

# South County Business News

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



October 2022  
Volume 62, Issue 10

## Applications close October 7th for Class IV of South County's leadership development program

SOUTH SAN LUIS OBISPO COUNTY — Local community members and business leaders are invited to apply for Class IV of Leadership South County, a nine-month, community-focused, leadership development program dedicated to inspiring, educating, and empowering tomorrow's business and community leaders. This program will help individuals develop the knowledge, skills, and confidence to take their leadership skills to the next level while fostering meaningful relationships with like-minded individuals dedicated to making a positive difference in the community.

"I attended Leadership South County Class II. The program was invaluable for three reasons: to grow your leadership skills, to learn more about our South County industry and government, and to develop strong relationships with other current and future community leaders. I highly recommend the program to anyone who has inter-



**Leadership South County Class III at their agriculture day at Talley Farms in September. Thanks to Bejo Seeds for sponsoring this opportunity.**

est in one or all of these three areas," said Jimmy Paulding, Supervisor-Elect, SLO County Board of Supervisors.

The program from South County Chambers of Commerce includes a three-day, two-night retreat as well as nine once-a-month day sessions that offer focused leadership training, exciting behind-the-scenes tours, and engaging conversations with local leaders. The Leadership Retreat is planned for February 25-26, 2023 at the Lodge at Oak

Creek Ranch in Santa Margarita. Leadership day sessions are scheduled for the first Friday of the month from March 2023 through October 2023.

Community focus areas include business & manufacturing, arts & education, recreation & tourism, housing, wine & agriculture, environmental sustainability, nonprofit organizations, government, and regional cooperation. Leadership development topics include purpose, vision & values; goal setting & execution; effective communication; performance management; inclusion & diversity; leading change; appreciation & celebration; increasing productivity; and leadership mindset & habits.

"Being born and raised in Grover Beach and very active in our South County community over many years, I was highly impressed with my experience being in Leadership South County's Inaugural Class 1 touring places I never had been to (or

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## Chamber Business of the Month for October: Central Coast Restaurant Group (Blast & Brew)

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Central Coast Restaurant Group as the Business of the Month for October 2022. Central Coast Restaurant Group includes these South County restaurants: Blast & Brew in Pismo Beach, Me & Ed's Pizzeria & Craft House in Pismo Beach, Blast 825 in Arroyo Grande, and Me & Ed's

Pizzeria & Craft House in Nipomo.

"They came into Pismo Beach and Arroyo Grande mid-pandemic and revived three key food and beverage establishments, likely employing—in my estimate—over 150 people," said one of the community members who nominated David and Wendy Ferdinandi of Central Coast Restaurant Group for this award. "They regularly support



local nonprofits including "17 Strong" and they work professionally with hotels and groups on catering and events. They are top-notch community members!"

Learn more at [meneds.com](http://meneds.com), [blastandbrew.com](http://blastandbrew.com), and [blast825brewery.com](http://blast825brewery.com).

### UPCOMING CHAMBER EVENTS

**Wednesday, October 5**  
**Chamber's Annual Dinner & Recognition Awards**  
5 pm to 8:30 pm  
Villa Lorian (sold out)

**Tuesday, October 11:**  
**Pismo Beach Business Meeting 11 am to noon**  
SeaCrest Oceanfront Hotel in Pismo Beach

(No October business meetings for Nipomo and Grover Beach)

**Thursday, October 13:**  
**Ambassadors meeting**  
8 am to 9 am at the Chamber conference room in Arroyo Grande

**Thursday, October 13:**  
**Grover Beach Candidate Forum via Zoom at 6 pm**  
RSVP on the Chamber website for the login

**Wednesday, October 19:**  
**Chamber luncheon**  
11:30 am to 1 pm  
Vespera Resort on Pismo Beach (outdoor event)

**Thursday, October 20:**  
**Arroyo Grande Business Meeting 8:30 to 9:30 am**  
Banner Coffee  
995 E. Grand Ave.  
in Arroyo Grande

**Thursday, October 27:**  
**Free BBSI workshop on interviewing and hiring**  
9 am to 11 am at The Launch Pad, 391 Front St. Suite E in Grover Beach

**Friday, October 28:**  
**Governmental Affairs meeting via Zoom**  
8 am to 9:15 am

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

The San Luis Obispo County Animal Services facility is open as of September 21st. I'm thrilled for this organization to finally be a reality as it has been eight years in the making! This project has been a labor of love, as anyone who knows me knows I'm obsessed with my animals.

This new facility is twice the square footage of our old animal facility. This allows more room for updated medical care facilities as well as improved living conditions for all the animals. There is currently enough room for 50 dogs and 80 cats. A barn is currently in the works so we can expand our animal care: opening it up to horses, cattle, pigs, and small-hoof animals.

The mission of the new animal service facility has a focus on animal care, welfare, and adoption. More than 5,000 animal cases are responded to each year by San Luis Obispo County Animal



**The recent ribbon cutting at San Luis Obispo County Animal Services facility**

Services. Our new facility is much more appealing for locals looking to adopt; the old facility had an open roof and messy parking lot. It unfortunately got overlooked many times and our hope is that more people will find our shelter comforting and more approachable.

I'm honored to have spearheaded this

project at the Board level. They have many animals in need of homes who are all happy and healthy. It is a no-kill shelter and everyone there is dedicated to the wellbeing of all the animals that enter the facility. After eight years of work and many setbacks including COVID-19, I'm incredibly grateful for the opportunity to bring this project to life and share it with all the animal lovers of San Luis Obispo County. I encourage everybody to stop by who is looking to adopt and see what we have to offer as well as the hard work put into this organization by Robert Ruiz and the other county leaders who helped make this dream a reality, including all of the seven incorporated cities, their council members, and the mayors!

Respectfully,  
**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

### Citizens' Homelessness Accountability Commission (CHAC)

The San Luis Obispo Countywide Plan to Address Homelessness 2022-2027 was approved by the County of San Luis Obispo Board of Supervisors on Aug 9, 2022. To make this plan more robust regarding operational transparency and performance accountability, an organization known as the Citizens' Homelessness Accountability Commission (CHAC) has advocated for the formal establishment of a Brown Act body authorized to interact with the local County government.

CHAC will establish detailed milestones and interim objectives as well as an overarching goal of lowering homelessness throughout the county by at least 50% within five years. The purpose of the Commission is to assist the County by improving accountability; specifically, by providing a citizen-centric perspective regarding progress that is being achieved toward meeting the goals of the five-year plan. This plan will require extensive amounts of communication and coordination between the county, cities, nonprofits, public safety and healthcare institutions, housing develop-

ers, and various state and federal agencies.

### \$5,925,000 to Community Based Organizations (CBO)

On September 13th the Board approval of the American Rescue Plan Act (ARPA) Public Health Impacts funding allocations providing financial support to nonprofit organizations, governmental agencies, private business entities, community-based organizations, coalitions, or partnerships to address the negative economic and public health impacts brought about by the COVID-19 public health emergency in San Luis Obispo County.

Twenty-seven (27) organizations submitted 31 applications requesting a total of \$13,940,167.65. The Review Committee recommended funding to remodel shower for 34 Prado Substance Abuse Treatment Center, \$78,000 and \$368,000 for the Healthcare Workforce Consortium. Fourteen other projects submitted by local nonprofits were also recommended for funding at a total of \$5,925,000.

A Review Committee, consisting of community stakeholders and SLO County Public Health staff, evaluated and

scored all applications according to the scoring criteria. The Public Health ARPA funding will help the health agency achieve its mission of promoting, preserving, and protecting the health of San Luis Obispo County residents focused on food security, mental health for youth, elders, and other vulnerable populations.

### Library Card Signup Month

It's Library Card Signup Month, and the County of San Luis Obispo Public Libraries wants to remind residents about the value of a library card. "If you don't have a card or you haven't used your card in a while, now's a great time to discover how much the library has to offer and how much money you could save using the library," said the Library's engagement and marketing coordinator, Erica Thatcher. "A library card is a tool for success in so many ways." Library Card Signup Month is an annual initiative from the American Library Association that highlights the value of a library card for lifelong learning.

Visit [slolibrary.org](http://slolibrary.org) for more information about library cards, services, and locations.

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## Arroyo Grande News

Hello Chamber members:

It's October, arguably the best weather month of the year. Traditionally, the fall is so lovely here on the Central Coast. And the holidays are just around the corner. There's so much to enjoy about autumn!

Recently we had our first joint City Council meeting, where Arroyo Grande, Grover Beach, and Pismo Beach all met to hear updates about Central Coast Blue. This is an incredibly important water recycling project that will shore up our basin by protecting against sea-water intrusion, as well as provide a "new" source of water. Phase 1 is just the start—Phase 2 could bring thousands more acre feet of water. While supply chain issues, design changes, and inflation have greatly increased its cost, you as businesspersons know that construction costs never go down: it'll never be cheaper than now. This project is too important

to dawdle. We are all grateful for grant monies received to date, most recently \$14 million! We will continue to pursue as many grants as we can identify in order to reduce direct costs to our cities.

With the Harvest Festival in the rear view mirror, I can't express how fun the event was. There was something special in the air. Perhaps it was simply appreciation for its return after the pandemic? Whatever it was—I want to just give a hearty thank you to everyone who came to the parade, danced at the gazebo, visited our vendors, popped by my booth to chat, and especially to staff and volunteers who made it all possible. As always, this event is "for us, by us," and that feeling permeated everything.

Cheers!

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

### Welcome new Chamber members:

- Council on Adolescent Mental Health
  - San Luis Bay Realty
  - Five Star Fencing
  - Home Matters Caregiving
  - Artemis Artworks
  - Sunrise Security
  - Clear2Close Brokers
  - Stacy Inman
- for City Council

## Grover Beach News

As many people are aware, most of the western United States is in a serious drought with San Luis Obispo County ranging from Severe Drought to Exceptional Drought conditions. With that as context, the Grover Beach City Council and staff continue to monitor our local water supply and take actions to ensure we have adequate water for our residents and businesses. At the most recent City Council meeting of September 27, 2022, the Council received a [Water Supply Update and Water Shortage Declaration](#) and declared a Stage 3 water shortage.

In short, deepening and persistent drought conditions continue to stress our water supply. The City's groundwater supply and Lopez Lake allocation could

leave the City's water supply short in upcoming water years. In order to 'close the gap' in supply versus demand, everyone needs to reduce their water usage by approximately 20% overall. We know that these restrictions will be a challenge to our residents and businesses, however it is critical and necessary that we all do our part to limit water waste and protect our finite water supply.

One way to reduce water usage is through conservation and the Stage 3 declaration strongly encourages conservation as a means of reducing our supply. As the saying goes, we will not conserve our way out of a drought, however, in the short term, it is one of the best ways available to reduce water usage. A couple of ways to reduce your individual

water usage is by taking advantage of our [Water Conservation Programs](#) including our "Cash for Grass", "Smart Irrigation Controller", "Toilet Fixtures, Showerheads and Aerators Retrofit" and "Washing Machine Rebate" programs. These programs provide incentives to replace "thirsty turf" with drought tolerant species and for residents to replace older fixtures with more water conscious fixtures.

Another very important method to conserve water is by identifying broken sprinklers within the city. If you see evidence of a broken sprinkler on either public or private property, email our office at [publicworks@groverbeach.org](mailto:publicworks@groverbeach.org)

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## Pismo Beach News

Fall is here already which means that downtown Pismo Beach is not quite as crowded as during the summer season. Cooler weather is welcome also.

We had a great meeting last month with the City Councils of Arroyo Grande, Grover Beach and Pismo Beach to discuss Central Coast Blue, our joint water recycling project. While the meeting was informational, there was tremendous support from all three councils and the public.

On a related subject, our Council discussed our water conservation program given the extreme drought we are in. We gave direction to increase the cash-for-grass rebate to encourage more removal of lawns, and we also asked staff to expand our public outreach.

Our parklet program came to an end on September 30th. The parklet program was instituted to help some of our restaurants get through the pandemic. Unlike some of the other cities in the

County, we are a coastal city and we fall under the jurisdiction of the Coastal Act. The Act places an emphasis on coastal access, and the loss of parking to accommodate the parklets could only be justified during the state of emergency due to the pandemic. With the emergency phase over, we had to restore the lost parking to comply with the act.

• • •

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



## RECENT RIBBON CUTTINGS



### Congrats Nipomo Grocery Outlet!

We celebrated a ribbon cutting last week with Grocery Outlet to commemorate their grand opening at 181 S. Frontage Rd. in Nipomo. Prior to the ribbon cutting, independent owner-operator Nesrine Rabia and her son, Mohamed, presented Nipomo Food Basket with a check for \$1,000 as a donation. Clint Weirick, District Representative for Senator John Laird, presented a certificate to Grocery Outlet from the Senator's office. Grocery Outlet customers can save 40-70% off name brand groceries every day without club cards or coupons. Their produce section offers a huge selection of quality products in stock and ready for your table. There are dozens of fresh, organic fruits and veggies for less than you'll find at other grocers. Grocery Outlet provides natural, organic, specialty, and healthy products for deep discount prices.

### Congrats Camp Fire Central Coast!

We celebrated with Camp Fire Central Coast recently at their ribbon cutting and grand opening at their new office in Arroyo Grande. Camp Fire provides programming for San Luis Obispo County and Northern Santa Barbara County youth that gives them the opportunity to thrive, build leadership skills, and support our local community through service. Programs offered include after-school clubs, family camp, summer day camps, community service, hikes, and youth leadership. Leaders are highly trained role models who encourage young people to be all they can be. Camp Fire is open to everyone. They embrace the uniqueness of every youth, teen, and family they serve. For more information, please visit [campfirecentralcoast.org](http://campfirecentralcoast.org), or call (805) 801-7858.



### Congrats Rotary Club of Pismo Beach-Five Cities!

We officiated a ribbon cutting last month with new Chamber member Rotary Club of Pismo Beach-Five Cities at Price Historical Park in Pismo Beach. Their Rotary Club recently sponsored a beautiful gazebo at the park. Pismo Beach City Manager Jim Lewis is a member of their Rotary Club and helped facilitate this project. The Rotary Club of Pismo Beach-Five Cities is a group of friends who meet for a meal, have fun, exchange ideas, and get things done. They volunteer together and serve Pismo Beach. Join them for lunch on Tuesdays at Ventana Grill located at 2575 Price St. in Pismo Beach. For more information, email [pismorotary@gmail.com](mailto:pismorotary@gmail.com) or visit their Facebook page at [facebook.com/PismoBeachRotary](https://facebook.com/PismoBeachRotary).



# 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

at The Dana Adobe Cultural Center; 671 S. Oakglen Ave, Nipomo, Ca 93444

Guest Speaker: *Michelle Lee Graham, survivor & author*  
Fashions by *First Class Seconds & Closet 915*  
Food Truck: *Baguette About It*

**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)

Sponsored By



CEES & ILONA DOBBE



The UPS Store  
of Nipomo



Questions? (805) 929-5282 or [FFAP805@att.net](mailto:FFAP805@att.net)



## RECENT RIBBON CUTTINGS



### Congrats CoastHills Credit Union—Oak Park branch!

We celebrated with CoastHills Credit Union at their Oak Park branch in Arroyo Grande in honor of their recent remodel for a better banking experience. As part of their "Free Friday" event, they served free coffee from Tribe Coffeehouse and cinnamon rolls from Old West Cinnamon Rolls. Their Oak Park branch is located at 1580 W. Branch St. in Arroyo Grande. Congrats to CoastHills Credit Union on winning first and second place in the Harvest Festival scarecrow contest for their scarecrow displays at their Grand Avenue and Oak Park branches! Established in 1958 to serve the needs of military personnel at Vandenberg Air Force Base, CoastHills Credit Union is a member-owned, full-service financial institution that serves the entire Central Coast region. To learn more about CoastHills Credit Union, please visit [coasthills.coop](http://coasthills.coop).

### Congrats Artemis Artworks!

We officiated a ribbon cutting last week for Artemis Artworks at their workshop/studio in Nipomo. Adi Ringer of Artemis Artworks offers woodcraft, photography, and portraits. His woodcraft pieces include charcuterie boards, cutting boards, and furniture. Adi creates custom, unique, commissioned woodwork. Artemis Artworks is also introducing a fun, new product: Build your own board! You pick the colors and the layout, choose the extras (juice groove, handles, rubber feet or engraving), and Adi will build it for you.

Learn more at [artemisartworks.com](http://artemisartworks.com), or visit his [Facebook](#) page. Adi can be reached via email at [adi@artemisartworks.com](mailto:adi@artemisartworks.com).



### Congrats Honeycomb Home Design!

We celebrated a ribbon cutting recently with Chamber member Honeycomb Home Design at their new showroom in the Village of Arroyo Grande. The goal of Honeycomb Home Design's 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. Ariana founded Honeycomb Home Design with the simple mission to create pure lifestyle spaces that are consciously functional and tastefully curated. Their new studio is located at 132 W. Branch St. in the Village of Arroyo Grande. For more information, please visit [honeycombhomedesign.com](http://honeycombhomedesign.com).







# 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://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://sesloc.org) to estimate additional payment examples.

\*APR = Annual Percentage Rate

NMLS #411619

## New Chamber Member Highlights

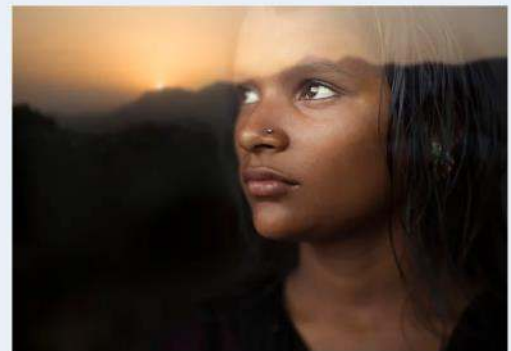


### Welcome Stacy Inman for City Council!

Stacy Inman, a candidate for Pismo Beach City Council, recently joined the Chamber as a new member. Stacy became involved in Pismo Beach from the time she moved here full time over six years ago, and she has owned a home here for over 20 years. Stacy began by being appointed by the Pismo Beach City Council to a vacant seat on the Pismo Beach Planning Commission in October 2016. Her fellow commissioners voted to have Stacy chair the Planning Commission for three years, ultimately culminating in over five years of service. She has a Business Administration degree from Cal Berkeley and a Law Degree from UC Davis. Stacy is hosting a coffee hour "meet and greet" event at Vespera Resort on Pismo Beach on Tuesday, October 11, starting at 8:30 am. Please stop by to ask her your questions. For more information about her campaign, please visit [stacyinmanforcitycouncil.com](http://stacyinmanforcitycouncil.com), or follow her [Facebook page](#).

### Welcome to the Chamber, Council on Adolescent Mental Health!

Council on Adolescent Mental Health (CAMH), Inc. is a nonprofit with a mission to give adolescents on the Central Coast the opportunity to build their confidence, relational skills, and activate their potential to grow emotionally as one united group through peer support. CAMH was born when high school student Hugo Balcazar noticed a trend amongst his classmates. Many were struggling with low-tier issues but lacked individualized support. CAMH is developing a program that allows teenagers to be trained in conflict mediation and listening skills. Opening alternatives to professional counseling to students can provide a better student-to-supporter ratio, relieve stress on school counseling departments, and give students who are interested in social work/clinical psychology an introduction to the field with the guidance of a licensed healthcare professional. For more information please email [Info@coamh.org](mailto:Info@coamh.org) or visit [coamh.org](http://coamh.org).



Hugo Balcazar  
Executive Director  
Council on Adolescent  
Mental Health, Inc.



### Welcome Clear2Close Brokers!

Hannah Edwards is a Mortgage Broker for Clear2Close Brokers in Grover Beach who specializes in mortgages for Baby Boomers. She has been in the real estate business since 1989 and a loan officer for 27 years. Hannah has funded simple and complex residential transactions in all types of real estate cycles. For an honest evaluation of your mortgage as it fits into your retirement dreams, contact her today at [hannah@clear2closebrokers.com](mailto:hannah@clear2closebrokers.com), or call (707) 486-4562.





# Learn About Arroyo Grande Measure D-22



**If Measure D-22 passes, it will generate ~\$5.6 million annually directly to the Arroyo Grande General Fund.**

## What is Measure D-22?

In the upcoming November 2022 General Election, Arroyo Grande residents will have the opportunity to vote on Measure D-22, a proposed 1.0% sales tax measure.

**Measure D-22 funding can help fund improvements and services for the Arroyo Grande community, including:**



**Street Repair**



**Stormwater and Drainage Facilities**



**Sidewalk Repair**



**Other City Programs and Facilities**

**Learn more about Measure D-22 today: [MeasureD22.org](https://MeasureD22.org)**

## New Chamber Member Highlights



Tyler J. Scheidt  
Franchise Owner | SLO County  
Ph: (805) 714-1205 | Ad: PO Box 69 Grover Beach, CA 93483  
Em: tyler.scheidt@homematters.com

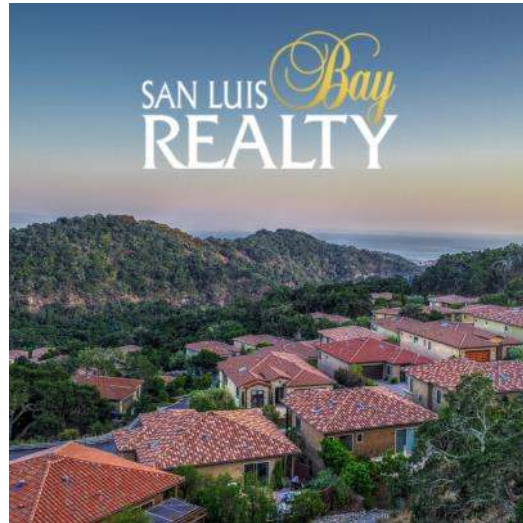


### Welcome Home Matters Caregiving of San Luis Obispo County!

The local franchise of Home Matters Caregiving recently joined the Chamber as a new member. Home Matters Caregiving offers professional caregiving in the comfort of your home and develops a personalized plan of care based on your family's unique needs. The Home Matters method is a philosophy of care and training based on over a decade of research on factors that create an environment for successful aging. Their unique methodology incorporates optimal physical care with purposeful strategies that allow seniors to thrive both physically and emotionally. At the heart of their care system is Nurse-Guided Care where an experienced nurse oversees the quality of care provided to every client. Learn more at [homematters.com](http://homematters.com), or email [tyler.scheidt@homematters.com](mailto:tyler.scheidt@homematters.com).

### Welcome to the Chamber, San Luis Bay Realty!

San Luis Bay Realty has helped the Central Coast grow to be the beautiful and peaceful community it is today. Their team dedicates themselves to ensuring clients are not only happy with their excellent services, but completely satisfied. Their expert staff will make the home buying and selling experience smooth, fun, and stress free with their process and knowledge of the market and the business. Learn more at [sanluisbayrealty.com](http://sanluisbayrealty.com), or call (805) 595-7900.



### Welcome Sunrise Security!

Sunrise Security is locally owned and operated and offers 24/7 onsite and mobile security guard service. Their fundamental goal is to provide top-tier services that are efficient, competitive, and cost effective. Sunrise Security does not require a long-term contract, meaning if a client is not completely satisfied, they can cancel at any time. Sunrise Security officers patrol in marked vehicles or bicycles when large areas need to be secured. Each of their officers in the field uses long-range radios and cell phones so clients can easily contact Sunrise Security personnel while on duty. Sunrise Security is looking for hardworking Individuals with interest to work as security officers. They have full-time and part-time hours available. Learn more about Sunrise Security at [sunrisecurity.io](http://sunrisecurity.io), or call (805) 457-5864.





# 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)





**We hope you'll join Arroyo Grande Community Hospital Foundation as we Rise & Rally! During the month of October, teams of community members will participate in online fundraising to support advanced mammography & biopsy technology.**

## **Matching Donors**

We are thrilled to announce that we have not one, but TWO matching donors for our Rise & Rally campaign to fundraise for new, life-saving mammography and biopsy technology.

- **Henry Myers of Kon Tiki Inn and Pismo Beach Athletic Club**
- **Noreen Martin of Martin Resorts, Shore Cliff, Avila Lighthouse, Pismo Lighthouse, Paso Robles Inn, and Piccolo Hotel**

Both donors have pledged \$50,000 in matching funds to our cause, for a grand total of \$100,000! That means each donation will be matched, dollar for dollar, pushing us closer to our goal of \$650,000.

## **Supporting Sponsorships are available**

### **Become a Supporting Sponsor for only \$250**

Rise & Rally Supporting Sponsors will receive recognition throughout the month of October with their name and/or logo on this website, social media and at the Rise & Rally Celebration March and Car Show on Sunday, November 6th. Sponsorships can be made in honor of a caregiver or survivor, in memory of a loved one or to recognize an individual, family or business.

## **Ready to join us?**

Scan the QR code to get started today!



**Arroyo Grande  
Community Hospital Foundation.**  
A Dignity Health Member

SupportArroyoGrande.org  
montisa.lopez@dignityhealth.org

805-994-5421



# RISE&RALLY

FOR OUR MOTHERS, SISTERS, DAUGHTERS AND FRIENDS

## Celebration March & Car Show



Join us at this free, family-friendly community event. Dress in pink!

**Sunday, November 6**  
**12 to 3pm**

Matthew Will Memorial Medical Center  
850 Fair Oaks Ave., Arroyo Grande, CA 93420

- Car Show
- Celebration March around AG Hospital campus
- Food trucks
- Music
- Recognition of highest fundraising teams



**Scan the QR code to learn more, create a Rise & Rally team or donate today!**



**Arroyo Grande  
Community Hospital Foundation.**  
A Dignity Health Member

SupportArroyoGrande.org  
805-994-5421  
supportagch@dignityhealth.org

## Spots left in October 14th golf tournament

ARROYO GRANDE — There are a few foursome spots available in the October 14th golf tournament at Cypress Ridge Golf Course that is a three-way fundraiser for Home Builders Association of the Central Coast (HBACC), their BITA program, and Professional Women in Building Council. You can also pre-buy raffle tickets through the registration link for one of their 10 raffle prizes.

Enter the "Hole in Two" contest at the golf tournament for a three-day/two-night stay at Pebble Beach in Monterey with three rounds of golf. Golf circuit pro Daniel "Smackingtosh" McIntosh holding the world record for left-handed drive, will drive a guaranteed 400+ yards for every team on Tee #4. You play best ball from there. Donate and try your skill to win if you hit a hole-in-two with your next shot. Volunteers from their Professional Women in Building Council will be at the tee to help with the contest and 50% of the proceeds will go to the PWB Council.

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Register now at [hbacc.org/events](http://hbacc.org/events).

## Leadership South County, continued from page 1

even knew about), engaging on important hot topics and emerging issues, and meeting different key people and entities that are actively involved that I previously hadn't met," said Clint Weirick, District Representative of San Luis Obispo County for State Senator John Laird. "I developed new and advanced existing relationships with my fellow class members in a positive way that continue to this day in our professional and personal lives. I encourage anyone who lives or is involved in South County who wants to make a greater difference to apply for Class IV."

Part of the Leadership program is to complete a legacy project. This year, Class III decided on helping a nonprofit in our community finish projects they've been working on for a while now," said Kassi Dee, owner of Nan's Pre-Owned Books and a participant of Leadership South County Class III. "The Jack Ready Imagination Park, organized by Jack's Helping Hand, is the community's first universally accessible park and includes a therapeutic equestrian riding center. Children with special needs and cancer will have the opportunity to have a



Leadership South County Class III

unique physical therapy experience through riding horses. South County Leadership Class III came out to the park and built bridges of different sizes and provided planter boxes of various sizes in order to create different equestrian trail experiences. We also volunteered at their Imagination Park Fall Classic Golf Tournament which raises funds to continue the development of the park. Through the Leadership Program, our class was able to make a life-long connection with a group and help that group get one step closer to achieving their goal and serving the community."

Applications for Leadership South County Class IV are due October 7th. Click [here](#) to learn more and apply.


### Join Us!

## at 1:00 pm at the

# DANA Cultural Center for

## DANA's Sunday Speaker Series:


**Sunday**  
October 2, 2022



**Wayne Mills Presents:**

The understanding of Rock and Fossils of the Central Coast.


**Sunday**  
November 13, 2022



**Colleen Beck Presents:**

William Rich Hutton: A look into early visitor's impressions of Rancho life at Dana Adobe.

**Sunday**  
December 4, 2022



**Terry Handy Presents:**

John C. Fremont: meets the Blond Ranchero. The California Battalion during the U.S./ Mexican War.

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## New wound care clinic opens in Pismo Beach

PISMO BEACH — Central Coast Wound Care & Hyperbarics is the first and only full-service, physician-supervised wound care and hyperbaric oxygen therapy center in San Luis Obispo County and Northern Santa Barbara County. Their clinic specializes in healing wounds that are slow to heal. Their board-certified wound care physician specializes in treating a variety of wounds and medical conditions in their state-of-the-art facility located in Pismo Beach.

Dr. Steve Sabo, their full-time physician and medical director, is a wound care physician with over two decades of experience. He is a graduate of the U.S. Air Force Academy and received his Medical Doctorate degree at USUHS School of Medicine in Bethesda, MD. He has also completed a Wound Care and Hyperbaric Medicine Fellowship in San Antonio, TX.

Dr. Sabo said he is excited to bring Hyperbaric Oxygen Therapy (HBOT) to the Central Coast.

"HBOT is a painless, FDA-approved treatment for expediting wound healing

and is recognized by the American Medical Association," he said. "It offers a safe, natural and efficient medical therapy for non-healing wounds and other conditions that resist standard treatments. It can also treat carbon-monoxide poisoning as well as decompression sickness. Our wound care and hyperbaric team is enthusiastic about providing this technology to the Central Coast for the residents of our community."

Central Coast Wound Care & Hyperbarics is able to accept Medicare and Medi-Cal, CenCal, and all major insurances. Their office is located at 901 Park Blvd. #103 in Pismo Beach. For more information and to schedule an appointment, please call (805) 888-4744. Visit them online at [ccwounds.com](http://ccwounds.com).



**Dr. Steve Sabo**

## Meet the City of Grover Beach candidates on Thursday, October 13th

GROVER BEACH — The local community is invited to attend the Grover Beach Candidate Forum on Thursday, October 13th, at 6 pm via Zoom. This free, online event is a great opportunity to meet the Grover Beach Mayor and City Council candidates and ask your questions before the vote on November 8.

The candidates for Grover Beach Mayor are Karen Bright and Stacy Korsgaden. The candidates for City Council District 2 (a four-year term) are Ron Arnoldsen and Daniel Rushing. Robert Robert is running unopposed for City Council District 1 (a four-year term).

Please RSVP on the Chamber website at [southcountychambers.com](http://southcountychambers.com) to receive the Zoom login.



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## New SLO County COVID-19 data dashboard launched last week

SAN LUIS OBISPO — The Public Health Department launched an updated COVID-19 data dashboard last week to provide streamlined, relevant information that is most meaningful at this stage in the pandemic. This was the first major re-design since the dashboard launched in March of 2020.

“The information we need to make smart decisions today is different than it was two years ago,” said Dr. Penny Borenstein, County Health Officer. “We also have access to more dynamic and detailed data than we did when the pandemic began, and we are eager for our community to have access to the most practical information available. This pandemic has challenged us all to remain nimble and responsive to the situation.”

The new dashboard will shift the focus from individual laboratory-confirmed (PCR) case counts to wastewater, hospi-



talizations, deaths, variants, and vaccination trends. It will also feature easy access to CDC's Community Levels tracker, which shows each county's level as low, medium, or

high, with corresponding recommendations for masking and other precautions. The new dashboard will strategically use state and national data sources for big-picture trends while presenting current local data on wastewater and the most severe outcomes of COVID-19. It will include links to detailed COVID-19 dashboards for Atascadero State Hospital and California Men's Colony.

The original dashboard will remain available as an archive.

For updates on COVID-19 in SLO County, visit [slopublichealth.org/COVID19](https://slopublichealth.org/COVID19). Public health phone assistance is available at (805) 781-5500 Monday - Friday, from 8 a.m. to 5 p.m.

### Grover Beach news, continued from page 3

and identify the approximate area of the broken sprinkler system. When you let us know about sprinkler or irrigation issues you are helping save water from being wasted. City staff will reach out and contact the property owner and let them know of a possible issue with their system.

If we all work together to conserve water, we can make a difference in preserving this valuable and essential natural resource. Your conservation efforts can and will help Grover Beach bridge the water supply shortage until we can build water resiliency and bolster our local water supply through construction of the [Central Coast Blue](#) recycled water project. It provides a good snapshot of what the City has done, what we will continue to do, and how we are partnering regionally to make all of our efforts matter.

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

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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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## DISTRICT 3 OFFICE HOURS IN GROVER BEACH:

Supervisor Dawn Ortiz-Legg, the District 3 Supervisor for San Luis Obispo County, has new office hours at The Launch Pad cowork office in Grover Beach. Stop by and meet her on this upcoming date:

- Thursday, October 20, from 1 pm to 3 pm

The Launch Pad is located at 391 Front St. Suite E in Grover Beach.

### District 3 update, continued from page 2

#### Girl Scouts Gold Award

We were happy to learn about the Girl Scout Gold Award earned by South County's Sarah Beaman. Sarah had a chance to delve deep into her passions, flex her problem-solving muscle to inspire others, and make a difference when she chose to engage in a Girl Scout's "Take Action" project.

Sarah created an astronomy program for Girl Scouts on the Central Coast of California by creating a manual for the Girl Scouts staff which includes contacts to astronomy clubs, identifies superior places with low light pollution, and provides activities for Girl Scouts at each of the six levels to earn the space science badges. She also wrote a user manual for the telescope that is at the Girl Scouts store for staff and leaders to use.

This effort took Sarah 18 months, several edits, many tears and in the end, recognition that leadership can be difficult but also fun. Only 5% of girls go on to earn their gold award which is the highest award a Girl Scout can earn. Sarah Beaman is a junior at Arroyo

Grande High School and an Ambassador level Girl Scout. She received her Gold Award on September 1, 2022. Congratulations Sarah!

#### RTA Annual Bus Rodeo

To help kick off fall with a bang, join me at the SLO County Regional Transit Authority Annual Bus rodeo on Sunday, October 9th, from 10 am to 2 pm. A bus rodeo is a safety and skills competition that pit RTA bus operators and mechanics against each other, while negotiating almost impossible tight turns (forward and backward!), diminishing clearance tests, and a high-speed stop gap test. The RTA is excited to bring this event back after a two-year COVID-19 hiatus and is hosting it at the new RTA Bus Maintenance Facility yard located at 101 and Prado Road in San Luis Obispo. This is a family-fun event, co-sponsored by Teamsters Local 986 and RTA vendors. The event will be judged by Cal Poly student volunteers.

...

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

## Photo recap from Arroyo Grande Candidate Forum on September 22nd

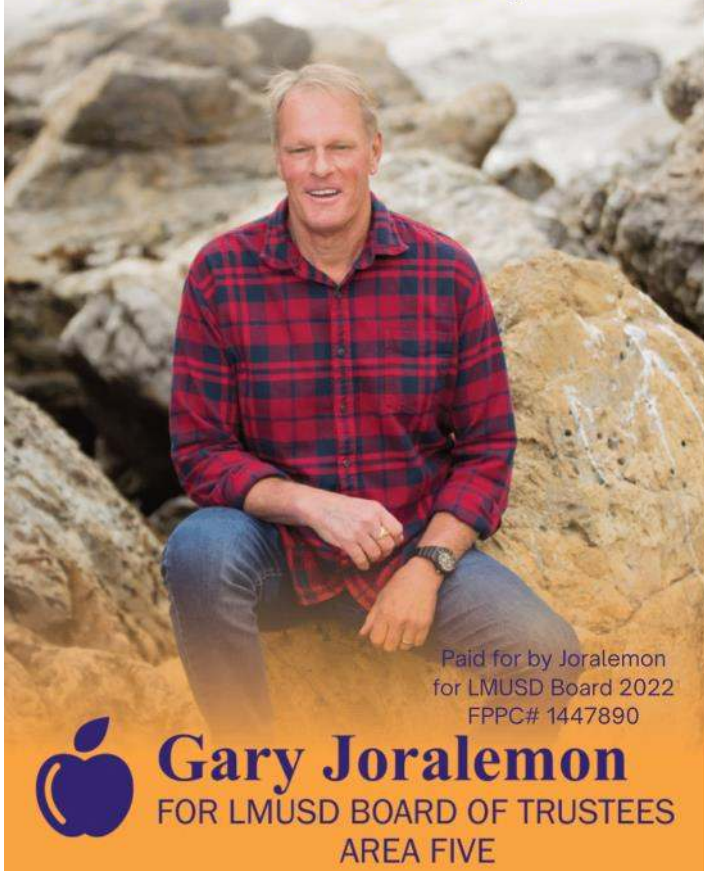


The candidates for Arroyo Grande Mayor are (top row: left to right) Caren Ray Russom, Dale T. Hanson, and Gaea Powell. The candidates (bottom row: left to right) for District 4 Council Member are James Robert Guthrie and Ben Franco. The candidate for District 1 Council Member is Kathleen P. Secrest.





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## Photo recap from September Chamber Breakfast & Membership Mixer



**Top row: Chamber breakfast at Inn at the Pier in Pismo Beach. Bottom row: Membership Mixer at Exploration Discovery Center in Grover Beach.**

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

Central Coast Community Energy—  
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Rachelle Krelle—eXp Realty  
Madelyn Koontz, associate member  
Pismo Beach Premium Outlets  
Holiday RV Park  
Hampton Inn & Suites  
Thoma Electric, Inc.  
Glenn Martin Company  
Altrusa International of SLO County  
Madelyn Koontz- associate member  
Dignity Health Urgent Care  
in Pismo Beach  
Ribline By the Beach  
The Quarterdeck Restaurant  
Spokes

Morris & Garritano Insurance  
in Santa Maria  
Hospice of San Luis Obispo County  
Urban Body Jewelry  
The Management Trust  
Guided Aging  
Rob Railsback—State Farm Agent  
Kathleen Parker, EA  
Spot On  
AMF Media Group  
Rooster Creek Tavern  
Five Cities Fire Authority  
Jaffa Café  
Keller Williams Realty,  
Central Coast—Robin O'Hara  
David Ekbohm—associate member  
Little Bits Preschool  
& Toddler Center  
VCA Animal Hospitals Inc

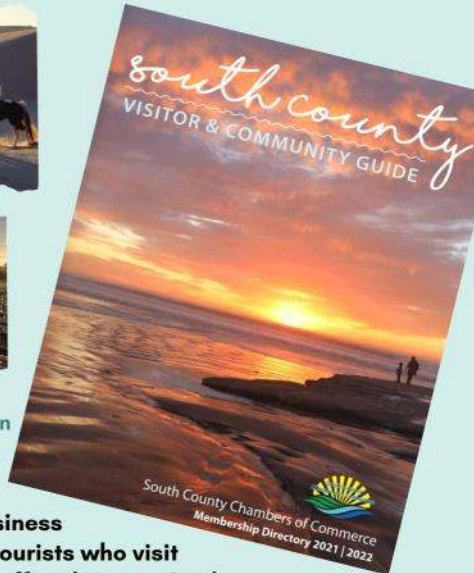
Edward Jones Investments  
Exploration Discovery Center  
Plus Property Management  
Wilshire Health  
& Community Services  
Birchwood Garden Barn & Home  
Felipe Bolivar—associate member  
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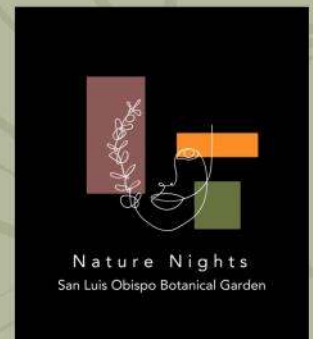
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Sunday, Nov. 6th 10AM - 4PM



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Kim Banks  
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Consultant  
at BBSI



## CHAMBER LUNCHEON

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Vespera Resort on Pismo Beach  
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Guest speaker:  
Melissa James,  
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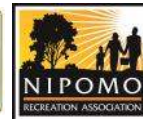
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## GROVER BEACH CANDIDATE FORUM

Meet the Grover Beach candidates before you vote

THURSDAY, OCTOBER 13, AT 6 PM  
ONLINE EVENT VIA ZOOM



Karen Bright



Stacy Korsgaden



Daniel Rushing



Ron Arnoldsen



Robert Robert

The candidates for Grover Beach Mayor are Karen Bright and Stacy Korsgaden. The candidates for City Council District 2 (a four-year term) are Daniel Rushing and Ron Arnoldsen. Robert Robert is running unopposed for City Council District 1 (a four-year term).

This free event  
is open to the community.  
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