

South County Business News

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



November 2022
Volume 62, Issue 11

Central Coast Economic Forecast on November 4th

SAN LUIS OBISPO — The annual Central Coast Economic Forecast (CCEF), a thorough review of national, state, and regional economic trends from leading economists, will be back on Friday, November 4.

This year's event will be held at the Madonna Expo Center from 7:30 to 11:30 a.m. Tickets are available at central-coasteconomicforecast.com. The cost is \$130 each and includes a plated breakfast.

The CCEF is poised to deliver an engaging, entertaining, and insightful program with presentations from Beacon Economics. Nationally recognized expert Dr. Chris Thornberg will share his no-holds-barred perspective on the state and na-



tional economies. Dr. Taner Osman, leading California economist, will offer a thorough review of the local economy and city-by-city analysis utilizing data exclusive to the CCEF.

Additionally, the CCEF Board is excited to bring back an audience favorite, "3 Minutes to Win It." In this segment, five Central Coast startups will share their ideas and plans that challenge traditional business models. The audience will vote for their favorite company and the winner will receive a

\$5,000 cash prize.

"The in-depth economic data and analysis supplied by the CCEF has helped guide and fortify SLO County's business communities for over two decades," said CCEF Board Chair Ziyad Naccasha, Carmel and Naccasha, LLP. "We encourage community members and business leaders to attend as they will receive relevant and actionable economic data to help make effective planning and investment decisions for the future of their organization."

The CCEF is overseen by a volunteer board of local business leaders and was developed to provide a reliable and insightful source of local, state, and national economic information.

Chamber Business of the Month for November: Sean Schuur with Sure Mortgage Solutions

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Sean Schuur of Sure Mortgage Solutions as the Business of the Month for November 2022.

Sure Mortgage Solutions started in 1999 as a local mortgage company providing home loans for purchases, refinances, and reverse mortgages. Sean Schuur, a mortgage advisor and branch manager at the Arroyo Grande location, donates over \$20,000 a year to local charities. Sean has supported these organizations: Salvation Army in South County as Santa Claus, 2015 Parade Marshall for Arroyo Grande Christmas Parade, Elks, Cuesta Crankers, sponsor of the Arroyo Grande Valley

Harvest Festival pie-eating contest, Cops and Kids, Toys for Tots, Nipomo Rotary Club, Nipomo Men's Club, Five Cities Men's Club, Junior Achievement, Central Coast influencers—M6, New Life Community Church member, and part of a barbecue team cooking at numerous charity and community events.

Sean was Affiliate of the Year six times with Pismo Beach Board of Realtors and San Luis Coastal Board of Realtors, named Top 20 under 40 in San Luis Obispo County, and won Citizen of the Year for Arroyo Grande and Nipomo. He has served as Chair of the Board for South County Cham-



Sean Schuur



bers of Commerce, Nipomo Chamber of Commerce (before it merged to become South County Chambers of Commerce), and Pismo Beach Chamber of Commerce.

"Sean is the sole reason that I was able to buy my beautiful home," said a client via Yelp. "He is brilliant and knows the right approach along with the applications

process, inside and out. He spent a lot of time working on my file. He is both generous and altruistic. If you want it done, he is your guy."

Sure Mortgage Solutions is located at 124 S. Halcyon Rd. in Arroyo Grande. Call (805) 489-1257 or click [here](#).

UPCOMING CHAMBER EVENTS

Thursday, November 10:
Ambassadors meeting
8 am to 9 am at the
Chamber conference room
in Arroyo Grande

Wednesday, November 16:
Friendsgiving Mixer at
Epic Entertainment in
Grover Beach
675 W. Grand Ave.
5 pm to 7 pm

Community business meetings are taking a break during the busy holiday season and will resume in January 2023

Saturday, November 26:
Small Business Saturday
(please shop local)

Tuesday, November 29:
Giving Tuesday
(please be generous and support local nonprofits)
Contact the Chamber for a list of referrals if needed

...

Give the gift of a Chamber membership to support another local business or nonprofit. You can help a local business or nonprofit renew or start their Chamber membership so they can take advantage of all the promotional benefits and support. As a membership sponsor, you will be celebrated on the Chamber's social media channels, in South County Business News, and in the Tuesday morning eblast.

For more information, please email info@southcountychambers.com

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

By now I'm sure you have all heard the good news about the status of the newly extended time before decommissioning of the Diablo Canyon nuclear power plant occurs. If not, the legislation that sought to extend the time for decommissioning was signed by the Governor. The County of SLO has been actively engaged in the state legislative process regarding the future of DCP. As a host community for the plant, the county continues to work with federal, state, and local partners to plan for the future of DCP.

The plant plays a significant role in the County's economic community, and the County is working to ensure the community's interests are represented in the safety, environmental, and regulatory processes and decisions that lie ahead.

Other major news: The development and feasibility of an industrial desalination facility will have major benefits for our county. Just recently, the Board of Supervisors began a formalized, coordinated effort with other stakeholders,

counties, and water purveyors to move forward with developing an industrial-scale desalination plant. A plant of this size and scale will have many major positive benefits over the next decades. Such a plant would add redundancy, resiliency, and survivability as conditions change and populations grow. Phase one of the Desalination Plan, which was initiated last month, will proceed into next year as necessary agreements are signed. Phase 2 is the development plan which is projected to last approximately five years. Phases 3, 4, and 5 involve the project development and construction phase.

The first phase was the Board of Supervisors affirmatively voting to proceed on the path forward with desalination and that was initiated last week with our vote. There appears to be a more robust appetite, on a state level (and Coastal Commission) to approve such projects as it appears there is a new realization that our most abundant resource is just off our coast, and without many other

options, we should take advantage of this "changing tide." In fact, just last month, the California Coastal Commission, in a surprising move, unanimously approved a \$140 million desalination plant off the coast of Dana Point, which would turn 5 million gallons of ocean water a day into drinking water as soon as 2027. The construction is estimated to take three years.

Supporters of the project were pleasantly surprised as the commission voted to kill a similar project, Poseidon, that had taken 21 years and \$100 million to develop. It appears the "tide is turning" on moving forward with such projects in the state, and given these conditions, San Luis Obispo County is happy to move in that direction, and I was quite excited to be able to vote to move this forward.

• • •

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

Hello South County Chamber members!

As 2022 heads out the door, I am excited to share a few of the good news around San Luis Obispo County!

If you were one of the lucky attendees at the Chamber October lunch meeting, you learned how our regional economic development partner REACH is working with SLO County to accelerate job growth in target high-growth industries, create world-class innovation hubs, and align educational and workforce opportunities.

One of those large innovation hubs is the offshore wind industry—and on October 18th, the U.S. Department of Interior's Bureau of Ocean Management (BOEM) announced the dates and terms of the first-ever offshore wind lease sale in the Pacific Ocean. The auction will be held at 7 am on Tuesday, December 6. There are bidding credits companies will receive for Community Benefit Agreements for workforce development, supply chain development, impacts to fishing communities, tribal entities, coastal marine, and human environment.

It is all quite complex and right now, 43 entities have qualified to bid in this auction, with starting bids from \$6.3 million to \$8 million, depending on the location. Other auctions have taken place in U.S. waters, but none have been for "floating" offshore wind turbines like planned for off our coastal waters.

For SLO County, we are focused on targeting high-wage, high-growth industries and want to continue to foster growth in our small business community—since more than 95% of establishments have fewer than 50 employees.

As part of our move into offshore wind, my office was honored to host the Royal Norwegian Consulate General Gry Rabe Henriksen and the Norway Innovation team. Norway is a lot like SLO County, smaller but a mighty leader in energy generation and production. As an early adopter, Norwegian companies will be among the bidders for the Pacific Coast leases, and therefore, the visit to check out the Central Coast. We shared the region's educational systems and work-

force partnerships including expanding degree options, supporting new vocational training programs, aligning industry demand and educational offerings, and advocating for greater K-16 collaboration with presentations with Cal Poly, Cuesta College and SLO Partners/County Office of Education. They stayed in Shell Beach, visited Avila and Morro Bay and loved every minute. It was the beginning of a fruitful partnership of international relations, business opportunities, and clean energy generation.

Water was one of the important issues this past month for the Board of Supervisors and on October 18th, the board vote 5-0 to authorize the public works staff to develop "DESAL" a Desalination Executable Solution and Logistics plan, in coordination with other participating agencies. This effort is to determine where and how we can build a desalination plant, considering locations, technologies, and stakeholders to achieve a positive outcome in coming years.

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Arroyo Grande News

Dear Chamber members: As if you didn't know, it's election time, and it seems like just when we finish one, we start another. There is a lot of election fatigue out there, but I'd like to encourage you to get out there and vote. It's not democracy without participation, so I hope you'll wear that "I voted" sticker with pride. (OK, government teacher rant over).

We have a very light month with Council meeting cancelled on Election Day and a very sparse agenda during Thanksgiving week. It's the season of thanks, so I will take this time to give some. I'm thankful for so much: here's my list of professional thanks. I'm grateful for:

- the beautiful place we live, that attracts tourism and business that keeps us economically strong even in trying times;
- the tireless work that small business owners do as the backbone of our economy and the employers of our families;
- the dedicated volunteers in our community

who do so much work and give so much time that the majority of residents enjoy the fruits of but don't know about;

- the esteemed elected officials in all of our cities that put the public good at the center of their service;
- the selfless staff members in all of our city and county offices who are the unsung heroes of government;
- the people of the Central Coast, who make our communities the best place on the planet to live and raise our families.

I would be remiss if I didn't take a moment to thank my husband, children, and friends for all the encouragement and support they continue to give me as I serve you all and the community. I couldn't do this without them.

Happy Thanksgiving, everyone.

Yours in service.

Caren Ray Russom

Mayor, City of Arroyo Grande

Welcome new Chamber members:

- Western States Petroleum Association
- Guadalupe-Nipomo Dunes Center
- Goodwill Central Coast in Grover Beach
- Arroyo Grande Village Association
- Opus Escrow Inc.
- Friends of Camp Natoma
- Mauri Tamborra, RE/MAX
- Illum Energy Solutions
- Victor Rocha Tree Trimming
- The Lodge at Two Moons

Grover Beach News

Economic development is the topic I would like to discuss this month. For those that have been following Grover Beach, you know that the City Council took some significant steps to help residents and businesses before, during, and after the pandemic. From the very beginning of the pandemic, Grover Beach was focused on recovery strategies, business retention, promoting safe tourism, and working to streamline permit processing.

As part of our partnership with the Chamber, Grover Beach advanced a) a 'Buy Local' program to encourage residents and visitors to frequent our dining and service establishments, b) business

assistance grants, and c) improvement grants for various programs from façade improvements to childcare programs. Additionally, the Council directed staff to work with low-income residents to address utility costs. Many of these programs were implemented using American Rescue Plan Act (A.R.P.A.), SB 1090 funds and C.A.R.E.S. Act funding. Through the prudent use of these funding sources, Grover Beach—its residents and businesses—were able to address the needs of our community during the pandemic while maintaining services and financial reserves.

Which takes us to today's uncertain economic times. Many families and busi-

nesses are struggling through inflation, uncertain job situations, drought, and often divisive conversations—to name just a few things. Please know that under the leadership of this City Council and through staff's diligent implementation of policy direction, Grover Beach will be able to weather upcoming uncertainties and is positioned to take advantage of economic recovery when it happens. We have done this by having inclusive and well-thought-out discussions and listening to the needs of the community.

To end this month's article on a fun note, I spent most of the month of October talking about local businesses and

continued on page 14

Pismo Beach News

Our Clam Festival last month from October 14 to 16 was a great success. We started with our traditional parade on Saturday morning followed by the clam chowder cook-off. This year the Judges' choice was Splash Café and the People's Choice was Ada's Fish House. I am fortunate to be one of the judges each year, and it is always challenging to make a decision since they are all tasty.

One of the features of the festival this year were some booths showcasing our

local ecosystem and also about our cooperative effort with Cal Poly to study the clam population. Several Cal Poly students and faculty were on-hand to educate the public.

At our last Council meeting, we discussed various ways of conserving water. Staff presented various methods of conservation, and we gave direction to move forward on all of them. At our first meeting in November, we will be looking at additional options on water supply.

Also at our last Council meeting we had an update on our Capital Improvement Program. The paving project is well underway and Mattie Road will be the first to be repaved. Right now we are putting in ADA curb ramps and other improvements such as drainage before paving can begin. Several other projects are well underway such the Ocean Blvd Coastal Access Improvement project.

Ed Waage

Mayor, City of Pismo Beach

RECENT RIBBON CUTTING

Congrats South County Regional Center Public Art Committee!

We officiated a ribbon cutting last month to celebrate the new butterfly sculpture. This striking art piece is located in front of the Chamber's Arroyo Grande office next to the library. This special event was organized by the South County Regional Center Public Art Committee that includes Nan Fowler, Jeannie Nix, Anita Shower, Kathie La Martina, Christianne Germino, Jocelyn Brennan, and Roz Pirenni. Anita Shower spoke on behalf of the committee and thanked the many donors, partners, and the artist. The artist and creator of the sculpture, Dave Doust, shared some insight into the design of the piece. Mayor Ed Waage from the City of Pismo Beach, Councilmember Keith Storton from the City of Arroyo Grande, and Councilmember Robert Robert from the City of Grover Beach also attended the ribbon cutting along with Lucia Mar Unified School District Board of Education member Dee Santos.



Annual Report 2021

Learn more about Spokes.



OUR MISSION

For ten years, Spokes has helped nonprofits to achieve their goals through support and expert resources. Spokes supports the nonprofit community through consulting services, online resources, roundtables, workshops and other events. Spokes is a 501(c)(3) tax-exempt organization, EIN 77-0457478.

WHAT HAS SPOKES BEEN UP TO?



33 VOLUNTEERS



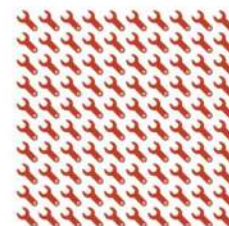
professionals who shared their time and expertise teaching workshops and facilitating roundtables.

MEMBER SPOTLIGHT



"Spokes has been an excellent resource partner for SCORE—we've had numerous clients seeking advice on starting a new nonprofit and have referred those clients to Spokes. Additionally, we have referred our clients to the frequent workshops and roundtables."

— Horace Morana, SCORE Mentors SLO



112 REQUESTS

for technical assistance




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New Chamber Member Highlights

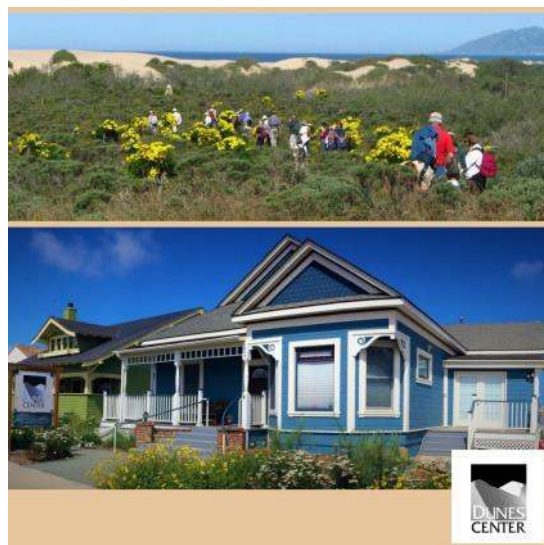


Welcome Opus Escrow Inc.!

Opus Escrow Inc. recently joined South County Chambers of Commerce as a new member. Located in Arroyo Grande, they are an independent escrow company for all your escrow and refinance needs. Their grand opening celebration is planned for Thursday, November 17, from 3 pm to 6 pm. Their office is located at 1238 E. Grand Ave. in Arroyo Grande. For more information, please visit their Facebook [page](#) or call (805) 773-0300.

Welcome Guadalupe-Nipomo Dunes Center!

The Dunes Center promotes the conservation and restoration of the Guadalupe-Nipomo Dunes ecosystem through education, research, and the support of cooperative stewardship. With general information and directions to the local dune access points and other points of interest, they provide a variety of educational opportunities in the Center with different animal specimens, artifacts, art, interactive activities, as well as a collection of short films about the local area. The Dunes Center provides educational programs for a variety of age ranges and grade levels as well as private, naturalist-led group walks. Whether you're planning a meeting, reception, or corporate event, hosting your event at the Dunes Center is a unique venue that will make your evening special. The Dunes Center is located at 1065 Guadalupe St. in Guadalupe. For more information, please visit dunescenter.org.



Welcome Victor Rocha Tree Trimming!

Victor Rocha Tree Trimming recently joined the Chamber as a new member. A family owned and operated business based in Grover Beach, Victor Rocha Tree Trimming offers over 20 years of experience in business, residential, and commercial projects. Services include trimming trees and palms, removal, stump grinding, junk hauling, and planting new trees. Call Victor today for a free estimate at (805) 904-3620.



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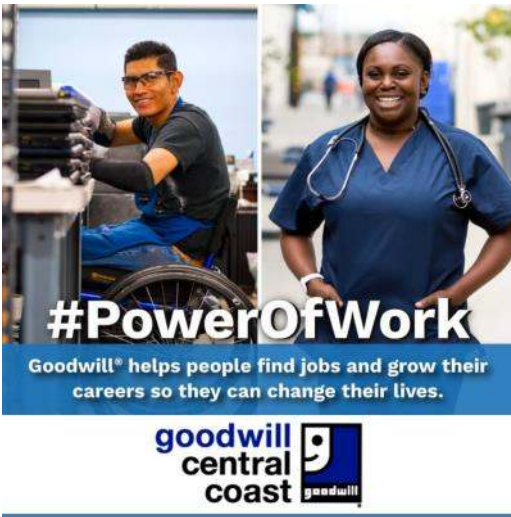


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New Chamber Member Highlights



Welcome Goodwill Central Coast!

Goodwill Central Coast of Grover Beach recently joined South County Chambers of Commerce as a new member. Goodwill empowers over 13,000 people per year through job training and employment opportunities, and their programs are also helping save the planet. In 2015, they diverted 70,000 tons of clothing and household items from ending up in local landfills. Most of these items were bought at local Goodwill stores and given a second life. The 4,000 tons of merchandise that didn't sell was salvaged. By shopping at Goodwill, you reduce the need for valuable natural resources in the production of new fabrics. To grow the cotton required to make a new cotton t-shirt and pair of jeans takes over 5,000 gallons of water, but by choosing to buy secondhand, you reduce that number to zero. Goodwill Central Coast is hiring for full-time and part-time positions. A comprehensive benefits package is available for full-time employment, which includes health, dental, vision, paid vacation, and 403(b) with employer match. Their store is located at 1628 W. Grand Avenue in Grover Beach. Learn more at ccgoodwill.org.

Welcome to the Chamber, Ilum Energy Solutions!

The mission of Ilum Energy Solutions is to provide clean energy to homes and businesses at a more affordable price. They have helped thousands of homeowners and businesses throughout the region reduce their energy costs with solar. Their engineering and installation team can design and install a solar power system that delivers the best possible energy savings for your home or business. Their battery storage solutions maximize the energy savings offered by residential and commercial solar power systems and give you greater control over how and when you consume electricity from the grid. The Ilum Energy Solutions local branch is at 179 Granada Dr. #2 in San Luis Obispo. Learn more at ilumsolar.com/sanluisobispo.



Welcome Mauri Tamborra with RE/MAX!

With an extensive background in sales, marketing, and public relations, Mauri brings a wealth of experience and knowledge to every real estate transaction. Based in San Luis Obispo, she is consistently one of the top-producing agents in her award-winning firm and is in the top 1% in the nation in sales and commissions earned. Mauri is a certified EcoBroker and is leading by example in every aspect of "going green". Her love for the environment makes advising on green, energy-efficient homes a natural specialty. She is committed to helping transform the way homeowners and buyers think and purchase homes. For more information, please visit tamborrateam.com.



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3. Special offer to receive 25,000 in bonus points when you spend \$2,500 on purchases with the Visa Signature Rewards credit card within the first 60 days from account opening is effective. The Special Offer is subject to cancellation at any time, without notice. The Special Offer is only applicable on purchases made with your Visa Signature Rewards credit card.

New Chamber Member Highlights



Welcome Arroyo Grande Village Association!

Krista Bandy (Village Kids), Laura Beth Amy (Humdinger Brewing) and Mindy Calmenson (Rooster Creek Tavern) said they realized there was a need for an association to bring back and create new events and to help restore community in the Village of Arroyo Grande. All three ladies were born and raised in Arroyo Grande, and now own or manage businesses in the Village. They formed the Arroyo Grande Village Association (AGVA). One of the first goals the AGVA had was to resurrect Halloween in the Village. During this event, Branch Street closed to allow kids and families to feel safe as they walk business to business trick-or-treating. The first big fundraising event for AGVA is the Arroyo Grande Beer & Wine Festival on November 5. This event will showcase 50 local breweries and wineries, two food trucks, and local musicians. The proceeds of the event will go to Christmas in the Village. For more information, please email info@agvillageassociation.com.

Welcome to the Chamber, Friends of Camp Natoma!

Camp Natoma is a summer tradition for many generations of families. Since 1941, campers have spent a summer week sleeping under the stars, rock-hopping through Franklin Creek, singing silly camp songs, trying new outdoor activities, and making life-long friends. Traditional Camp Natoma sessions welcome kids in 1st through 11th grades to the six-night camp program. Delicious, nutritious, meals made on-site from local produce fuel campers as they explore and share laughter with new friends, swim, hike, and sing in the protected 360-acre oak woodland. Campers gain self-confidence, become positive team-players, expand their imaginations, and develop relationships with the natural world. Camp Natoma is located in the Adelaida mountains west of Paso Robles. It serves local community groups including Girl Scouts, Cub Scouts, church groups, school groups, youth groups, sports teams, nonprofit boards, and family groups. For more information, please visit campnatoma.org.



Western
States
Petroleum
Association

Welcome Western States Petroleum Association!

Western States Petroleum Association (WSPA) is a nonprofit trade association that represents companies that account for the bulk of petroleum exploration, production, refining, transportation, and marketing in the five western states of Arizona, California, Nevada, Oregon, and Washington. Founded in 1907, WSPA is the oldest petroleum trade association in the United States. WSPA proudly represents those individuals in the petroleum industry working every day to help power consumers, business, and the economy. WSPA is dedicated to ensuring that Americans continue to have reliable access to petroleum and petroleum products through policies that are socially, economically, and environmentally responsible. They work to disseminate accurate information on industry issues and to provide a forum for the exchange of ideas on petroleum matters. WSPA has a local office in Arroyo Grande. For more information, please visit wspe.org.

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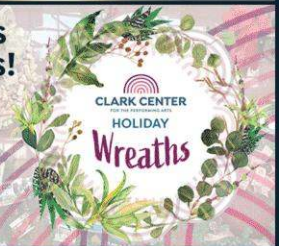


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New Chamber Member Highlight

Welcome to the Chamber, The Lodge at Two Moons!

On 100 acres of pristine forest, you'll find a wedding & events venue like nowhere else. Perched at an elevation of 5K feet and offering illuminating views of the night sky, The Lodge at Two Moons has become the premier event destination for those seeking a new perspective near Yosemite. Their expansive property allows for all-encompassing services from planning and experiences, to accommodations and customized food & beverage programs. The Lodge At Two Moons is the ideal location for vacation getaways, friends & family reunions, weddings, business, religious/group retreats, meetings, and more. From executive retreats to family reunions, they can customize itineraries to include guided yoga, meditation, horseback riding, biking, boating, hiking and so much more—all amidst the mountainous terrain of the majestic high Sierras. Contact their experienced staff to craft your special event. Learn more at thelodgeattwomoons.com.



Leadership South County Update

"October's day session focused on environmental sustainability. Class III participants started the day at the Santa Maria Refinery and learned about Phillips 66. The class learned about the purpose of the refinery and how the company is coping with the planned shut down. The second half of class was spent at the SLO Botanical Gardens learning about their location, California native plants, water conservation, fire-resistant landscaping, composting and other projects and programs provided at the gardens. The leadership development class led by CultureStoke was focused on gratitude and the importance of showing thanks towards the people in our professional and personal lives. We create healthier and more positive environments when we show gratitude towards others." — Kassi Dee, Class III participant and owner of Nan's Pre-Owned Books

10 WAYS WE CAN HELP REDUCE YOUR ENERGY BILL, ADD COMFORT, AND SAVE MONEY



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Nature Nights

San Luis Obispo Botanical Garden

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Wednesday, November 30, 6 - 7 PM
Heritage Square Park & Gazebo
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Other ceremonies in SLO 11/29, Atascadero 12/6,
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Free to attend.
Please make a donation to have a name read.
The ceremony includes music, messages, reading
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Sherlock Holmes AND THE FINAL PROBLEM

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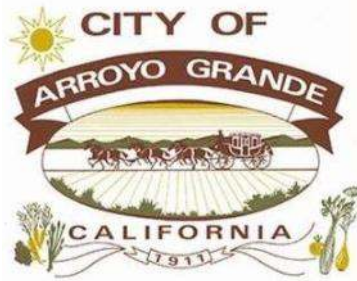
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Ribbon Cutting Ceremony, Grand Opening for Elm Street Park Inclusive Playground

ARROYO GRANDE — The City of Arroyo Grande is thrilled to announce the ribbon cutting ceremony and grand opening for the Elm Street Park Playground Replacement Project on November 4th at 4 pm. With a state grant awarded through Proposition 68, a donation from the Kiwanis Club of Arroyo

Grande, City sales tax funds and outstanding community support, this high-quality recreation destination, that promotes physical activity for people of all ages and abilities, will be the first playground in the nation to receive four national demonstration site accreditations.

The addition of inclusive playground elements at Elm Street Park playground was originally proposed by the Kiwanis Club of Arroyo Grande Valley in 2015. In 2021, a design was proposed and accepted by the Arroyo Grande City Council to replace the entire existing playground with an inclusive playground. The in-



clusive playground includes evidence-based design best practices and features such as the 7 Principles of Inclusive Playground Design, Play On elements promoting physical activity, NatureGrounds elements connecting children to nature, and an Outdoor Adult Fitness Park zone.

City Manager Whitney

McDonald stated, "The community support for this project has been exceptional. We are excited to bring this 'first of its kind' project to Arroyo Grande and are grateful for all the community has done to make this happen." In addition to support from the Kiwanis Club of Arroyo Grande, and individual community members, another local nonprofit, Arroyo Grande In Bloom, assisted with the design of the NatureGrounds elements.

For more information on how to get involved, donate to this or future projects, please contact the Recreation Services Department at agrec@arroyogrande.org.

Grover Beach News, continued from page 3

displaying hats, t-shirts and other 'merch' on social media by posting videos and posts using #groverbeachapparel as a tag line. If you have a couple minutes to get lost on social media, find me on Instagram (@jlee1457) or Facebook (Jeff Lee) and enjoy some local shout-outs while wearing lots of Grover Beach apparel—and then go visit them and support them!

Jeff Lee
Mayor, City of
Grover Beach

Join Us! at 1:00 pm at the DANA Cultural Center for DANA's Sunday Speaker Series:



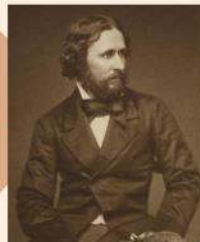
Sunday
November 13, 2022



**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:
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during the
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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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Photo recap from Chamber's Annual Dinner & October Luncheon



Top row: Chamber's Annual Dinner & Recognition Awards on October 5th celebrated these community award winners (from left: Grover Station Grill for 2022 Business of the Year for South County, Debra Ugalde of Exploration Discovery Center for the 2022 Ken Talley Youth Service Award, and Fernando Granados of Envoy Mortgage for 2022 Chamber Ambassador of the Year. A special shoutout to Sunshine & Reign Photography for sharing their photos of this event.

Bottom row: Chamber luncheon on October 19 at Vespera Resort on Pismo Beach featured guest speaker Melissa James of REACH Central Coast (right). Wendy and Ashlee from Central Coast Restaurant Group (left)—representing four restaurants in South County—received the Business of the Month award for October and was publicly recognized at the luncheon.



District 3 update, continued from page 2

Upcoming events near and dear to my heart: On November 5th, 10 am to 2 pm, Veterans and Family Resource Fair will be held with information on jobs, finance, education, health, and wellness and survivor benefits. It's at the Elks Lodge in SLO. Learn more at slovsc.org.

On November 11th, a Veteran's Day Community Celebration from 10 am to 3 pm, at the Central Coast Veterans Memorial Museum, 801 Grand Ave., SLO.

Hotdog lunch served from 11:30 am to 1 pm and bring a photo of your veteran for the Hometown Heroes Photo Wall.

www.vetmuseum.org.

Do you know someone seeking a new career path? On November 18th, from 12-3 pm, is the National Apprenticeship Week Forum that the Workforce Development Board is sponsoring with the Building & Construction Trades at the IBEW facility located at 6363 Edna Rd. This is for individuals/job seekers to increase awareness about apprentice-

ship training opportunities in SLO, as well as community partners interested in learning more about the benefits of the earn & learn training model of apprenticeship for building and construction trades.

Lastly, as we head into the holiday season, join me in supporting the SLO Food Bank at donate.slofoodbank.org.

Sending holiday blessings to you,

Dawn Ortiz-Legg
San Luis Obispo County
District 3 Supervisor

We appreciate our renewing Chamber members for their continued support!

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Real Property Investments
Honeycomb Home Design, LLC
Coastal Connection Real Estate
Lapp, Fatch, Myers & Gallagher
Jimmy D's Spaghetti Joint

Knowing You Matter to Host Fundraising Dinner on December 3rd

Local nonprofit works to break stigma surrounding suicide and mental health and promote emotional wellness in our community

ARROYO GRANDE—Knowing You Matter will host their second annual Holiday of Hope dinner and live and silent auction on Saturday, December 3rd, starting at 4:30 pm at Thousand Hills Ranch in Pismo Beach.

The evening is an opportunity to bring the community together to raise awareness about suicide prevention and the importance of emotional health and wellness. New this year is a VIP table sponsorship for \$2,500. The sponsorship includes: a table for 10 with a personal waiter who will serve guests a plated dinner and refill beverages, company logo on event banner and program, plus a no-wait check out. The live auction features a one-week stay in Nicaragua, a 7-night stay at an authentic Ital-

ian villa in Tuscany that sleeps eight, a concert getaway package to see Carrie Underwood in LA, and several unique, local staycations and experiences.

"When we lost our son Mikey to suicide in 2019, I desperately wanted to connect with other parents who were going through the pain that I was. I struggled to find a way to make those connections. This year, Knowing You Matter held its first grief and trauma process group for parents who have lost a child to suicide, and we currently have a group underway for individuals who have lost a family member to suicide," said Cindy Kullman, founder of Knowing You Matter. "Our organization is committed to filling gaps in services in our community and our support groups fulfill that need for families affected by suicide. The response to our programs has been overwhelming and we are so thankful that people are receiving the help that they need. This event helps us fund these critical programs."

Knowing You Matter partners with local community resources and school

districts to fulfill their mission. Their second annual conference, held in September in honor of suicide prevention and awareness month, drew approximately 400 attendees. The event included a resource fair with 31 organizations represented.

The nonprofit offered new grief and trauma support groups this year, one designed for parents who have lost children to suicide and another for individuals who have lost a family member to suicide. Knowing You Matter has also expanded their Hope Bag Project, partnering with several local school districts and including a bilingual (English/Spanish) gratitude journal for all ages and an affirmation coloring book for elementary school students in the bags. Hope Bags bring comfort to those who have lost a loved one to suicide, people who have attempted suicide, and those considering suicide.

Event organizers are looking for additional table sponsors and donations to the auctions. Buy tickets and learn more at www.knowingyoumatter.org.



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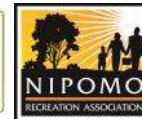
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