manager, I can help you navigate the challenges that come with aging—and avoid costly mistakes.

For a free consultation,  
please call (805) 441-7550.

ALEXANDRA MORRIS  
GERIATRIC CARE MANAGER  
[ALEXANDRAMORRISGCM.COM](http://ALEXANDRAMORRISGCM.COM)



**SUBARU share the love® EVENT**

**Your purchase or lease of a new Subaru could support Five Cities Meals on Wheels**

Five Cities Meals on Wheels is proud to participate in Subaru of America, Inc.'s annual Subaru Share the Love® Event to help raise critical funds needed to support our local seniors. When you purchase or lease a new Subaru this holiday season, we hope you'll choose Meals on Wheels as the recipient of a \$250 donation.

Learn more: [mealsonwheelsamerica.org/sharethelove](http://mealsonwheelsamerica.org/sharethelove)

**Five Cities MEALS ON WHEELS**  
Serving the Homebound Since 1975  
(805) 773-2053 • [5citiesmowpb.com](http://5citiesmowpb.com)

## Chamber Board of Directors, Staff, & Ambassadors

### Board of Directors:

Jill Quint  
Quintessa Coffee Roasters  
**Chairperson**

Tony Goetz  
The Casitas of Arroyo Grande  
**Immediate Past Chairperson**

Nicole Moore  
SeaCrest Oceanfront Resort  
**Vice Chairperson**

Michael Specchierla  
SLO County Office of Education  
**Treasurer**

Jeff Chambers, Tommy Hilfiger  
**Secretary**

Ken Dalebout  
Dignity Health/AG Hospital

Mary Gardner  
SLO Regional Transit Authority

Shari Barnhart, Mechanics Bank,

Rudy Stowell, Pure Bliss Spa

Ty Ortiz  
Central Coast Party Factory

Ron Reilly  
Garing, Taylor, & Associates

Frank Schiro  
Mason Bar and Kitchen  
Rooster Creek Tavern

Kim Banks, BBSI

Kristen Palera, Inn at the Pier

Tiffany Terra  
Home Instead Senior Care

### Chamber Staff:

Ligia Zavala  
Chief Operations Officer  
ligia@southcountychambers.com

Holly Leighton  
Marketing & Tourism  
holly@southcountychambers.com

Gabby Aura  
Membership Coordinator  
gabby@southcountychambers.com

Megan Leininger, Manager  
California Welcome Center (CWC)  
megan@southcountychambers.com

Jocelyn Brennan,  
Leadership South County  
leadership@  
southcountychambers.com

Michelle Lea  
Bookkeeper

### Chamber Ambassadors:

Kai Lynch  
Guild Mortgage Company  
**Chairperson**

Kassi Dee  
Nan's Pre-owned Books  
Kassi's Book Hive  
**Vice Chairperson**

Linda Vleit  
Linda Vleit Insurance Services

Lettie Fuller  
Mechanics Bank in Grover Beach

Sue MacCagno Palmer  
Sue's Mobile Notary/Signing Service

Mary Ishikawa  
Allstate Suncoast  
Insurance Services

Kris Sinay  
Garing, Taylor & Associates

Shannon Bowdey & Michelle Mills  
SLO Happy Homes

Grace Lemos  
Achievement House Inc

Kimberley Victor  
Mary Kay Cosmetics  
Fashions for a Purpose

Cosimo Allegretta  
WeGo Delivers

Arlene Gee, Gee Consulting

Kim Banks, BBSI

Samantha Coelho, C&H Storage  
Balanced Beauty Boutique

Tara Hoffman  
Tara's Mobile Footcare

Erika Weber, VTC Enterprises

Donna Milne, 1st Capital Bank

Todd Huebler, State Farm Ins.

Geadell Giatti  
Grand Inspirations  
Home Furnishings & Décor

Carole Brown  
Gold Coast Express Registration

Rod Brown  
Geriatric Care Management  
and Dementia Consulting

Fernando Granados  
Envoy Mortgage in Arroyo Grande

Rob Railsback, State Farm Ins.

Merritt Ward, CenCoast Realty

Rachelle Krelle, eXp Realty

## Thank you to our Chairman's Circle Sponsors!

### Founding Level Sponsors



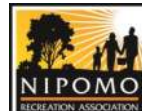
### Diamond Level Sponsors



### Platinum Level Sponsors



### Gold Level Sponsors





## ORDER YOUR 2022 LABOR LAW POSTERS



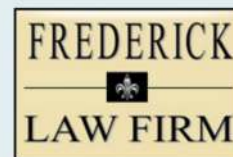
Ensure your employment postings and notices are current and meet legal obligations. Required notices must be physically posted in your office.

To learn more, visit [southcountychambers.com](http://southcountychambers.com) and click on the Resources tab at the top of the page.



## AGGRESSIVE YET CARING REPRESENTATION. CALL US FIRST.

The Nipomo office of Frederick Law Firm is the solution you need when seeking a dedicated, local injury attorney or professional lawyers who are skilled in a wide variety of legal fields such as real estate, criminal law, wrongful death, agricultural law, and others. Firm founder, Jacqueline Vitti Frederick, is a forceful advocate, South County-based personal injury attorney with over 32 years of litigation experience throughout California.



CALL 805-929-1120 • [WWW.FREDERICKLAW.NET](http://WWW.FREDERICKLAW.NET)  
[JACQUELINE@FREDERICKLAW.NET](mailto:JACQUELINE@FREDERICKLAW.NET)

## **solstice** green directory

**Get Listed for 3 Months!**  
REACH OVER **30,000** READERS FOR ONLY **\$109**



**Your Central Coast Guide to  
Green and Healthy Living!**



**@solsticegreen**

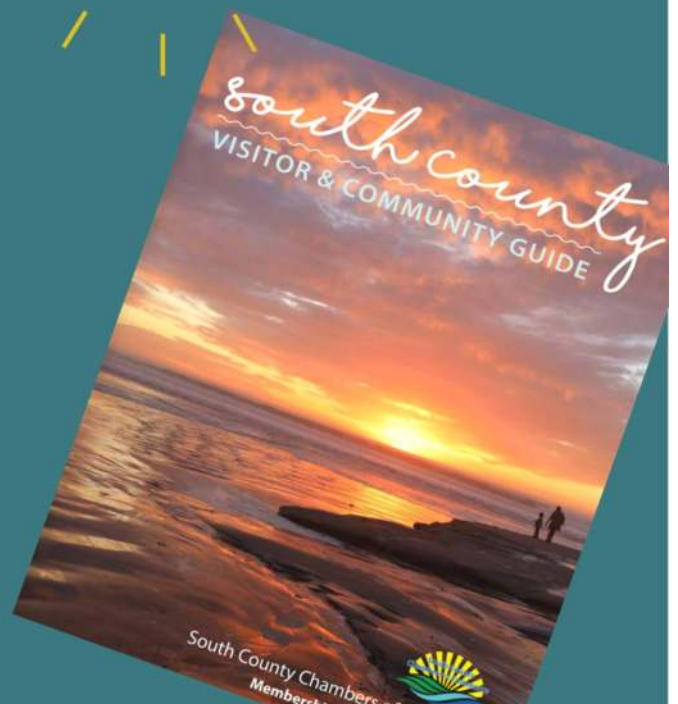
read online @

**[www.slosolstice.com](http://www.slosolstice.com)**

4251 S. Higuera St., Ste. 800 • San Luis Obispo

## JUST Published!

OUR NEW VISITOR  
GUIDE IS COMING SOON  
TO LOCALS & TOURISTS!





Serving Business Members in  
ARROYO GRANDE • AVILA BEACH • GROVER BEACH  
NIPOMO • OCEANO • PISMO BEACH

Mailing address: PO Box 672  
Arroyo Grande, CA 93421

800A West Branch St.  
Arroyo Grande, CA 93420  
(please call ahead for an appointment)

239 W. Tefft St.  
Nipomo, CA 93444  
(please call ahead for an appointment)

333 5 Cities Dr. Suite 100  
Pismo Beach, CA 93449  
(California Welcome Center)  
Open seven days a week 10 am to 5 pm

Phone: (805) 489-1488  
Email: [office@southcountychambers.com](mailto:office@southcountychambers.com)  
[www.southcountychambers.com](http://www.southcountychambers.com)

**ADDRESS SERVICE REQUESTED**

*Just published!  
Read the latest South County  
business news and events here.*

SHOW YOUR LOVE FOR LOCAL



**SHOP & EAT LOCAL**

Supporting our local businesses and restaurants is essential.  
Choose your preferred way: in person, curbside pickup, or delivery.  
However you choose, they will appreciate it! Follow South County  
Eats and Drinks on Facebook and Instagram and South County Shops  
on Facebook to stay connected to local updates.

