

# South County Business News

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



April 2022  
Volume 62, Issue 4

## Applications now open for business grants

SLO County opens \$500,000 in small business grants for COVID-19 relief

SAN LUIS COUNTY — Small business owners who have experienced hardship due to the COVID-19 pandemic have a new source of help available to them starting this month. Starting April 1st, businesses impacted by the pandemic can apply for a portion of \$500,000 in grants from the County of San Luis Obispo. The funding comes from the County's allocation of funds received through the federal American Rescue Plan Act (ARPA).

The application for the ARPA Covid-19 Small Business Grant Program was posted on the County website April 1, 2022. Applications will be accepted until April 30, 2022. The grants will be awarded on a first-come, first-served basis to eligible small businesses. Business specialists from local Chambers of Commerce—including South County Chambers of Commerce—will be assisting with application intake,



technical review, and outreach to the business community.

The grant amount will be split among the five current supervisorial districts, with \$100,000 available to businesses in each district in both incorporated and unincorporated areas. Businesses with 10 or fewer employees may receive \$5,000 and businesses with 25 or fewer employees may receive \$10,000. That translates to 10-20 grants per district. If there are unspent funds in one district after the close of the application window, the remaining money will be allocated to a district with higher need.

### Eligibility

Eligible applicants include businesses that have 25 employees or fewer and have a business location in San Luis Obispo County (both incorpo-

rated and unincorporated areas). Applicants must be able to demonstrate that they have experienced a negative economic impact from the COVID-19 pandemic, such as:

- Decreased revenue or gross receipts
- Financial insecurity
- Increased costs
- Challenges covering payroll, rent, mortgage, or other operating costs
- Limited capacity to weather financial hardships

### Use of funds

Business owners must use the funds for eligible purposes as defined by the U.S. Department of Treasury. This includes, but is not limited to:

- Mitigating financial hardship such as declines in revenues or impacts of periods of business closure, for example by supporting payroll and benefits costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs.
- Implementing COVID-19

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## April Business of the Month: Beachside Window Cleaners

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Beachside Window Cleaners of Oceano as the Business of the Month for April 2022.

Beachside Window Cleaners is a professional window cleaning service headquartered in Oceano, serving San Luis Obispo County and Northern Santa Barbara County.



Licensed and insured, they specialize in all aspects of window and glass cleaning.

They are dedicated to providing fast, friendly, and reliable service with competitive pricing for their customers.

Services include professional window cleaning for residential and commercial properties, solar panel cleaning, pressure washing, and rain gutters. They offer monthly maintenance plans, quarterly cleaning, bi-annual, or annual cleaning. Their services are available seven days a week.

• • •

For more information, visit [beachsidewindowcleaners.com](http://beachsidewindowcleaners.com), or call (805) 825-1103.

### UPCOMING CHAMBER EVENTS (IN-PERSON MEETINGS UNLESS OTHERWISE INDICATED)

#### **Tuesday, April 5:**

**Pismo Beach  
Business Meeting  
11 am to 12 noon  
SeaCrest Oceanfront  
Hotel in Pismo Beach**

#### **Thursday, April 7**

**Nipomo Business Meeting  
8:30 to 9:30 am  
Nipomo Cowork/Chamber  
office at 239 W. Tefft St.**

#### **Thursday, April 14**

**Ambassadors meeting  
8 to 9 am  
Deltina Coffee Roasters  
in Oceano**

#### **Wednesday, April 20:**

**Chamber luncheon  
11:30 am to 1 pm  
Vespera Resort on Pismo  
Beach (in the ballroom)**

#### **Thursday, April 21:**

**Arroyo Grande Business  
Meeting 8:30 to 9:30 am  
Banner Coffee Company  
in Arroyo Grande**

**(No meeting in April for  
the Grover Beach  
Business Meeting. Next  
meeting will be May 20.)**

#### **Wednesday, April 27:**

**Membership Mixer  
at Tar Creek Ranch in  
rural Arroyo Grande  
5 to 7 pm**

#### **Friday, April 29:**

**Governmental Affairs  
meeting via Zoom  
8 to 9:15 am  
Please RSVP to receive  
the Zoom login**

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

There has been a lot going on at the County and with your Board of Supervisors in recent weeks. At the last Board meeting, I made a motion, which was supported by all the other Supervisors, to draft and send an official letter to Governor Newsom asking for him to temporarily suspend the \$.51 cent gas tax given our current situation. Our residents are being financially squeezed right now, and San Luis Obispo County, unfortunately, has the distinction of having the highest gas prices in the country. This letter will come before the Board to officially sign next week.

The Board also voted to behave in the same manner as a "Charter County" with respect to only one issue of replacing a Supervisor in the event of an unexpected vacancy. It is on this issue

alone. In the last 10 years, we have had two unexpected deaths with Board members passing away. With this new designation, should a vacancy occur, the voters will be the ones to decide on the replacement candidate.

While it was nice to get about an inch of rain throughout my district recently, we are still in a drought cycle. Thus, we have been busy at work on other water issues and preparations should Lopez Lake fall below 10K feet. My district is heavily dependent on Lopez Lake for its water supply. What are we doing? We are looking at ways to augment our water supply and looking for new water sources through projects such as raising the flood gates at Santa Margarita Lake, water exchanges with Santa Barbara County for State Water, stormwater cap-

ture projects, Lake Nacimiento tunnels, looking at reclaiming water that goes out to the ocean with production (Phillips 66 and Sentinel Peaks), and we are currently exploring the feasibility of a tri-county Desal project with Santa Barbara County and Monterey County.

That is a brief update for now. Please join me in welcoming Lori Gallegos to my office. She is a mother of four adult children, grandmother to one, and a 45-year resident of Nipomo! For those of you who know Caleb, I know you will be sorry to see him move to Southern California to be with his significant other. Lori can be contacted at 805-781-4337 or via email at district4@co.slo.ca.us

**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 to you and springtime on the Central Coast. This month's update is highlighting two "planting seeds for the future" activities.

During the past month, I have been touting the San Luis Obispo County Commission on the Status of Women and Girls activity and that's because they keep making things happen! It is important to note that Commission is made of up three women from each supervisorial district, so it is a real cross section of the County's women working together.

There was a pandemic lull but by mid-2021, the commission has been energetically shining a light on issues impacting women and girls, and it's paying off as they just won a \$25,000 Women's Recovery Response Grant for Capacity Building from the California Commission on the Status of Women and Girls, beating out 630 other applicants!

This Capacity Building Grant will help strengthen the existing organization's systems and operations by establishing developmental skill-building opportunities, all directed to increase the Commis-



**From left: REACH CEO Melissa James, Supervisor Dawn Ortiz-Legg, HRM Corp. Business Consultant Jocelyn Brennan, and National Renewable Energy Labs Principal Engineer Walt Musial at the Pacific Offshore Wind Summit.**

sion's ability to improve the lives of women and girls in San Luis Obispo County. Their advocacy for equal rights, collaboration with agencies, and programs that support the health, socioeconomic, and professional well-being can and will change lives.

In addition, on March 19th, the Commission hosted the annual Women's Hall of Fame Award ceremony. Each

year, people can nominate women they think are contributing to their community. There were 31 outstanding nominees this year. As hard as it was, the commission was able to recognize three dynamic leaders in the following categories:

**Business: Lesa Smith, owner of Whiz Kids Toys!**

Whiz Kids Toys! located in San Luis Obispo, began in 1987 and has grown into that special store where you can find quality learning toys and games. It's also a welcoming stop for story hours, art and science classes, and a highly anticipated annual Lego contest. Lesa's support of the community reaches far and wide as she donates through Rita's Rainbows and Womenade. Lesa Smith and Whiz Kids Toys! are the perfect example of a small business that gives back for a stronger community.

**Volunteer category: Jeannie Palermo, end-of-life support advocate**

Jeannie has shared hundreds of hours as an end-of-life doula for Hospice SLO County and Wilshire Hospice, routinely

**continued on page 8**

## Arroyo Grande News

Spring has sprung! The days are getting longer, and that sense of normalcy seems to be here to stay (knock on wood!). I sincerely hope the end of the state mandates, combined with longer hours for shopping and dining, have an immediately and measurably positive effects on your businesses.

We have a few things coming up in April that you may be interested in. First, we will be discussing parklets in our first meeting in April. Some time ago, the Council gave direction for staff to come up with a possible program to make parklets permanent. No decision has been made to keep them—we wanted to weigh all the options for how it could work before we decided whether or not to keep them. I certainly want to hear from the business community! We have only heard from a very small handful of businesses. What are your thoughts?

We will also be discussing whether to keep Short Street closed permanently, converting it to an open public pedestrian area. We temporarily closed Short Street during the pandemic, as it remains now, so we will discuss whether to keep it that

way. What are your thoughts?

At our second meeting in April we will discuss whether to put a sales tax measure on the ballot in fall of 2022. This is a difficult decision for me. Of the six other cities in SLO County, five successfully increased their sales tax in 2020, and the other increased their TOT (which is more lucrative for that city than sales tax). Without a doubt we need help with maintaining our streets and sidewalks. What are your thoughts?

Finally, I will be bringing forward a resolution commemorating the sad 80th anniversary of Japanese internment for our Arroyo Grande families, as well as recognizing the amazing achievements the Japanese-American families made and continue to make to our cultural and economic history. The sense of community and forgiveness humbles me, and it is my honor to bring this forward along with Jim Gregory from the South County Historical Society.

Looking forward to hearing from you at [crayrussom@arroyogrande.org](mailto:crayrussom@arroyogrande.org).

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

### Welcome new Chamber members:

Love Holistic Living

GreenLine Lighting & Electric

Central Coast Elite Realtor  
Support Services

HiFly Filmers

MLE Bookkeeping Solutions

Mama Ganache Artisan  
Chocolates in San Luis Obispo

Central Coast Sotheby's  
International Realty

Erika Weber, associate member

Central Coast Lean

Julia's Juices in Grover Beach

## Grover Beach News

In keeping with Grover Beach's ongoing efforts to assist those businesses and residents that were/are/continue to be impacted by COVID, the City is opening another round of assistance grants. This \$100,000 grant round opens on April 1, 2022 (no foolin'!) and provides financial assistance, of up to \$10,000

per agency, to community-based organizations negatively impacted by the pandemic or that have a project or program that will serve Grover Beach residents impacted by the pandemic. Grover Beach community organizations stepped up for the community in our time of

need, and we take great pride in being able to assist the City's organizations so that they can continue to serve the community to their fullest ability and enhance the quality of life for residents.

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## Pismo Beach News

Spring is in the air, and there are upcoming outdoor events in Pismo Beach. On Saturday, April 16, our annual Easter Egg-Stravaganza will be held at Dinosaur Caves Park. The first Easter Egg Hunt starts at 10:10 am for ages 3 and under and thereafter, hunt times for older groups are scheduled.

The 17th Annual Taste of Pismo will be held on Saturday, April 23rd from 1:00 – 4:00 pm. The event features fine culinary creations from Pismo Beach restaur-

rants along with locally produced wine and beer tasting.

Our Farmers' Market is now open every Wednesday from 4:30 – 7:00 pm at the Pier Promenade through October.

On the Public Safety front, at our last City Council meeting we authorized the purchase of a new fire engine at a cost of almost \$900,000. We also approved the purchase of a new encrypted, digital radio system for our Police Department which will greatly improve our police communications capability. In addition,

the Council also gave direction on moving forward with our new fire station and improved police station.

Our Community Development Department has been busy updating our General Plan/Local Coastal Plan. This plan is required by the State and for coastal cities, a component of the General Plan is the Local Coastal Plan. We will continue to reach out to the public to get their input as we move forward.

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





## RECENT RIBBON CUTTINGS



### Congrats, VACO of Oceano!

We celebrated a ribbon cutting last week with Chamber member Vitality Advisory Council of Oceano. The event took place at the new Oceano directional sign on Pier Avenue behind Old Juan's Cantina. The newly formed Vitality Advisory Council of Oceano (VACO) comprises 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 relationships 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. VACO looks forward to celebrating the diversity and multigenerational customs of Oceano while enhancing and bringing new life to their historic seaside town. To learn more about upcoming VACO meetings, events, and projects, visit [vaco805.org](http://vaco805.org), or call (805) 779-1805.

### Congrats, T-Mobile of Nipomo!

Congrats to new Chamber member T-Mobile in Nipomo on their ribbon cutting last month to kick off their grand opening event. Their new store opened recently and is located at 110 S. Mary St. Suite 7 in Nipomo. T-Mobile provides fast, reliable 5G coverage. Check out their current deals on Samsung phones and other great offers from top brands such as Apple. Call their local store at (805) 930-1900.



### Congrats, LifeLine Pregnancy Center of Grover Beach!

We celebrated a ribbon cutting recently with Chamber member LifeLine Pregnancy Center at their new office location at 200 S. 13th St. Suite 105 in Grover Beach. LifeLine Pregnancy Center is a long-established, local nonprofit organization that provides free physical, emotional, spiritual, and material support to families from the beginning of their pregnancy journey to far after from trained client advocates. They offer free pregnancy testing, parenting classes, and other family resources. They also provide clothing and other baby essentials from their in-house boutique. For more information, please visit [lifelinepregnancycenter.org](http://lifelinepregnancycenter.org), or call (805) 481-4987.



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## RECENT RIBBON CUTTINGS



### Congrats, Kathleen Parker of Nipomo!

Congrats to Chamber member Kathleen Parker on her recent ribbon cutting at her new office in Nipomo. An Enrolled Agent (EA), Kathleen offers business support for small businesses and entrepreneurs. She has helped businesses and individuals save money on their taxes for over 25 years. She provides business tax preparation, bookkeeping, accounting, business coaching, websites, social media, and marketing. Her clients enjoy an executive membership to Protection Plus, a \$1 million tax audit defense. Kathleen's new office is located at 338 W. Tefft St. Suite A in Nipomo. She can be reached at (805) 619-8877 or online at [kathleenparkerea.com](http://kathleenparkerea.com).



### Congrats, Rhonda's Relics in the Village of Arroyo Grande!

We celebrated a ribbon cutting last month with new Chamber member Rhonda's Relics in the Village of Arroyo Grande. Rhonda's Relics is a vintage and antique marketplace of 20+ vendors. 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. Don't miss their monthly outdoor flea market popups for vintage treasures, jewelry, rusty décor, home/garden, antiques, and

shabby chic. Multiple vendors set up in the promenade outside the back entrance of the store.

Store owner Rhonda has a passion for animal rescue, adoption, and responsible pet ownership. A portion of all store sales keeps her rescued dogs, cats, birds, goats, and fish healthy and happy. This portion of proceeds also helps others with their pets. Rhonda's Relics is located at 148 W. Branch St. For more information, please visit them online at [rhondasrelics.com](http://rhondasrelics.com) or call (805) 270-4045.



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**LEARN MORE AT [PISMOBEACHVET.COM/LOVE](http://PISMOBEACHVET.COM/LOVE)**

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[pismo beachvet.com](http://pismo beachvet.com),  
or call (805) 773-0474.**





### Update from District 3: Avila Beach, Grover Beach, Pismo Beach, and SLO continued from page 2

sitting with end-of-life or actively dying clients. She provides emotional and physical support to them and their families. Jeannie's leadership and expertise in dying is used in facilitating group discussions through the difficult and uncomfortable subjects of death and end-of-life issues, something that has been missing in our culture. In addition, Jeannie is crew on Dragon Boats, a water-rowing competitive sport that supports women with cancer to achieve dreams and enjoy life. Jeannie has the special gift of knowing how to make each precious day count!

#### **Service: Jessica Lorange: Homeless Management Information System (HMIS) Program Manager, SLO County**

In her professional role, Jessica's data management support is vital information used in multiple SLO County Social Service operations. In addition, Jessica is the

founder of Community Connection Events, connecting the most vulnerable population to vital resources and difficult-to-obtain services. Jessica serves as a board member for the Veterans Collaborative SLO County and as a board member on Eckerd's Founder Advisory Committee. Jessica is a proud supporter of her community and gives from her heart.

Join me in congratulating these outstanding women, and the entire list of spectacular 2022 Women's Hall of Fame nominees for their courage, determination, and dedication to their community. For more info, go to [www.slowomen.org](http://www.slowomen.org).

What a great learning experience attending the Pacific Offshore Wind Summit recently in San Francisco as the U.S. joins the world to build an entirely new industry: offshore wind energy generation. The summit covered how we will conduct responsible development of offshore wind power in California. This well-attended event included federal and state agencies, marine scientists, technologists among many U.S. and international companies – all discuss-

ing the path to build wind farms. The first farms are being constructed in Europe, Asia, and other parts of the United States, but this is only the beginning of this multi-billion-dollar business.

SLO County is home to the "Morro Bay Call Area" one of two California regions designated to generate energy from offshore wind. This new industry will bring incredible opportunities for our region for local businesses, future workforce, and industry. It's a long and exciting road ahead that will include many studies on marine habitat, ocean floor life, and fishing zones to ensure that responsible approach to protecting our valuable ocean resource. It was a fascinating time to learn from the Europeans who are about a decade ahead of the U.S. None of this will happen too quickly, and it will require extensive collaboration, investment, and leadership. To learn more, go to [www.offshorewindca.org](http://www.offshorewindca.org)

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

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#### **Mary Sansone**

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805.458.3827  
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## New Chamber Member Highlights



### Welcome to the Chamber, Mama Ganache Artisan Chocolates!

Mama Ganache Artisan Chocolates offers hand-crafted, ethically sourced chocolates from their locations in San Luis Obispo. All chocolate is either organic, fair trade, or directly sourced. They make their own chocolate from single-source beans grown around the world and obtained through direct trade. There are vegan friendly and soy free options. Their small, family-run, chocolate business is located at 1445 Monterey St. (next to Splash Café) in San Luis Obispo. They also have a shop in SLO Public Market at 3845 S. Higuera St., Suite #122. Shipping is available for \$14.95 in the U.S. Order your Easter chocolates from Mama Ganache. Visit [mamaganache.com](http://mamaganache.com), or call (805) 782-9868.

### Welcome, Sara, with Love Holistic Living!

Sara is an Intuitive Health & Life Coach, Spiritual Mentor & Healer. She helps women lose weight naturally by teaching easy, delicious recipes for their body type from one of the most ancient sciences—Ayurveda—and shares the exact steps she took to free herself from physical and emotional pain. Originally from Italy, Sara has lived on the Central Coast since 2014. Sara helps women find the root cause of their weight gain through a mind, body, and soul transformation through holistic nutrition, subconscious reprogramming, balancing energetically, and healing/releasing trauma. For more information, please visit [loveholisticliving.com](http://loveholisticliving.com) or email [loveholisticlivingslo@gmail.com](mailto:loveholisticlivingslo@gmail.com).

Thanks to Chamber Ambassador Mary Rowan-Ishikawa with Allstate Suncoast Insurance Services Inc. for sponsoring Sara's new Chamber membership! To sponsor a local business or nonprofit to join South County Chambers of Commerce, email [office@southcountychambers.com](mailto:office@southcountychambers.com), or call (805) 489-1488.



**GreenLine Lighting & Electric**

### Welcome, GreenLine Lighting & Electric!

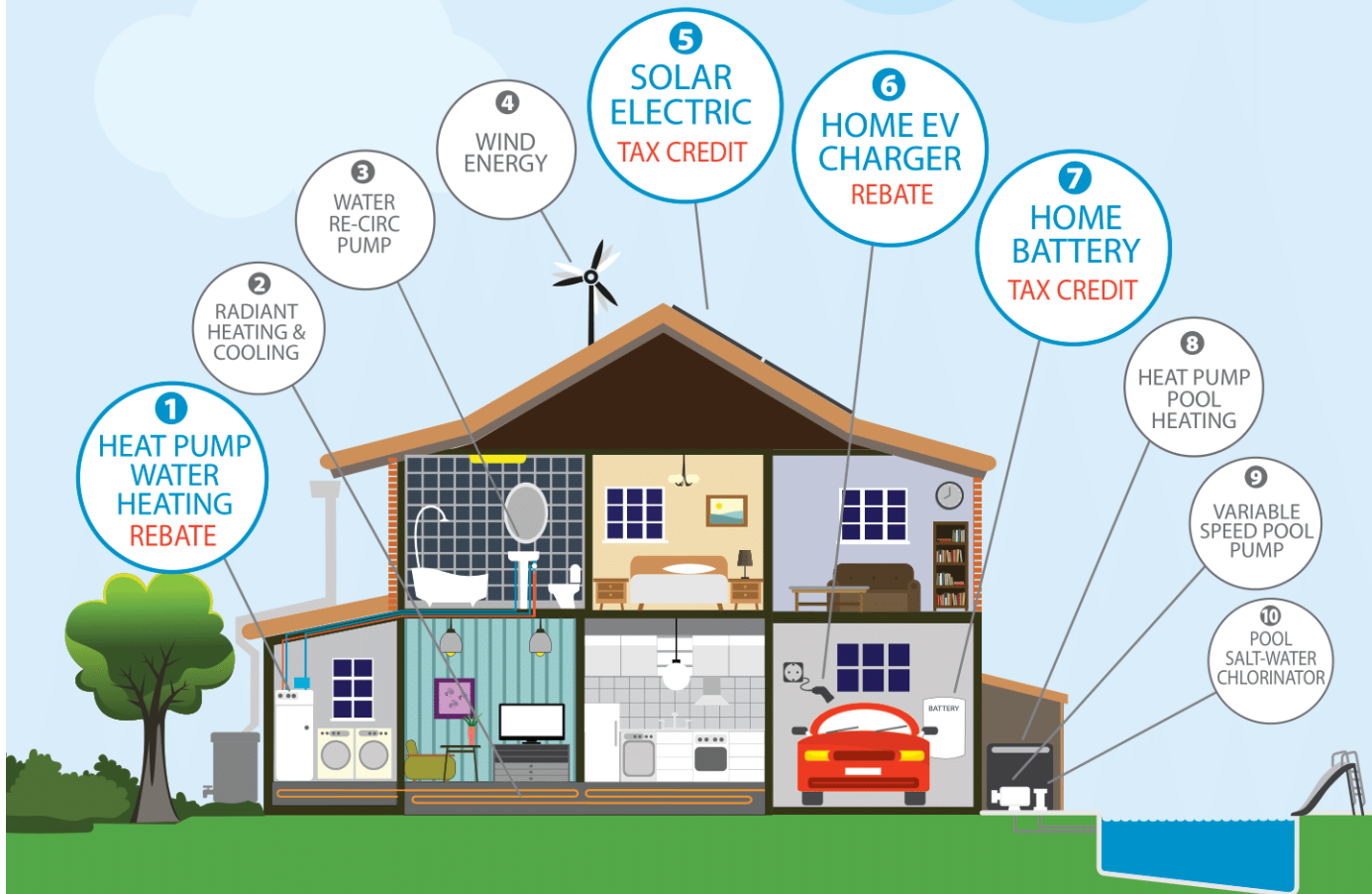
GreenLine Lighting & Electric is a 21st Century, full-service, electrical contractor, focused on providing outstanding, professional, electrical service and design. Because of their commitment to servicing their client's electrical needs at a fair price, GreenLine Lighting & Electric is among the highest-rated electricians on the Central Coast. Based in Arroyo Grande, their team is committed to offering dependable service. They continuously strive to exceed customer expectations because it is their goal to build a lasting relationship with clients. GreenLine offers residential, commercial, and agricultural services throughout the Central Coast. They are fully licensed and insured. Learn more at [glelectrician.com](http://glelectrician.com), or call (805) 835-3045.



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## New Chamber Member Highlights



### Welcome to the Chamber, HiFly Filmers!

HiFly Filmers is a team of professional aerial and ground photographers who are passionate about providing a truly unique and amazing perspective to their clients. Creative Director Jason brings years of experience utilizing state-of-the-art technology and talent to produce artistic aerial footage. His passion for perfection fuels a relentless pursuit to satisfy their clients. HiFly Filmers carries a highly capable fleet of drones, cameras, video equipment, and professional editing software to ensure the best possible quality for each project. Their vision is to provide amazing perspectives for clients, whether from the air or on the ground. For details and to view recent projects, visit [hiflyfilmers.com](http://hiflyfilmers.com), or call (805) 500-SOAR.

### Welcome, Julia's Juices!

Julia's Juices provides amazingly fresh, cold-pressed juice focusing on high nutrient-packed vegetables. They focus on flavor by using a combination of different fruits and vegetables especially kale juice. Kale is considered to be a superfood with a high daily value percentage of every nutrient. Julia's offers sweeter, fruitier options to get you started, and once your palate is accustomed to the flavors and your body starts to receive more vitamins, you can try more intense veggie juices to detox and stabilize your entire system. Aside from farming most of their own produce and using local pesticide-free fruits, they use a high-end press that extracts all nutrients, enzymes, acids, proteins, and soluble fibers so that your body receives maximum nutrients. Visit them at 960 W. Grand Ave. in Grover Beach. Julia's

Juices is a gift card option for the Buy Local program in Grover Beach! Shoppers and diners who spend \$100 or more at Grover Beach small businesses can select a free \$25 gift card from dozens of available choices—like Julia's Juices. To claim free gift cards, please upload receipts totaling \$100 or more at [southcountychambers.com](http://southcountychambers.com)



### Welcome to the Chamber, MLE Bookkeeping Solutions!

New Chamber member MLE Bookkeeping Solutions provides virtual bookkeeping services. They specialize in QuickBooks Online bookkeeping and tailor their services to fit your company's size, industry, and specific needs. Their client advisory services improve cash flow. They can provide accounts payable, accounts receivable, class tracking, sales tax filing, payroll, profit-and-loss statements, balance sheet statements, cleanup/back work, and monthly maintenance work. Based in Nipomo, MLE Bookkeeping can provide a free quote. Please visit [mlebookkeepingsolutions.com](http://mlebookkeepingsolutions.com), or call (661) 466-6662.



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20TH ANNUAL  
**GROVER BEACH**  
**SUMMER**  
**CONCERT SERIES**



**RAMONA GARDEN PARK**  
**SUNDAYS 3PM-6PM**

**Stevie Nicks Illusion**



**Stevie Nicks & Fleetwood Mac Tribute**  
**June 5th**

**Monterey County Line**



**Country & Rock N' Roll**  
**June 12th**

**Unfinished Business**



**60's Rock N' Roll**  
**June 19th**

**Critical Mass**



**Classic Contemporary Rock & Country Dance**  
**June 26th**

**Noach Tangeras**



**American Roots, Folk & Country Rock**  
**July 3rd**

**Soul'd Out**



**Top 40 Funk, Rhythm & Blues**  
**July 10th**



### Careless Whisper

CARELESS *Whisper*



**80's Rock N' Roll**  
**July 17th**

### Sound Investment



**Classic Rock, Pop & Country**  
**July 24th**

### Scratch



**Rock & Blues**  
**July 31st**

### Dark Desert Highway



**Eagles Tribute**  
**August 7th**

### The Billy Martini Show



**70's Musical Tribute**  
**August 14th**

### Laurie Morvan Band



**High Energy Rockin' Blues**  
**August 21st**



**Presented by the Clark Center**  
**August 27th & 28th**

**FOOD TRUCKS -BOUNCE HOUSE- BEER - WINE**



**Business Grants****continued from page 1**

prevention or mitigation tactics, such as facility changes to enable social distancing, enhanced cleaning efforts, barriers or partitions, or COVID-19 vaccination, testing, or contact tracing programs.

- Securing technical assistance, counseling, or other services to assist with business planning needs.

**Application information**

Businesses will need the following information to complete the application:

- Total number of employees (at all SLO County locations, if more than one, and at the specific location the application is for).
- Explanation of how your business has been impacted by COVID-19.
- Explanation of what this grant funding will be used for and a budget.
- Employer Identification Number (EIN), CA Tax ID Number, and Business License Number.
- A W9 must be submitted to receive the grant funding.

To learn more, please call 805-238-0506 or email [support@pasorobleschamber.com](mailto:support@pasorobleschamber.com). Apply at [slocounty.ca.gov/bizgrants](http://slocounty.ca.gov/bizgrants)

**Grover Beach News****continued from page 3**

More information and the application can be found [here](#) and will be submitted electronically to [communitygrants@groverbeach.org](mailto:communitygrants@groverbeach.org) for initial review to ensure all eligibility criteria are met. The applications will then be sent to a review panel comprised of City staff and community stakeholders for review and consideration. The following are examples of community-based organizations that are eligible and are encouraged to apply for the grant program (please note this is not an exhaustive list):

- Crisis intervention organizations or centers
- Health and safety services
- Youth-serving agencies
- Social service agencies and programs
- Bilingual service agencies
- Low-income service agencies
- Homelessness service providers

Individuals or organizations who have plans for one-time projects or programs that will help address a significant community need or problem are also eligible and encouraged to apply. This will ensure that valuable short-term projects are provided the same opportunity to receive funding as organizations who provide ongoing and regular community services.

Grover Beach is in a strong financial position and that is because of our business and residents. As with all the cities and the county, we are taking an active role in helping those less fortunate recover and, hopefully, thrive as we come out of the pandemic and live with whatever this "new normal" has in store for all of us.

**Jeff Lee****Mayor, City of Grover Beach**

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# Celebrating 80 Years of Awesome

Our roots go back to 1942 when 10 school employees came together with just \$500 and a vision of building a credit union — a financial institution based on *people helping people*. Today, we are celebrating our 80<sup>th</sup> anniversary with our 57,000+ members as the longest-established, locally headquartered financial institution on the Central Coast. While a lot has changed over the last eight decades, our commitment to our community and members hasn't.

**We're honoring the occasion three ways:**



## Charitable Giving

We're recognizing the local nonprofits that help make the Central Coast the best place to live by giving \$500 each to 80 worthy organizations, nominated by our staff.



## Community Preservation

We're building a more sustainable community for the next 80 years by doing 80 local acts that have a global impact.



## Member Appreciation Days

We're hosting pop-up events each month with a different surprise, from special treats, chances to win prizes and more.



**Check out the impact so far at**  
[sesloc.org/80th-anniversary-celebrations](https://sesloc.org/80th-anniversary-celebrations)

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



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**Rutiz Family Farms owners Jerry and Maureen with their daughters**

## Rutiz Farms changes name, ownership to Halcyon Farms

ARROYO GRANDE — After 40 years of running Rutiz Family Farms, Jerry and Maureen are ready to retire. On March 1, their property changed hands to Halcyon Farms. Jerry and Maureen will be around for several months to assist the new farmers, Ariela Gottschalk and Jeff Pienack. Ariela and Jeff look forward to carrying on the Rutiz tradition of building and nourishing community through fresh, local produce at 1075 The Pike in Arroyo Grande.

## Purr-fect sibling pair are the new faces at Nan's Pre-Owned Books

GROVER BEACH - Nan's Pre-Owned Books, a small business that has been serving the community since 1987, has welcomed two new furry friends to their store. Stop by and meet Jay Katsby and Scout Finch, a brother and sister that were adopted from North County Paws Cause. Previous to Jay and Scout, the used bookstore was home to another adopted cat, Kallie, for 13 years. In January of 2022, they lost Kallie to cancer. Her legacy will live on with Jay and Scout as they will now be at the store 24/7 for customers to come by and visit. These two are great companion cats that will help you find books and keep you entertained while you shop. In



**Jay Katsby (left) and Scout Finch**

the meantime, you can find out more information about them on the store's website.

Jay and Scout look forward to meeting you at their location in Grover Beach at 1328 W. Grand Ave. Visit the store online at [nanspreownedbooks.com](https://nanspreownedbooks.com), or call (805) 489-7510.

## DID COVID-19 HURT YOUR BUSINESS?

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## Affordable business opportunity in downtown Grover Beach

GROVER BEACH—There is an affordable business opportunity in downtown Grover Beach for someone to own and operate a boutique coffee house, sandwich shop, or a similar business.

This brand-new shop location includes a newly landscaped outdoor dining area accessible through glass French doors (fence and gates for outside dining area to be installed) for lease at only \$850 per month. This visible location is in a high vehicle and pedestrian traffic area with ample parking; adjacent to Mechanics Bank, the Grover Beach Post Office, Ramona Park, the library, and many shops and businesses.

Please contact Duke Sterling at GrandView Real Estate Inc. with any questions regarding this business opportunity at (805) 801-4441.



## New cowork space nears completion

GROVER BEACH — The new cowork space in Grover Beach, located at 391 Front St. Suite F, will be ready for its tenants to move in this month. New furniture is arriving within the week. This work space will include reliable, high-speed Internet, state-of-the-art conference room facilities with digital displays and white boards, and a kitchen area. This location will offer regularly scheduled courses to business owners, managers, and entrepreneurs. The cowork space is a partnership with the Cal Poly Center for Innovation & Entrepreneurship (CIE) Small Business Development Center (SBDC), the City of Grover Beach, and the County of San Luis Obispo. The current cowork space in Nipomo is also being updated. Please direct all inquiries to [cowork@southcountychambers.com](mailto:cowork@southcountychambers.com).

## TRAILBLAZER. CATALYST. COMMUNITY LEADER.

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Jacqueline Frederick has been a trial lawyer for over 40 years and has tried cases throughout California. She was the only woman to be elected to the Board of the Los Angeles Trial Lawyers Association from 1982 to 1990 and is the current President of the Central Coast Trial Lawyers Association.

She is an accomplished trial lawyer and in 2021 was awarded the largest general damages verdict in the history of San Luis Obispo County winning \$13.8 million for her client.

Jacqueline is a 2016 Wall of Fame Award recipient and was awarded the Outstanding Women Lawyer in 2014, The San Luis Obispo County Bar Association Seitz Award in 2017 and the Access to Justice Award in 2019, among other recognitions for her professional and community achievements.



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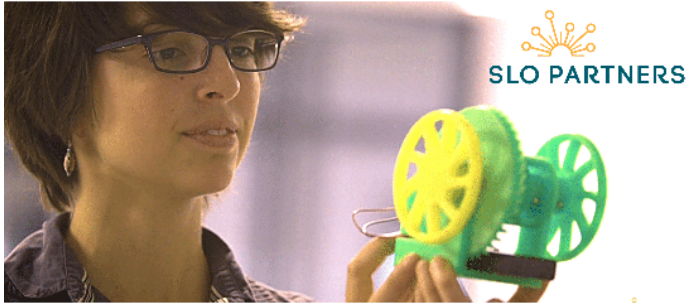




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## CHAMBER LUNCHEON AT VESPERA RESORT

**Wednesday, April 20  
from 11:30 am to 1 pm**

**Vespera Resort on Pismo Beach  
147 Stimson Ave. (ballroom)**

**Guest speakers: Caroline Cerussi,  
Community Outreach & Presentations Coordinator  
for Transitions-Mental Health Association**

**Cindy Kullman, founder of Arroyo Grande-based  
nonprofit, Knowing You Matter,  
for suicide awareness and prevention**



Caroline Cerussi



Cindy Kullman



**REGISTER TODAY:** [southcountychambers.com](http://southcountychambers.com),  
or call (805) 489-1488.

## Central Coast Lean hosts 12th Annual Summit at Cal Poly on April 25-26

SAN LUIS OBISPO—Central Coast Lean (CCL) has been serving the Central Coast since 2009. Starting as a research project at Cal Poly, CCL is dedicated to building a community of “lean” practice on the Central Coast. Lean is an umbrella term for a set of concepts, tools, philosophies, and best practices that organizations use to maintain or increase customer value while improving processes and operational effectiveness by engaging teams in problem solving. Popularized by Toyota over the last five decades, lean thinking is now applied in a wide range of industries from healthcare to restaurants to governments to non-profits. Product and service industries can apply lean.

Central Coast Lean offers a range of services and events to help organizations on their own lean journeys. For instance, this coming April 25th and 26th, CCL is hosting its 12th annual Summit 2022 at the Cal Poly Multi Activity Center. The theme for the Summit is “The Future of Improvement: People and

Technology.” There is a full day of speakers and artfully facilitated activities planned for the Monday of the Summit and the Tuesday Post-Summit Workshop. On Monday morning CCL will be bringing in a team from McKinsey & Company to share what they have learned from the World Economic Forum’s Global Lighthouse Network. Participants will hear about what is working and not working with respect to advanced technology applications in some of the world’s best companies. In the afternoon they will unpack this information with respect to its impact on the people working in those advanced systems under the expert facilitation of Douglas Ferguson, President and founder of Voltage Control, a change agency that helps enterprises and teams sustain innovation and work better through



**Eric Olsen, PhD and Cal Poly Professor, is the Founder and Director of Central Coast Lean**

custom-designed meetings and workshops, both in-person and virtual. Douglas will also be facilitating the Post-Summit Workshop on “Magical Meetings.”

Other events and services offered by Central Coast Lean include an annual series of Lean Leadership Workshops to

help build lean thinking and practice in your organization. These one- and two-day workshops repeat so you can design them into your associates’ development plan. Monthly free virtual Lean Coffee forums provide opportunities for folks to connect and get lean community help with challenges and share best practices. For those wanting advance training and are building their own internal lean training capability, CCL offers Lean Six Sigma Green and Black Belt Certifica-

**continued on next page**

### Kathleen Parker, EA

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continued from previous page

tions. They also provide custom consulting and improvement event facilitation for bigger process or strategic problems, or just to help you get started.

Eric Olsen is the Founder and Director of Central Coast Lean. As a Professor in Industrial Technology in the Orfalea College of Business at Cal Poly in San Luis Obispo for over 19 years, he teaches undergraduate and master's courses in lean thinking, six sigma, and operations management. He had over 20 years of industry experience in engineering and manufacturing management at Caterpillar, Litton, and Hewlett Packard before getting his PhD at The Ohio State University. He started his lean journey in 1990.

Eric has published, consulted, and trained in lean performance improvement, strategy deployment, and six sigma. He has run numerous improvement events at Cal Poly and in the local community. CCL is a self-funded research project under the Orfalea College of Business.

For more information and to register for the summit, visit [purpose-ccl.org](http://purpose-ccl.org)

## Precision Manufacturing training starts June 20—and it may be free

SOUTH COUNTY—SLO Partners, a leading provider of career upskilling and modern apprenticeship programs in California, announced details of its upcoming Precision Manufacturing Bootcamp. The training program starts June 20th and is eight weeks long. Course fees are \$500. The cities of Arroyo Grande and Grover Beach, however, are offering \$500 scholarships to people who live or work in their cities.

Demand for skilled workers is high for manufacturing companies located on the Central Coast. Businesses based here have experienced growth over the last few years and are now looking to expand their workforce. In order to plug the hiring gap, SLO Partners is running another Precision Manufacturing bootcamp this summer to provide students with the skills needed for jobs currently in demand.

The Central Coast has become a hot-spot for manufacturing companies as

the region has proved advantageous for companies based here. "Being located between two metro areas is beneficial when it comes to supply chain and workforce needs," said Nicole Moore, Interim CEO of South County Chambers of Commerce. "Having clients in close proximity is also an advantage. A lot of people move here for the quality of life and once their businesses are established they want to stay."

"It's a career that's interesting for people who want to make something with their hands and be on the cutting-edge of technology," continued Moore. "There aren't a lot of barriers to entry which makes it accessible to people who want to make a career transition into the space. You don't necessarily have to have a four-year degree but you can make a good wage."

People who are interested in taking the bootcamp should contact the Chamber at [info@southcountychambers.com](mailto:info@southcountychambers.com).



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### The Future of Improvement: People and Technology

**Monday, April 25, from 8 am to 5 pm**  
**Cal Poly Multi-Activity Center**

Join the 12th annual gathering of local thinkers and practitioners as we explore the impact of technology on business practice with a team from McKinsey & Company, Douglas Ferguson - President of Voltage Control, and you to work through:

- What does advanced technology offer?
- What will the digitalization of work mean for customers and employees?
- How do lean systems integrate this new technology?
- How will people and teams continue to improve?

**Lean Networking Reception: April 25 from 5 to 6:30 pm**  
**Post-Summit Workshop: Tuesday, April 26, from 8:30 am to 3:30 pm**

**Learn more and register at**  
**[www.purpose-ccl.org/ccl-summit](http://www.purpose-ccl.org/ccl-summit)**



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**Challenge Ends: 6/10/22**

**Individual & Team Trophies Awarded: 6/13/22**

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**[www.hospiceslo.org](http://www.hospiceslo.org) or call (805) 544-2266**  
**#WalkForHealingHospiceSLO**

## Leadership South County kicks off with a weekend retreat



Thanks to Sunshine & Reign Photography for their work to capture these fun moments—and more—during the retreat as well as professional headshots of all the participants.

*Sunshine & Reign*  
PHOTOGRAPHY



Class III of Leadership South County, a leadership development program of South County Chambers of Commerce, enjoyed a weekend retreat last month at the Lodge at Oak Creek Ranch in Santa Margarita. Leadership South County is a nine-month, community-based, leadership development program dedicated to inspiring, educating, and empowering tomorrow's community leaders. Their first day session is April 1 at Arroyo Grande Community Hospital for Health and Human Services Day.

## Thank you, renewing Chamber members, for your continued support!

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- Beachside Window Cleaners
- California MENTOR Network Family Home Agency
- Eternity Telecommunications
- Mary Kay Cosmetics- Kimberley Victor
- Fashions for a Purpose
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- Arroyo Grande Seventh-Day Adventist Church
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- Alzheimer's Association
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Jocelyn Brennan  
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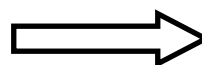


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Grover Beach, CA 93433 (805) 574-1981  
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Pismo Beach, CA 93449 (805) 668-7354  
(open seven days a week: 10 am to 5 pm)

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**Email: [office@southcountychambers.com](mailto:office@southcountychambers.com)**  
**Website: [www.southcountychambers.com](http://www.southcountychambers.com)**

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

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# Membership Mixer

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