

# South County Business News

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



August 2022  
Volume 62, Issue 8

## South County Chambers of Commerce announces new CEO to lead regional Chamber

SOUTH SAN LUIS OBISPO COUNTY — The Board of Directors of South County Chambers of Commerce, a regional Chamber of Commerce that serves businesses and nonprofits in South San Luis Obispo County and surrounding regions, announced the addition of a new CEO. Kathy McCorry started her new position at South County Chambers of Commerce in July.

McCorry has been in the Chamber industry for 20 years and CEO for the past 18. At her last Chamber, McCorry worked with city and business leaders to ensure economic vitality of the business community through economic development programs, advocacy, strategic planning, job training, and education. She represented business interests to city, regional, state, and federal officials; and she managed a million-dollar-plus budget. She also served as the CEO for the Chamber's Foundation and Visitor Information Center. McCorry brings an extensive background in

business growth, economic development, visioning, and tourism to her new position as the CEO of South County Chambers of Commerce. Having worked at two Chambers in California and one in Washington, McCorry has served on a myriad of commissions, taskforces, regional coalitions, Destination Marketing Organizations (DMOs), the California State Fair Grounds Board, a Federal Congressional Commission, and Regional Chamber Boards. She is also a graduate of the Western Association of Executive Directors Academy.

"The Chamber Board of Directors worked diligently for many months to find a CEO who had the experience needed and a proven track record for taking Chambers to the next level," said Jeff Chambers, Chair of the 2022 Board of Directors for South County Chambers of Commerce. "Kathy brings all of this and so much more. We believe Kathy is a great fit for the Chamber,



**Kathy McCorry, new CEO**

our local businesses, and the community. We are excited she is here."

Jeff Chambers introduced Kathy McCorry at the Chamber's Membership Mixer on Wednesday, July 27, at the Clark Center for the Performing Arts in Arroyo Grande. Members of the local business community attended along with supporters of the Clark Center for the Performing Arts.

Kathy can be reached at [ceo@southcountychambers.com](mailto:ceo@southcountychambers.com).

## Chamber Business of the Month for August: PG&E

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected PG&E as the Business of the Month for August 2022.

"PG&E continues to be a proud member of the South County Chambers of Commerce and is committed to continuing our long-standing partnership with the businesses and communities here in



the area," said Eric A. Daniels, PG&E Public Policy and External Affairs for San Luis Obispo and Santa Barbara Counties. "We've redoubled our efforts focused on serving our hometowns and have reorganized by region to be closer to our customers and ensure that our local teams are delivering better service to our

communities and helping our businesses and residents to thrive. We are honored to be highlighted as the Chamber's business of the month and are thrilled to congratulate Kathy McCorry as the new South County Chamber CEO. We look forward to working together to support our businesses, communities, and residents of the South County."

...

To learn more about PG&E, please visit [www.pge.com](http://www.pge.com).

### UPCOMING CHAMBER EVENTS

**Thursday, August 4**  
**Nipomo Business Meeting**  
8:30 to 9:30 am  
**Nipomo Cowork/Chamber office at 239 W. Tefft St.**

**Tuesday, August 9:**  
**Pismo Beach Business Meeting 11 am to noon**  
**Seacrest Oceanfront Hotel in Pismo Beach**

**Thursday, August 11**  
**Ambassadors meeting 8 to 9 am at the Chamber conference room in Arroyo Grande**

**Wednesday, August 17:**  
**Chamber luncheon 11:30 am to 1 pm**  
**Vespera Resort on Pismo Beach (outdoor event on the oceanfront patio)**

**Thursday, August 18:**  
**Arroyo Grande Business Meeting 8:30 to 9:30 am**  
**Banner Coffee 995 E. Grand Ave. in Arroyo Grande**

(No August meeting for the Grover Beach Business Meeting.)

**Wednesday, August 24:**  
**Membership Mixer at Avila Bay Athletic Club & Spa in Avila Beach 5 pm to 7 pm**

**Thursday, August 25:**  
**Launch Pad Workshop 391 Front St. Suite E in Grover Beach 5 pm to 6 pm**

**Friday, August 26:**  
**Governmental Affairs meeting via Zoom 8 to 9:15 am**

## New cannabis testing lab to celebrate ribbon cutting, grand opening on August 5

GROVER BEACH — Confidence Analytics, a new microbiology/ chromatography lab that specializes in cannabis testing, is inviting the community to their ribbon cutting and grand opening event on Friday, August 5, from 12 noon to 3 pm. South County Chambers of Commerce will officiate their ribbon cutting at 12 noon. Guests will enjoy Mexican food from El Guero, tours of the facility, music, and some fun giveaways.

Confidence Analytics was established in Washington and recently expanded to open its new lab in Grover Beach at 1030 Huston St. They serve cultivators, manufacturers, microbusinesses, and distributors with access to pharmaceutical-grade analysis of cannabis products to meet and exceed regulatory requirements for consumer protec-



tion. Through scientific integrity and industry expertise, Confidence Analytics provides exceptional quality assurance of trusted cannabis brands and works toward a world where cannabis products are safe, available, honest, and understood.

For more information about Confidence Analytics, please visit [testedwithconfidence.com](https://testedwithconfidence.com), or email [info@conflabs.com](mailto:info@conflabs.com)

## New Executive Director welcomed at Clark Center for the Performing Arts

ARROYO GRANDE — The Clark Center's Board of Directors recently announced Dave Pier as the Clark Center's new Executive Director.

Dave brings years of theatrical management experience and a passion for the arts to his new role at the Clark Center.

For 25 years he has managed regional performing arts centers in California, overseeing the successful openings and operations of the Harris Center for the Arts at Folsom Lake College near Sacramento, the Gallo Center for the Arts in Modesto, and a new Performing Arts Center on the campus of California State University Northridge.

To learn more about Dave, please click [here](#).



## COMMUNICATIONS FOR ANY ENVIRONMENT

*Rugged Radios specializes in two-way communications for high noise environments – for industry, recreation, offroad, public safety, and more.*



### **PINK RADIO CAMPAIGN**

Raised over \$280,000 in local causes including breast cancer awareness.



### **NEW LOCATION**

Multi building complex compliments the esthetics of our community.



### **ARCHITECTURAL AWARD**

Winner of Excellence in Design Award for outstanding design.



### **SPECIAL BUILDS**

Custom giveaway builds are just a fraction of how we serve our community.



# COME SEE WHAT WE DO!

509 TRAFFIC WAY, ARROYO GRANDE • (805) 541-1696

## Arroyo Grande News

Hello valued Chamber members: We are fast approaching the best time of year (weather wise), and I hope you are enjoying some porch time! And as you know next month we will be bringing back the Harvest Festival after a two-year hiatus. More on that in next month's newsletter.

I want to be sure you know that we have become aware of issues in our downtown core that need to be addressed. I hear you loud and clear. As a result, I, along with Mayor Pro Tem Lan George, have called a meeting so that we can work with our downtown businesses to resolve cleanliness issues in the Village. We invite all business owners downtown to Council chambers on Wednesday, August 10th, at 9 am. Resolving these issues is often far more complicated than it may seem on the surface, and we know that when we listen and work together complex problems get solved. We look forward to listening to concerns, and working to partner with our downtown businesses to resolve issues you've brought to our attention. We are looking forward to a productive meeting and

hope you will attend.

At our Council meeting on July 26, the City Council initiated the scoping for a General Plan update to commence as soon as we can get it rolling—likely early next year. This will be a huge multi-year project and a heavy lift. It is so important that we get your participation in that effort! More on that in the months to come. The General Plan is the document that guides all city processes. I am excited to significantly update a document that has not been touched meaningfully since 2001—when most of us didn't even have a cell phone. It's time for us to update our priorities and our vision for where the city is going to go for the next 20 years. I hope you will join us in creating that immensely important document.

For now, enjoy the beautiful end-of-summer weather that is upon us. Thank you, as always, for everything you do to contribute to the special and vibrant city.

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

### Welcome new Chamber members:

Dime Alley as a Gold Level Chairman's Circle member

Pono Pacific Kitchen

Riley & Riley Insurance

The Illusion on Grand

Incfile

## Grover Beach News

This month I'd like to take a deeper dive into the Public Safety goal in Grover Beach...so that means talking about our Police Department and the Five Cities Fire Authority! Both staffs are highly trained and provide top-notch public service to our residents, businesses, and visitors. We look forward to having you join us for "National Night Out" from 5:00p to 8:00p on Tuesday, August 2nd at 16th Street Park in Grover Beach. There will be demonstrations from both police officers and firefighters, a raffle, food trucks, and even kickball with a cop! Stop by that evening and learn about the City's newest technology...

have your children enjoy the great playground equipment...enjoy a night out with your community and, if I'm reading Facebook correctly, there might even be an ice cream truck!

With respect to community, the officers and firefighters are constantly serving our community and we all appreciate the work they do. Public safety has been among the most important issues facing Grover Beach as identified by our residents in recent community surveys. Additionally, in those same surveys, the most important city services have been a) rapid 9-1-1 response to emergency calls and b) maintaining fire and emer-

gency medical services. Everyone knows that these services come with a cost – which the city council funds as part of our annual budget and our PD and Fire Authority utilize efficiently and prudently.

For fire service, Grover Beach is part of a Joint Powers Authority with the City of Arroyo Grande and the Oceano Community Services District. Each agency contributes funding to the FCFA and all three communities benefit from having a station in each jurisdiction - so that when a call comes in, the closest station responds so that this needed services arrive as quickly as possible.

**continued on page 18**

## Pismo Beach News

When North County and the San Joaquin valley heat up, their residents come to Pismo Beach to cool down. The annual exodus continues this year as well. We have seen large numbers of tourists in our lodging along with day trippers at the beach to the benefit of our fine businesses. Our downtown continues to be a strong draw.

Our historic street paving project is under way. Over the next two years, we will repave or resurface one third of all

the streets in the city. The total cost is \$14.5 million, and it will take about two years to complete. The first phase is to put in ADA-compliant curb ramps. Next will come the pavement grinding or other prep work as needed followed by paving or resurfacing. The project includes most of the streets east of James Way, Mattie Road, Price Street downtown, Wadsworth in Pismo Heights, a portion of Ocean Blvd, and Solar Way. A new sidewalk underneath Highway 101 from

Spyglass to Mattie is also included.

Meanwhile, the Ocean Blvd improvement project in Shell Beach continues to move forward. This project will replace the Morro stairs and stabilize the bluff that were damaged during a storm. The contractor is making great progress which is good news to the local residents who are looking forward to having access to the beach below again.

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



## RECENT RIBBON CUTTINGS



### Congrats, PCH Shave Ice & Boba, of Pismo Beach!

We celebrated a ribbon cutting last month to kick off the grand opening of PCH Shave Ice & Boba of Pismo Beach. Their grand opening celebration included free samples, raffle prizes, music, drink specials, and shave ice specials. Family owned and operated, PCH Shave Ice & Boba serves handcrafted, authentic Hawaiian shave ice and boba. They recently opened at 893 N. Oak Park Blvd. in Pismo Beach (in the Ross/Big 5/CVS shopping center). Their shave ice tastes just like a trip to Hawaii because they order their products from Hawaii. They love creating new drinks based on customer requests. For more information, please follow them on [Facebook](#) and [Instagram](#).

### Congrats, Pono Pacific Kitchen, of Grover Beach!

Congrats to new Chamber member Pono Pacific Kitchen on their ribbon cutting and grand opening on the "West End" of Grover Beach. They offer Pacific Rim cuisine that focuses on local favorites with a unique style that combines ingredients, influences, and techniques from Hawaii, Asia, California, Mexico, and more. Don't miss Pau Hana (Happy Hour) daily from 4 pm to 5:30 pm at the bar or on their dog-friendly, outdoor patio. Pono Pacific Kitchen is located at 228 West Grand Ave. in Grover Beach. For more information, please visit them online at [ponopacifickitchen.com](http://ponopacifickitchen.com), or call (805) 202-8115.



### Congrats, Phantom Stranger Records, of Grover Beach!

Congrats to Phantom Stranger Records on their ribbon cutting and grand opening on July 30th on the "West End" of Grand Avenue in Grover Beach. Located in the space previously known as Mike's Record Rack, the store still offers records, CDs, and cassettes, but the new owner, Pat, is introducing an art gallery inside the store under the title "Pirate's Life Art Collective." Phantom Stranger Records is a family owned and operated business with Pat's wife, Priscilla, and his daughter, Mary. Phantom Stranger Records is located at 201 W. Grand Ave. in Grover Beach. For more information, please follow them on [Facebook](#) or [Instagram](#).





# Two Convenient Five Cities Locations **EXPERIENCE IN-PERSON BANKING AT ITS BEST**

**LEARN MORE**

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CREDIT UNION  
Banking the Central Coast Way



## New Chamber Member Highlights



### Welcome Pono Pacific Kitchen of Grover Beach!

Brand-new restaurant Pono Pacific Kitchen offers Pacific Rim cuisine that focuses on local favorites with a unique style that combines ingredients, influences, and techniques from Hawaii, Asia, California, Mexico, and more. Their award-winning chef, Preston Tripp, has been ingrained in restaurants since age 15 in every position from busser, dishwasher, server, bartender, line cook, and sous chef before becoming an Executive Chef after many years of hard work. He has worked in farm-to-table, award-winning restaurants in Hawaii, Orange County, and locally. Pono Pacific Kitchen is located at 228 West Grand Ave. in Grover Beach. For more information, please visit them online at [www.ponopacifickitchen.com](http://www.ponopacifickitchen.com), or call (805) 202-8115.

### Welcome Incfile!

Incfile is a nationwide incorporation service provider specializing in incorporating new businesses. Incfile.com began with the goal of helping individuals and businesses meet their incorporation needs. Their mission is to deliver the best incorporation value, online or offline, and to provide service that is fast, friendly, and efficient. Founded in 2004, Incfile.com continuously strives to bring you the most informative yet easiest-to-use online service in order to help take the complexity out of forming a corporation or LLC, and at a great price, too. For more information, please visit [www.incfile.com](http://www.incfile.com)



### Welcome Riley & Riley Insurance of Arroyo Grande!

Riley & Riley Insurance is an independent insurance agency servicing all your personal and business insurance needs. They are committed to serving the Central Coast with honesty, support, and satisfaction. They are driven to help your business succeed and overcome any obstacles in your way of progress. Some of the business policies and products they provide include bonds, Business Owner's Policy (BOP), commercial auto insurance, commercial general liability, commercial property insurance, commercial umbrella insurance, crime insurance, inland marine insurance, professional liability, and workers compensation. Get a free quote today to help your company be on the right track to success. Their office is located at 1164 E. Grand Ave. in Arroyo Grande. For more information, please call (805) 481-0664 or visit [www.rileyins.com](http://www.rileyins.com).

# Fashions for a Purpose

Breaking the Silence of Domestic Violence

## 8TH ANNUAL FASHION EVENT

Benefitting Domestic Violence & Safe Dating Awareness

Saturday, October 8, 2022

9:30 AM Doors Open // 10:00 AM Event

Guest Speaker: Michelle Lee Graham, survivor & author

Fashions by First Class Seconds & Closet 915

Food Trucks: Baguette About It & Lucy's Coffee Bar

**BUY TICKETS AT [www.MY805TIX.com](http://www.MY805TIX.com)**

**Table \$640\*** - Includes Elite Pass for table of 8

On sale 8/01 - 8/31

\*Must be paid in full

**Elite Pass \$100** - Unlimited Opolo sparkling wine, large box of Mama Ganache Chocolates, designer candle & a swag bag

**V.I.P. Pass \$50** - A glass of Opolo sparkling wine, box of Mama Ganache Chocolates & a swag bag

**Red Carpet Pass \$25** - Video Highlights

All tickets are non-refundable

**ONLINE AUCTION & INFO**

[www.fashionsforapurpose.org](http://www.fashionsforapurpose.org)

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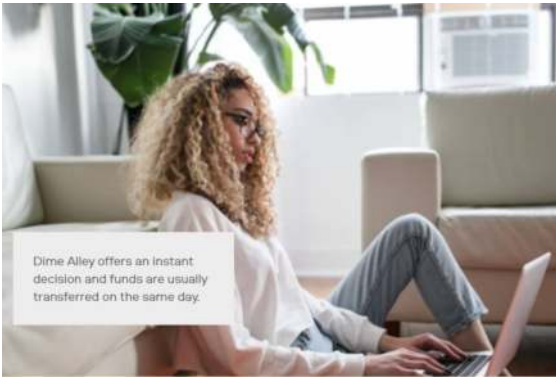
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Questions? (805) 529-5282 or [FFAP805@att.net](mailto:FFAP805@att.net)



## New Chamber Member Highlights

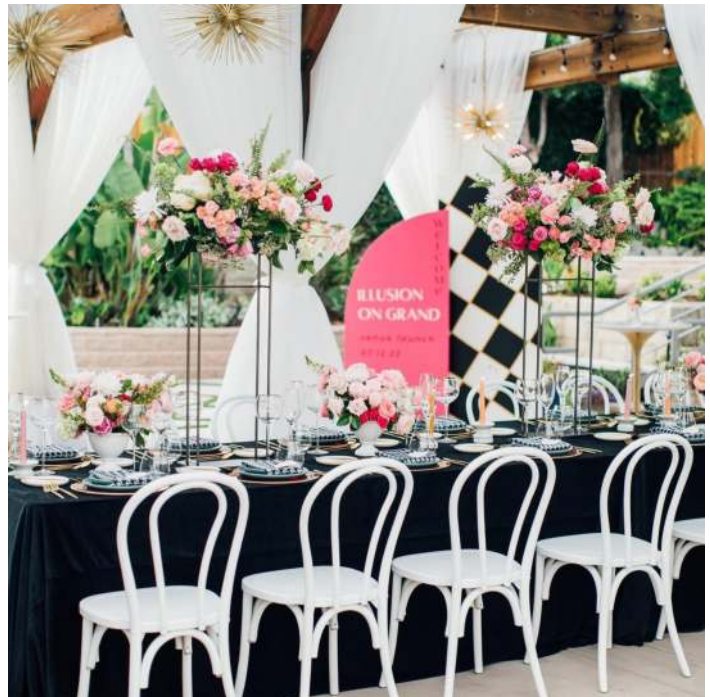


### Welcome Dime Alley as a Gold Level Chairman's Circle member!

Dime Alley recently joined South County Chambers of Commerce as a Gold Level Chairman's Circle member. Dime Alley offers an effective way to borrow money fast, whether you have a pressing emergency expense or an important purchase such as an engagement ring, starting a business, or buying a new car. They offer small loans of just \$300 or \$500 or as much as \$35,000 for important life purchases. They provide a premium loans connection service and with their technology they can process more than 8,000 data points to match your loan inquiry with a US lender who offers the highest chance of approval and most affordable rates. To date, Dime Alley has helped thousands of Americans who need to borrow money, and they are delighted to help you today with a fully online process. For more information, please visit [dimealley.com](https://dimealley.com)

### Welcome The Illusion on Grand of Arroyo Grande!

A new venue in Arroyo Grande, The Illusion on Grand, recently joined the Chamber as a new member. This boutique event space is a hidden garden gem perfect for smaller events and special occasions. This hideaway in the City of Arroyo Grande is located at 1164 E. Grand Ave. Learn more at [www.facebook.com/theillusionongrand](https://www.facebook.com/theillusionongrand), or call (805) 458-4674.

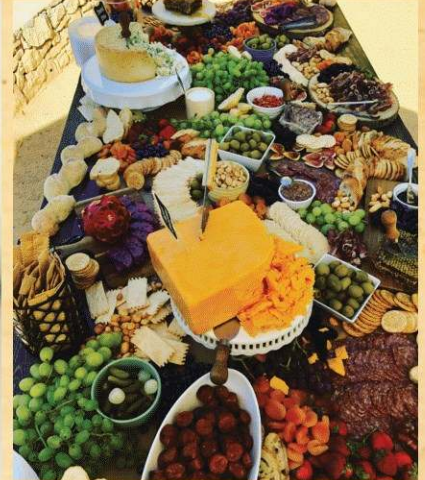






# RIBLINE

## CATERING + EVENTS



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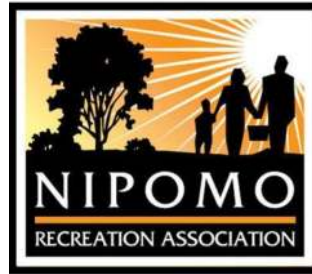
VISIT [RIBLINECATERING.COM](http://RIBLINECATERING.COM)



## First season of Nipomo Concerts in the Park continues in August

NIPOMO — Nipomo Recreation Association is excited to announce the first season of the Nipomo Concerts In The Park series presented by CoastHills Credit Union. This free, live music series consists of five concerts held in the Nipomo Community Park with different bands every other Wednesday from 5:30-7:30 pm July 20th to September 14th, 2022.

The first band to kick off this community event on July 20th was the very popular, local, Top 40 dance band, Steppin' Out. The concerts to follow will feature '60s rock-and-roll band Unfinished Business on August 3rd, '80s dance band Club Dv8 on August 17th, the classic and contemporary country Jimi Nelson Band on August 31st, and the tribute band, Unfinished With The Beatles, on September 14th.



Food and beverage sales will be offered by local nonprofit organizations Rotary Club of Nipomo and Knights of Columbus of Nipomo.

In addition to the presenting sponsor CoastHills Credit Union, other local sponsors include 4th District Supervisor Lynn Compton, Dwight's Automotive, Nipomo Swap Meet and Flea Market, The UPS Store, Troesh Coleman Pacific, Inc., The Oaks of Nipomo, Unfinished Business Productions, and artist Kelly Ricker.

WEDNESDAYS	5:30-7:30PM
JULY 20	STEPPIN' OUT TOP 40 DANCE
AUGUST 3	UNFINISHED BUSINESS 60'S ROCK & ROLL
AUGUST 17	CLUB DV8 80'S DANCE
AUGUST 31	THE JIMI NELSON BAND COUNTRY
SEPT 14	UNFINISHED WITH THE BEATLES TRIBUTE BAND

**FREE LIVE MUSIC**  
**BRING YOUR OWN CHAIRS**

JOIN US AT THE GAZEBO  
**NIPOMO REGIONAL PARK**

CONCERT SERIES PRIMARILY FUNDED BY A GRANT FROM SAN LUIS OBISPO COUNTY 4TH DISTRICT SUPERVISOR LYNN COMPTON

PROUDLY SPONSORED BY:

- DWIGHT'S Automotive
- SWAPMEET
- The UPS Store
- Oaks
- TOP
- Art by Kelly Ricker

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

**1ST  
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# New Beginnings Meeting Place

2nd Annual

## CHINESE AUCTION

Saturday  
September 10th  
11:30 AM



The Meeting Place  
535 Orchard Rd., Nipomo  
Live Auction • Silent Auction • Raffles  
Thank You 5 Cities Optimist Club

**Tickets \$20 in advance or \$25 at the door**  
Includes a salad lunch, iced tea, dessert and lots of fun!

**All proceeds go to THE MEETING PLACE to hold free classes!**  
**For information please call: Peggy– (805) 264-4087**  
**or Email – [p.hoobery@gmail.com](mailto:p.hoobery@gmail.com)**

Activities offered, **FOR FREE TO ANYONE**, at the Meeting Place are:

Crochet, art, sewing, musical drama, self defense, finance,  
pre-marital, marriage, family, blended family, grief, guitar classes, teen hang out, domestic  
abuse support group, and a meeting with SLO Pediatrician Dr. Bravo!

***Please help us as we invest in the lives of children through adults in our  
community!***

## Rugged Radios to Host “Live Pink Radio” Fundraiser for Mission Hope Cancer Center

ARROYO GRANDE — Rugged Radios of Arroyo Grande is gearing up for their fourth year in supporting Mission Hope Cancer Center in their fundraising efforts. They will host two events total. Their annual “Pink Radio Day” on August 3rd is where the limited-edition Pink M1 Race Series Waterproof Mobile Radio is expected to sell out within one hour and all proceeds will go directly to the benefit of Mission Hope Cancer Center. Engineered and designed in Arroyo Grande, the Rugged Pink M1 Race Series Mobile Radio is a top-of-the-line, best-in-performance, distance, and waterproof radio, used from race cars in the Baja 1000 to dune buggies in Oceano. They will also be selling limited edition T-shirts designed specifically for this cause; proceeds of sales from the T-shirts will also be donated directly to Mission Hope.

During the event, Mission Hope Can-

cer Center nurses, social workers, and leaders will be present at the event to personally thank event donors telephonically as donations are made.

This year, Rugged Radios wants to push their support even further by participating in a second event supporting their annual “Day of Hope.” On August 17th the Santa Maria Times will be sold to the public for \$1 each along Traffic Way by Rugged Radios employees, local business owners, first responders, politicians, and community volunteers.

Rugged Radios is a high-noise environment communications manufacturing company and is one of the largest national and international radio distributors. They manufacture communications products for work, race, and play.

To date, Rugged Radios has raised over \$100,000 for Mission Hope Cancer Center. Rugged Radios is located at 509 Traffic Way in Arroyo Grande.

Grand Avenue vehicle entrance station closes temporarily on August 1

GROVER BEACH — The West Grand Avenue Entrance Station will be temporarily closed to vehicle traffic due to a planned construction project. Beginning Monday, August 1st, the vehicle entrance will be closed to allow the construction and installation of a new park roadway surface which will assist in reducing sand accumulation along Grand Avenue. This project is estimated to last approximately six to eight weeks.

During this construction period, Pier Avenue will be the only vehicle park entrance with expected extended vehicle wait time. Sidewalks adjacent to this project will remain open to pedestrian foot traffic. The Grand Avenue dirt lot, Fins restaurant, golf course, and support parking facilities will remain open and available to the public.

# Register Now!

*Home Builders Association of the Central Coast Presents:*

## 33<sup>rd</sup> Annual Terrence B. Flatley Golf Classic & Dinner

Cypress Ridge Golf Course | Arroyo Grande, CA  
Friday, October 14, 2022

8:00 am	Registration, Practice Swings & Prize Raffle
9:00 am	Shotgun Start
11:30am–12:30pm	Grab n' Go Burgers
3:30pm	Awards and BBQ Dinner

Entry Fee: \$200 per person. Includes golf, cart, BBQ lunch, and BBQ dinner.

*Builder Auction, raffle prizes, and a day of fun in the sun with HBACC members and builders!*

### Contact:

Lindy Hatcher | lhatcher@hbacc.org  
P: 805.546.0418

REGISTER NOW at <https://www.hbacc.org/events.html>







# Tackling home improvements?

HOME  
LOAN

## Change your home, not your rate.

Change can be good. Like home renovations, buying a second home or paying for college. But not everything needs to change. Like your home equity loan rate.

That's why SESLOC is now offering a new **fixed-rate home equity loan**. So you have the security of knowing that your rate and monthly payment won't change for the term of your loan. Features include:

- ◆ Term: 20 years<sup>1</sup>
- ◆ Affordable fixed rate
- ◆ No prepayment penalties
- ◆ Easy online application
- ◆ Fast pre-approvals

GET PRE-APPROVED AND  
LOCK IN YOUR RATE TODAY  
AT [SESLOC.ORG](https://www.sesloc.org).

 **SESLOC**



Federally insured by NCUA, a U.S. government agency.

1. All loans subject to credit union approval. For an adjustable rate equity loan in the amount of \$100,000 for 20 years with an initial interest rate of 5.50% (APR 5.751%\*), the estimated monthly payment would be \$687.89. Payment example excludes taxes and insurance. Refer to the payment calculators at [sesloc.org](https://www.sesloc.org) to estimate additional payment examples.

\*APR = Annual Percentage Rate

NMLS #411619



## Central Coast Retina welcomes Dr. Sharon Theodore to their practice

PISMO BEACH — Dr. Ragui Sedeek of Central Coast Retina recently welcomed Dr. Sharon Theodore to his retina specialty practice, with locations in Pismo Beach and Santa Maria. Dr. Theodore is a board-certified ophthalmologist with subspecialties in vitreoretinal disease and surgery, as well as ocular oncology. A native Californian, Dr. Theodore holds a Communications Degree from University of California Los Angeles (UCLA) and a Bachelor of Science Degree from University of California Irvine (UCI). She earned her Medical Degree at University of California San Francisco (UCSF), and then completed her residency at the prestigious Washington University in St. Louis, Missouri. Dr. Theodore

later completed an Ocular Oncology Fellowship at UCSF and went on to complete a two-year comprehensive fellowship in vitreo-retinal disease and surgery at Loma Linda University. Dr. Theodore is published in numerous peer-reviewed scientific journals for research involving ocular oncology and retinal disease.

In addition to her passion for medicine, Dr. Theodore's interests include snow skiing and musical theater. She served many years as a ski instructor at Mammoth Mountain and was



**Dr. Sharon Theodore**

a featured soloist for the King of Jordan, by invitation from the Reagan family. She enjoys spending time with her husband and their two children.

Central Coast Retina is a physician-led, local retina specialty group who are dedicated to providing competent, University-quality care of complex medical and surgical retina disease in the most individualized, patient-friendly environment. Learn more at [centralcoastretina.com](http://centralcoastretina.com). Their Pismo Beach office is located at 300 James Way, Suite 150.

## July Chamber events' recap: Breakfast and Membership Mixer



**Top left to right:** Breakfast highlights include Dr. James Brescia, San Luis Obispo County Superintendent of Schools, and Krista Jeffries, an advocate for abundant and affordable housing with SLO County YIMBY, speaking about workforce housing. CoastHills Credit Union received recognition as the Chamber's Business of the Month for July.

**Bottom left to right:** Mixer highlights include Ashlea Boyer, President of the Board of Directors for the Clark Center, welcoming their new Executive Director, Dave Pier, as former Executive Director, Connie O'Henley, (far right) retires from her position after 15 years.







# 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)



## Fashions for a Purpose to host 8th Annual Fashion Event on October 8 to increase awareness of domestic violence

NIPOMO — Fashions for a Purpose, a Nipomo-based nonprofit focused on raising awareness about domestic violence, is hosting their 8th Annual Fashion Event at Solid Rock Ranch in Nipomo on October 8.

Fashions for a Purpose (FFAP) is focused on raising awareness about domestic violence through engagement, education, and empowerment. FFAP was founded in 2015 by Kimberley Victor, an overcomer of domestic violence, who was moved to action after one of her Mary Kay consultants was murdered in a domestic violence (DV) altercation. Every year in October, FFAP hosts a fashion show event featuring powerful guest speakers that promotes awareness about domestic violence, a silent online auction, generously filled swag bags, plus many other surprises. All proceeds raised are donated to DV organizations such as the Mary Kay Foundation and Lumina Alliance in SLO County. To date, this grass roots nonprofit has raised



over \$100,000.

Fashions for a Purpose partners with the Mary Kay Foundation, a 501(c)(3), to provide substantial grants each year to domestic violence shelters and programs. These programs provide direct education to victims, including recognizing and understanding the various signs

of physical, mental, and emotional abuse. It is critical that victims have access to these programs which help them recover, heal, and teach them how to have safe, healthy relationships. This year, FFAP has a goal of raising \$22,500 for their 2022 fashion event. Sponsorships, direct donations for their online silent auction, and fashion show attendance are their main ways of fundraising. Through their website and social media, their message has the potential to reach people coast-to-coast.

### **8th Annual Fashions for a Purpose**

#### **Special Event:**

**Saturday, Oct 8, 2022**

**Doors Open: 9:30 a.m.**

**Location: Solid Rock Ranch  
230 Hans Pl. in Nipomo**

For more information, please visit [www.FashionsforaPurpose.org](http://www.FashionsforaPurpose.org), or call (805)929-5282.



## Membership Mixer *in Avila Beach*

Wednesday, August 24, from 5 to 7 pm  
Avila Bay Athletic Club & Spa  
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**Dark Desert Highway**



**Eagles Tribute**  
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**The Billy Martini Show**



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

**Laurie Morvan Band**

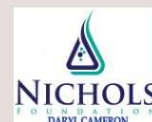


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## Relay for Life Five Cities on August 27

GROVER BEACH — Relay For Life is a community-based walk event to fundraise for the American Cancer Society. Community members take turns walking around a track lined with luminaria bags with the opportunity to cheer for local survivors (or participate as a survivor) in the first lap of the day. Caregivers of cancer patients (currently or previously diagnosed) will then be invited to join the survivors. As it gets dark, luminaria bags are lit surrounding the track in a memorable luminaria ceremony.

The local Relay for Life Five Cities event will be Saturday, August 27, from 4 pm to 9 pm. The location will be Oak Park Christian Church in Grover Beach located at 386 N. Oak Park Blvd. Learn more [here](#).

## Leadership South County



**Thanks to Confidence Analytics of Grover Beach for sponsoring the cannabis day session for Leadership South County Class III in July. A specialized program of South County Chambers of Commerce, Leadership South County is a nine-month program that includes nine leadership development days complete with exciting field trips, behind-the-scene tours, and engaging conversations with local leaders. Leadership South County easily complements a busy schedule since the day sessions are just one Friday a month. To learn more, please click [here](#).**

## Grover Beach, continued from page 3

With the recent failure of Oceano's Measure A-22, the FCFA is entering into what's called a "Wind-down Period" where Oceano will be formally leaving the Authority, effective June 30, 2023. Grover Beach and Arroyo Grande will determine how the Authority will look on July 1, 2023 and will be having ongoing discussions over the next year. Grover Beach and the FCFA Board need to hear from you about what your priorities are for the next iteration of the FCFA, so please contact me at [jlee@groverbeach.org](mailto:jlee@groverbeach.org) with your thoughts, ideas, and suggestions on how to keep Grover Beach safe and serviced by the best firefighters in the business!

...

Jeff Lee  
Mayor, City of Grover Beach



## Upcoming Events

**Garden Founder Walk and Talk**  
Tuesday, August 2 @ 11:00a - 12:00p

---

**Story Time in the Garden**  
Thursdays August 4 & 18 @ 3:00 - 4:00p  
Tuesdays August 9 & 23 @ 10:00 - 11:00a

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**Free Family Day and Kid's Concert**  
Saturday, August 20 @ 11:00a - 1:00p

---

**Picket Paint and Sip**  
Sunday, August 21 @ 3:00 - 5:00p

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**Bird & Botany Walk**  
Thursday, August 25 @ 8:00 - 10:00a

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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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## Home Builders Association of the Central Coast Presents 33rd Annual Terrence B. Flatley Golf Classic & Dinner on Friday, October 14th

ARROYO GRANDE — The Home Builders Association of the Central Coast (HBACC), the local, nonprofit trade association representing home builders and all related industry professionals in San Luis Obispo and Santa Barbara Counties, is thrilled to announce the 33rd Annual Terrence B. Flatley Golf Classic and Dinner.

This annual golf tournament is being held on Friday, October 14th, 2022 at the prestigious Cypress Ridge Golf Course in Arroyo Grande. Registration begins at 8 am with a Shotgun Start (scramble format) at 9 am.

The entry fee is \$200 per person that includes golf, cart, lunch, and a BBQ

dinner. There will be raffle prizes, contests throughout the day, plenty of adult beverages at the various sponsored holes, and much more. Bid on a builder after purchasing your foursome.

"This tournament is our main fundraiser of the year. It enables our organization to invest in educational resources and programs to help support our members and the many communities they serve," said HBACC Executive Director, Lindy Hatcher. "Our members' commitment and dedication to create quality housing and communities for the better-



ment of the Central Coast is why the Central Coast lifestyle is unlike any other place."

This highly sought-after annual tournament sells out, so register today at [www.hbacc.org/events.html](http://www.hbacc.org/events.html)

or contact the HBACC Executive Director, Lindy Hatcher via email at [lhatcher@hbacc.org](mailto:lhatcher@hbacc.org).

The HBACC works closely with the California Building Industry Association (CBIA) and the National Association of Home Builders (NAHB) to provide legislative advocacy, educational programs, and valuable industry resources.

## Dana Adobe's Heritage Day on August 6

NIPOMO — All ages are welcome to Dana Adobe's Heritage Day on Saturday, August 6, in Nipomo from 10 am to 4 pm.

Tap into local history:

Make tortillas, visit the leather shop, learn to dance, see the blacksmith

at his forge, and learn about early California living—all while enjoying live music, reenactments, adobe tours, local vendors, crafts, and so much more.

Heritage Day taps into what rancho living was like 200 years ago here on the Central Coast. Mark your calendars for this event. Tickets are \$10 for adults, \$3 for youth (ages 6-17), and free for children 5 years old and younger.



Dana Adobe is located at 671 S. Oakglen in Nipomo. For more information, call the office at 929-5679, visit the website at [danaadobe.org](http://danaadobe.org), or email [events@danaadobe.org](mailto:events@danaadobe.org)

...

**About DANA:** The Dana Adobe Cultural Center provides a unique platform to understand life in the California Rancho era and to appreciate and discover our connection with the stories of those who left their footprints on the land throughout time. The Dana Adobe is the oldest home in San Luis Obispo County and a registered historical site. Learn more at [danaadobe.org](http://danaadobe.org) and on [Facebook](#) and [Instagram](#)

## Grants support small businesses while their staff are out of work

The California Employment Training Panel and California Labor and Workforce Development Agency have funded a grant program to support small employers while their employees are out of work on California Paid Family Leave (CAPFL). The PFL Small Business Grant will pay up to \$2,000 to small businesses impacted by paid family leave to offset costs related to hiring or cross-training. Paid Family Leave can be used by an employee to bond with a new child (through birth, adoption, or foster care) or to care for a seriously ill family member. Learn more [here](#).

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

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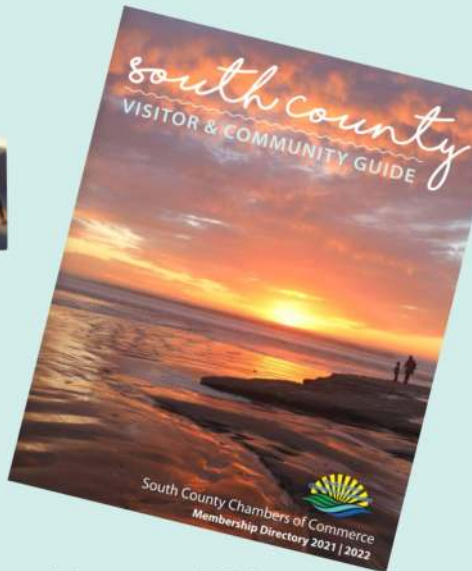
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Objective: Understand the principles underlying lean thinking  
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Location: San Luis Obispo or online via Zoom

**Save the date for these upcoming workshops:**

- Lean Project Simulation - Fri, November 18, 2022
- A3 Problem Solving Immersion - January 2023
- Leading Lean - March 2023
- Central Coast Lean Summit - April 2023
- Seven Habits of Highly Effective People - July 2023

**Visit [centralcoastlean.org](http://centralcoastlean.org) to register and learn more.**

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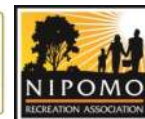


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