

# South County Business News



A publication of South County Chambers of Commerce—your regional Chamber that is a catalyst for business growth, a convener of leaders and influencers, and a champion for a stronger South San Luis Obispo County.

January 2023  
Volume 63, Issue 1

## What does a Chamber of Commerce do?

Chamber of Commerce groups generally fall into two categories: “3C” Chambers and “3P” Chambers. While 3C Chambers are catalysts, conveners, and champions; 3P Chambers focus their efforts on parades, pageants, and parties.

While all Chambers are different in focus, one common thread of successful Chambers is that they continue to step up to the greatest challenges in our communities. South County Chambers’ Board recognizes the need to tackle issues that encumber business growth, including issues related to workforce, housing, transportation and transit, diversity, and

more. We are a 3C Chamber.

Some background on Chambers: In most countries, the use of the term “Chamber of Commerce” is regulated by statute, though this is not the case in the United States. Only trademark, copyright, and domain name rules protect a Chamber’s identity – only state corporation law defines their existence and reason for being. While most Chambers work closely with government, they are not part of government although many



Kathy McCorry, CEO

consider the process of appropriately influencing public policy—to recognize the needs of business—to be one of their most important functions.

We’re fortunate in South SLO County to have numerous Chamber of Commerce groups actively working

to benefit our business community. We serve a regional role and actively advocate for good public policy on city, regional, and state levels.

Our Chamber believes that a strong business community is

continued on page 16

## Chamber Business of the Month for January 2023: Bejo Seeds in Oceano

The Marketing Committee of the South County Chambers of Commerce—a group of local business owners who represent various industries—selected Bejo Seeds as the Business of the Month for January 2023.

Bejo Seeds is a leading company in breeding, production, and sales of vegetable seeds with its U.S. headquarters located right here in Oceano. Their territory comprises the U.S. and Canada. A family business, their employees are dedicated to developing the best vegetable varieties for the present and the future. They’ve expanded over the years in an organic, ongoing process, shaped by interaction between growers, dealers, supply chain partners, and their own employees.

Bejo representatives are in



close communication with growers, exchanging views and listening to their concerns. By keeping their ear to the ground, they can provide better support and advice for real and lasting crop results. They want to know what is happen-

ing on the field and in the market. Bejo uses this practical knowledge to develop new varieties and produce seeds with better characteristics for growers and the chain.

Bejo Seeds invests considerably in research and development. Just as they were ahead in the 1960s in applying modern breeding techniques, they never stop actively exploring new technologies.

In the 1990s, Bejo was among the first breeders to take the step to make organic an integral part of its business. As a family company they are committed to this long-term, sustainable approach.

For more information about Bejo Seeds, please visit their website at [bejoseeds.com](http://bejoseeds.com). Their headquarters are located at 1972 Silver Spur Pl. in Oceano.

### UPCOMING CHAMBER EVENTS:

**Thursday, January 5:**  
Nipomo Business Meeting  
8:30 am to 9:30 am  
New location: Nipomo  
Recreation Association

**Tuesday, January 10:**  
Pismo Beach Business  
Meeting from 11 am to 12  
noon at the California  
Welcome Center

**Thursday, January 12:**  
Ambassadors meeting  
8 am to 9 am at the  
Chamber conference room  
in Arroyo Grande

**Wednesday, January 18:**  
State of the Chamber  
7:30 am to 9 am  
Free event at the South  
County Regional Center

**Thursday, January 19:**  
Arroyo Grande Business  
Meeting 8:30 to 9:30 am  
Chamber conference room  
in Arroyo Grande

**Thursday, January 19:**  
Business workshop from  
SCORE 11 am to 1 pm  
The Launch Pad cowork  
office in Grover Beach

**Friday, January 20:**  
Grover Beach Business  
Meeting 12 noon to 1 pm  
The Launch Pad cowork  
office in Grover Beach

**Wednesday, January 25:**  
Membership Mixer  
5 pm to 7 pm  
Birchwood Garden  
323 W. Tefft St. Nipomo

**Friday, January 27:**  
Governmental Affairs  
meeting via Zoom  
8 am to 9:15 am

## Update from Supervisor Jimmy Paulding, District 4: Nipomo, Arroyo Grande, Huasna, Edna Valley, California Valley, and unincorporated portions of San Luis Obispo

Happy New Year, folks! As of January 3rd, I have the tremendous pleasure of being sworn-in as our new District 4 County Supervisor. It is an honor and a privilege to serve our community in this new capacity. I look forward to working together to protect our local businesses and strengthen our economy.

Some of my top priorities as Supervisor are to:

- Help businesses and farms thrive so SLO County residents have good-paying jobs, and our economy remains strong.
- Generate new sources of water to preserve our quality of life.

- Expand supportive housing, mental health services, and drug and alcohol treatment to keep homeless people safely off our streets.

- Make our streets safer by fully funding law enforcement budgets, adding a sheriff's substation in Nipomo and increasing patrols.

- Build more affordable and workforce housing to support our local economy.

- Advocate for the needs of our growing senior population.

If you care to learn more about my



Sincerely,  
**Jimmy Paulding**  
San Luis Obispo County  
District 4 Supervisor

professional background and deep roots in this community, you can visit my website at [jimmypaulding.org](http://jimmypaulding.org). If you have any questions, contact me at (805) 781-4337 or [district4@co.slo.ca.us](mailto:district4@co.slo.ca.us). I will provide details regarding office hours, etc. in my next update. Hope you all enjoyed the holidays and are off to a good start as we usher in the New Year!

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

Hello and Happy New Year South County! I hope this finds you all doing well after a good holiday season. January is a time of new beginnings, and many of us set resolutions and goals for the new year. The board has already established new goals for many of our county departments. It is also important for me to reflect on where to focus my efforts this next year.

My top three priorities have been and will continue to be ensuring SLO County is a healthy and safe community for our residents and families, helping to ensure the local economy remains strong, and continuing to do our part in preparing for a changing climate in the areas of water and energy security.

As a council member on the Children Services Network this past year the council has worked hard to increase services to families within our community. This includes increasing availability of licensed, and affordable childcare options for all community members. We continue to see an increase in service inquiries for many of our county's programs that serve youth such as foster care, behavioral health, and child advocacy. I will continue to advocate for our county's children and foster collaborative partnerships between local non-profits, schools, and government agencies to enable us to best focus and utilize our resources.

Last year my wish was to pursue energy options and the extension of Diablo

Canyon, plus the offshore wind leases make this a reality coming true. These industries, along with Ag Tech and Aerospace technology all present incredible opportunities for our community and creating new mid-level jobs.

Much of our industry growth would not be possible without the great innovative partnerships from Cal Poly. The staff, faculty, students, and alumni provide immeasurable benefits to our county. The Cal Poly Center for Innovation and Entrepreneurship (CIE) and the Small Business Development Center (SBDC) is one fine example of how a Cal Poly partnership can benefit our community. The SBDC provides high-quality business development assistance at no cost. Over the last year the program has served 642 clients, creating 199 jobs. Local businesses that have taken advantage of the great partnership include Luna Red, Bread Bike, and Whiz Kids. Some local businesses such as All Good have grown to become internationally recognized businesses.

This year I will continue to support county efforts to position our county to be open and available to the many opportunities this year may present. I will carefully consider the benefits and potential consequences of such opportunities to make the best, informed decision possible should the need arise for the board of supervisors to address these



**Pismo Preserve on Christmas Day 2022**

matters.

In closing, after having a few days off to hike the Pismo Preserve, I now look forward to the new year and serving as your District 3 supervisor. My office hours are January 5th at the Avila Beach Civic Center, January 12th at the Shell Beach Library, and January 19th in Grover Beach at The Launch Pad. All office hours are held from 1 pm to 3 pm. Please stop by to say hi, ask questions, or discuss issues in the County. For more information, please email me at [district3@co.slo.ca.us](mailto:district3@co.slo.ca.us), or call the office at 805-781-4336.

Wishing you a healthy and happy New Year!

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

## Arroyo Grande News

Happy New Year Chamber members! As we all look forward to the new year, I thought I'd take a moment to introduce you to our new City Council members.

Kate Secrest is a Deputy DA in San Luis Obispo. She will be representing newly created District 1, which is essentially everything on the east side of the freeway. She is new to politics and will bring a fresh eye to everything we do. Please join me in welcoming her to public service.

Jim Guthrie is returning to the council after retiring in 2016. He is representing District 4, which is the southwest quadrant of our city. He comes back to our council with a wealth of experience and an incredible ability to digest spread-

sheets and budgets like no one I've ever seen.

I was also successful in my bid for my third term as your mayor. Thank you for the confidence you've placed in me. It is my honor to serve you.

Rounding out the council in the remaining two at-large positions are Lan George, and Kristen Barneich, who will serve as our mayor pro tem for 2023.

I thank all our council members for their dedicated service, and I look forward to a productive year in 2023. May you and yours have the happiest and most prosperous new year ever.

Sincerely,

**Caren Ray Russom**

**Mayor, City of Arroyo Grande**

### Welcome new Chamber members:

- Boys & Girls Clubs of Mid Central Coast
- Renaissance Strategy Dynamics
- Business Beyond the Shoe Box
- PiWhole Pizza in Nipomo
- Branch Street Deli & Pizzeria
- Marshall Brown, associate member

## Grover Beach News

Happy New Year! This is my first column as the Mayor of Grover Beach. I am honored to have been elected and will work in an ethical and positive manner to serve all residents of our fine city.

It is very gratifying to have had the opportunity to serve my city. I began waaay back in the 1990s serving on a Citizen's Advisory Board, then on the Grover Beautiful Commission to three terms as Planning Commissioner until 2007 when I was appointed to fill an unexpected Council vacancy. In 2008 and 2012 I ran successfully for City Council and termed out in 2016. In 2019 I was honored to again be appointed to fill a Council vacancy due to a resignation, then ran successfully in 2020 and was elected Mayor in 2022. Whew!

We have much to be thankful for in Grover Beach and on the Central Coast in general: the beautiful dog/bonfire/

accessible friendly beaches, great weather, excellent hiking trails, incredible sunsets, many fine small businesses, and wonderful people. However, like all municipalities, we have challenges and must work to help alleviate them i.e., homeless population, increase our water supply, maintain our infrastructure, provide excellent police and fire services, and continue to implement economic development. Our Council is committed to working to resolve these challenges, aided by our superb staff and in cooperation with our residents, businesses, nonprofits, and other City and County partners. For example:

The long-awaited opening of the Cabins for Change, a noncongregate shelter project, took place on December 23. In conjunction with the 5Cities Homeless Coalition and SLO County, and for the first time in the South County, 20 un-

housed neighbors will be sheltered separately under their own cabin roof. To further house those in need and preserve our public amenities, there is more to come in the form of a complex located on South 4th and Barka Streets.

Central Coast Blue Regional Water Reclamation partnership has been initiated with the cities of Arroyo Grande and Pismo Beach to develop a sustainable water supply and to protect our groundwater basin and city wells from saltwater intrusion.

To encourage development in the downtown area, and in an effort to assist in easing our work force housing deficiency, we updated our Development Code. The approved update allows for objective design standards including: increased heights, reduced setbacks,

**continued on page 16**

## Pismo Beach News

2023 is here: a time to welcome a new year with new challenges and opportunities along with a look back at 2022. We had significant accomplishments this past year. One of the highlights was the creation of our Central Coast Blue joint powers authority to manage the operation of our regional recycled water project. The authority comprises the cities of Arroyo Grande, Grover Beach, and Pismo Beach. Our first meeting was December 1st in Grover Beach.

We look back fondly at the ISA World Para-surfing Championships held in December. From the opening ceremony to the closing ceremony, the athletes were an inspiration for all of us.

Our new Council was seated with Stacy Inman joining us and Mayor Pro Tem Mary Ann Reiss and I were re-elected. Councilmember Sheila Blake is retiring from the Council, and we appreciate her contributions to the City and wish her well. We will have a goal setting in early

February to discuss our priorities for the coming year.

We welcome the World Surfing League professional surfing contest from January 27 to January 30. Young Californian athletes are able to compete in their sport without having to leave the state or travel great distances. They are always exciting to watch.

Happy New Year 2023!

**Ed Waage**

**Mayor, City of Pismo Beach**

## NEW CHAMBER MEMBER HIGHLIGHTS



### Welcome Renaissance Strategy Dynamics!

New Chamber member Renaissance Strategy Dynamics offers business and nonprofit consulting: data, analytics, strategy, visualization, and HR. They help organizations define their mission, vision, values, and impact. Their team provides short- to long-term project planning and management as well as design and creative services. Founder Susannah Brown is experienced in analytics, data science, and business. She has a MS in Analytics, a BS in Business Administration and Human Resource Management, and a certificate for Financial Success for Nonprofits. She has worked for large and small businesses, nonprofits, and individuals. Susannah offers expertise in financial-based decision making, statistical analysis, and achieving client satisfaction. One of her most recent accomplishments was graduating from a year-long leadership program by the South County Chambers of Commerce as part of Class III of Leadership South County. Susannah and her team can be reached via email at [info@renstrategy.com](mailto:info@renstrategy.com).

### Welcome Branch Street Deli & Pizzeria!

Branch Street Deli is currently undergoing transformation, and the new owners are thrilled to unveil all the new enhancements in early 2023. A Village staple begun by the Davis family in 1997, Branch Street Deli is now a collaboration of

Bob Spallino and Chef Michael Goodloe. Bob has been catering for over 16 years with a mobile wood-fired oven and has operated an award-winning pizzeria in Old Town Orcutt—Pizzeria Bello Forno—for the past six years. Michael is a

Le Cordon Bleu Culinary School trained chef and has been the Executive Chef for several prestigious restaurants throughout California's coastal and wine regions, specializing in farm-to-table dishes with the best locally sourced ingredients. The enhanced Branch Street Deli & Pizzeria will blend the passions and expertise of this experienced restaurateur-and-chef team, while introducing a

whole new vibe to the Village of Arroyo Grande. Starting early 2023, Branch Street Deli & Pizzeria will be open for lunch and dinner, rolling out some old favorites along with a lot of new soon-to-be-favorites, in a beautiful new dining atmosphere. Check out their changes at 203 E. Branch St.



**LORNA WHITEAKER**  
BUSINESS GROWTH EXPERT

### Welcome Business Beyond the Shoe Box!

Lorna Whiteaker is a small-business consultant, profits coach, and financial skills trainer helping business owners use the proven systems, formulas, and techniques to create businesses they love and that love them back. She offers over 30 years of experience working with small businesses. Lorna has worked both as an administrator in the legal industry and as an independent business consultant helping hundreds of entrepreneurs. She can help you to clarify your vision and create an actionable business plan that will support your goals. She will help you uncover the hidden challenges that may be sabotaging the health of your business and then work with you to get strategies and structures in place that will grow your business. Lorna's goal is to turn your business into a highly profitable, revenue-generating machine that practically runs itself. For more information and to schedule a consultation, please visit her website at [businessbeyondtheshoobox.com](http://businessbeyondtheshoobox.com).

# DANA RESERVE

**Rooted in Central Coast culture.  
Committed to Nipomo's future.  
Dana Reserve.**

N

Nearly 200 years ago, Captain W.G. Dana founded Nipomo with a vision for creating a wonderful home for his family, where they would live, work and enjoy the vast natural beauty of the area. Today, a fourth-generation descendant of Captain Dana, is committed to continuing the traditions of his ancestor through the master-planned community, Dana Reserve. Dana Reserve will be developed with the people of Nipomo in mind. Here, locals will find the Central Coast lifestyle, culture, heritage and the exceptional natural resources of Nipomo are all carefully preserved for future generations.

Dana Reserve is designed to showcase Nipomo's natural beauty, while simultaneously providing affordable homes for local residents. Both citizens of Nipomo and residents of Dana Reserve will enjoy access to extensive horse, bike and walking trails, as well as several parks and play areas. In addition, Dana Reserve will provide Nipomo residents with the added benefits of a new community college campus and daycare center, a fire station location, a high-speed fiber network, and more.

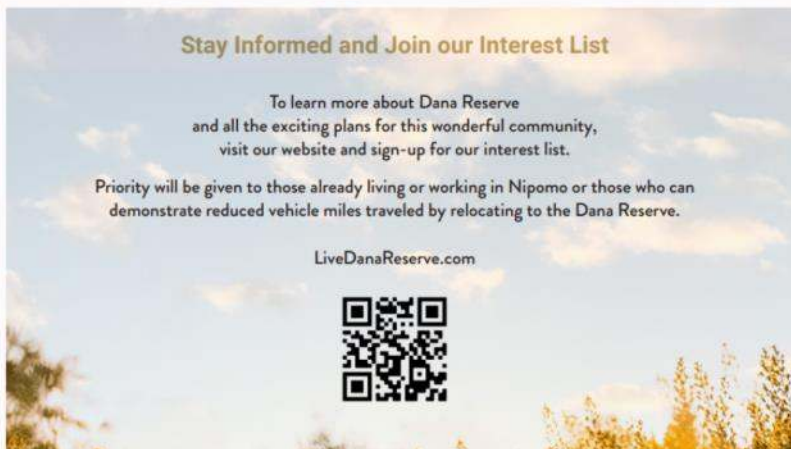


## Stay Informed and Join our Interest List

To learn more about Dana Reserve and all the exciting plans for this wonderful community, visit our website and sign-up for our interest list.

Priority will be given to those already living or working in Nipomo or those who can demonstrate reduced vehicle miles traveled by relocating to the Dana Reserve.

[LiveDanaReserve.com](http://LiveDanaReserve.com)



## NEW CHAMBER MEMBER HIGHLIGHTS

### Welcome Boys & Girls Club Mid Central Coast!

Boys & Girls Clubs of Mid Central Coast provides kids a safe place to feel connected and belong—where kids can go after school and during the summer to grow beyond the classroom. Since the first doors opened in 1966, Boys & Girls Clubs of Mid Central Coast has a strong reputation for providing safe, educational, and fun programs for local youth between the ages of 6-18. What started as one building—the flagship railroad site in Santa Maria—has now expanded to two counties and 22 Clubs, with more than 2,700 registered youth members. Through outreach, including sponsored arts and sports programs, Boys & Girls Clubs of Mid Central Coast benefits an additional 4,000 local children each year. The mission and core values of Boys & Girls Clubs fuel their commitment to promoting safe, positive, and inclusive environments for all youth and teens to help them reach their full potential. Their programs are designed to achieve priority outcomes for lifetime success in three main areas: education, character, and health. For more information and to get involved, please visit [centralcoastkids.org](http://centralcoastkids.org)



### Welcome PiWhole Pizza!

Under new ownership since early December, PiWhole Pizza offers the same favorite recipes they are known for with plans to launch some new items and open for lunch in January. Javier, the new owner of PiWhole Pizza, will be serving pizza at the Chamber's Membership Mixer on Wednesday, January 25, from 5 pm to 7 pm at Birchwood Garden in Nipomo. To attend this event, please RSVP at [southcountychambers.com](http://southcountychambers.com), or email [info@southcountychambers.com](mailto:info@southcountychambers.com). For more information and to check out PiWhole Pizza's unique menu items including volcanic pizzas and lava bomb sandwiches, please visit [piwholepizza.com](http://piwholepizza.com). Their Nipomo location is at 330 West Tefft St. Suite C.

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# Community invited to Goodwill grand reopening celebration on Jan. 13

GROVER BEACH—Wrapping up a facilities improvement plan that began in 2017 with the opening of its new 95,000-square-foot headquarters in Salinas, Goodwill Central Coast (GCC) has completed a full renovation of its Grover Beach store.

“It’s all about creating a welcoming, convenient environment for the community, as well as safer, more comfortable workplaces for our valued associates,” said Alan Martinson, vice president of retail. “We are building a foundation to benefit the community for years to come.”

The Grover Beach store 1628 Grand Ave., will hold a grand reopening celebration and ribbon cutting at 8:30 a.m. on Jan. 13, just before its 9 a.m. opening. Despite

the full-scale renovation that includes new floors, lights, retail displays, paint, and new equipment, the 13-employee store was closed for just four days. The renovation has expanded the store’s footprint to just over 7,000 square feet to better accommodate daily deliveries of goods.

On Jan. 12, the day before the grand reopening, the store will close at 4 p.m. to prepare for the next day’s event that will include giveaways, appetizers, and specially curated retail treasures. “These renovations create a better use of space, better shopping experience, and better work environment. This adds up to more jobs that we can provide in our communities,” said Martinson.

Learn more at [ccgoodwill.org](http://ccgoodwill.org).



**GRAND REOPENING GROVER BEACH GOODWILL STORE!**

After completion of a major renovation project, the Grover Beach Goodwill store will celebrate its grand reopening on **Friday, January 13th**.

The store at Grover Beach will open to the public at **9:00 a.m.**

Join us for the Grand Re-Opening and be among the first to shop & save!



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### ARROYO GRANDE & PISMO BEACH BUSINESSES INCLUDE:

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- Farm Supply
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- Jaffa Café
- Mason Bar
- Miner's Ace Hardware
- Moondoggies
- Spyglass Inn Restaurant
- Sweet Pea Bakery
- The Cracked Crab
- Tribe Coffeehouse
- Virt Juice
- Wildflower Women



#### BUT THAT'S NOT ALL

Browse the complete directory with **118 locations** across the Central Coast at: [sesloc.org/local-rewards](https://sesloc.org/local-rewards)



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2. See Visa Signature® Rewards card terms and rates, and Visa Signature benefits at [sesloc.org/visa-signature-rewards](https://sesloc.org/visa-signature-rewards). See SESLOC Rewards terms at [sesloc.org](https://sesloc.org). Debit card purchases earn 1 point for every \$2 spent with signature transactions and 1 point for every \$4 spent on transactions using your PIN. All loans subject to credit union approval. See [sesloc.org](https://sesloc.org) or any branch office for terms, conditions, restrictions and eligibility. Minimum credit limit is \$5,000.00.

## Meet the 2023 Chamber Ambassador Chair and Vice Chair

Welcome to the 2023 Chamber Ambassador Chair, Donna Milne of 1st Capital Bank, and Vice Chair, Vanessa Oms of Envoy Mortgage. Here is a brief introduction about each of these local leaders who are also recent graduates of the Chamber's Leadership South County program:

Donna has been a long-time South County resident, working in various banks throughout the county. In her current position as the Relationship Manager for 1st Capital Bank she helps business owners with all their financial needs by providing a highly personalized level of service.

Donna is on several nonprofit boards and loves to support businesses and nonprofits in San Luis Obispo County. A recent graduate of Leadership South County Class III, she said she enjoyed being part of a great group of community leaders along with learning about South County industries and government.



**Donna Milne**



**Vanessa Oms**

Vanessa Oms is a salon owner of Lavish Beauty in Arroyo Grande and a mortgage professional at Envoy Mortgage in Arroyo Grande.

"My family is my priority as I was raised with a great foundation based on love, support, and unity," said Vanessa. "I learned the importance of ethics and perseverance which in turn gave me the drive to help others in my community."

"Becoming an Ambassador for South County Chambers of Commerce this last year embodies everything I am. It has compelled me to guide and mentor other members of my wonderful community. I became a professional hair artist 11 years ago and opened my salon five years ago. I made it independently and love the team of stylists that make it a great space. As I began to become an absent owner, I found a new passion in the mortgage business and became a dedicated mortgage professional. I am passionate about finding creative financing solutions for my clients. My goal is to help improve lives by providing a world-class mortgage experience. Being part of my community and having the quality of life I have worked for is something I am humbled by and grateful for."

Fernando Granados, Vanessa's brother who works with her at Envoy Mortgage in Arroyo Grande speaks like a proud big brother: "Vanessa is a strong person. I am very proud of the person she is."



## 2023 Programs for Your Nonprofit Board of Directors

### Board Officer Training

Spokes offers basic training for both new and continuing board officers: President/Chair 2/21, Secretary 2/14, Treasurer 2/16.

### Spokes Board Academy

For all current and prospective board members, this series of seven hour-long online classes begins 2/28.

### Learn more!

Visit [spokesfor nonprofits.org](https://spokesfor nonprofits.org)  
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We Accept



## Local, Independent...



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

## Local nonprofit seeking auction items to help women find freedom

GROVER BEACH – Captive Hearts, a nonprofit that serves local women, is looking for auction items for their [live auction on February 11](#) (see ad on page 13).

Located in Grover Beach, Captive Hearts provides a safe, structured, living environment for women as they break free from destructive behaviors caused by trauma, various addictions, human trafficking, domestic violence, and homelessness. They offer life skills, individualized care, and are unique in their approach to caring about the whole person, not just their primary area of struggle.

In 2020, Captive Hearts was given a donation from a single donor of \$500,000. These funds were earmarked to be matched and used for the purchase of a new restorative home.

“In California \$500,000 is not enough for a property to house 10

residents,” said Cyd Sebring, CEO/ Director of Captive Hearts. “A few weeks ago we were given notice that in January, we must vacate the home we have been renting for years as a restorative home. We have asked for an extension, but do not know how long we have there. Due to this recent development, we now have an urgent need to raise the remaining funds to help us purchase a home for the women we serve.

“We have had the privilege and honor of serving women locally and from all over California for the past 20 years. Your partnership will allow us to continue to bring healing for decades.”

Captive Hearts is requesting donated items and/or experiences worthy of a live auction. Contact them at [info@captivehearts.org](mailto:info@captivehearts.org) or call (805) 481-4500. All donations are tax-deductible.

## Pono Pacific Kitchen joins SLO CAL's Culinary Celebration in January

SOUTH COUNTY—SLO CAL, the tourism marketing organization for SLO County, is promoting their Culinary Celebration this month to recognize the robust culinary and restaurant scene in the county. One of the participants in South County is Pono Pacific Kitchen in Grover Beach. This new restaurant offers Pacific Rim cuisine that focuses on local favorites. Their style of cooking and presenting dishes combines ingredients, influences and techniques from

not only Hawaii but also Asia, California, and Mexico. Enjoy a meal at Pono Pacific Kitchen and post your well-plated meal. SLO CAL will love to know how you're celebrating culinary throughout the month, so tag @SLOCAL and the restaurant's handle. Learn more at [SLOCAL.com/CulinaryCelebration](https://SLOCAL.com/CulinaryCelebration)





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- ◆ Retired Mail Carriers Union
- ◆ Heartland Charter School
- ◆ Central Coast Corvette Club
- ◆ Boys & Girls Club
- & So Many More!

Buy Out The Entire Space for Large Groups!





**GROUP RATES**

20 - 49 .....	\$4 off adult ticket price
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100 + .....	\$8 off adult ticket price

*Special Rates for School Matinees*

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## Our 2023 Season



FEBRUARY 3 - MARCH 25

1912 at Haywire Minnesota, 200 miles from the nearest woman. Lumberjacks Slim, Muskrat, Dirty Bob, Moonlight and The Kid live their bachelor life. However, when Slim accidentally orders himself a mail-order bride named Rose, their simple shanty lives are turned upside down.



MARCH 31 - MAY 20

Sherlock Holmes' skills are put to the test when he goes head-to-head with criminal mastermind Professor Moriarty. After repeated attempts on his life, Holmes is rejoined by his recently married friend Dr. Watson and the two attempt to thwart the Professor's plans.



MAY 26 - JULY 15

Join us for a close-up look at life under the Pismo Boardwalk. Here you meet the Clams, a gritty group of shellfish, and their life-long rivals the Gulls, the popular birds of the beach. Life in the sand is full of signing and dancing, until the unthinkable happens - a clam and a gull fall in love!



JULY 21 - SEPTEMBER 9

Set in the Sierras, this sensational show is a real western Melodrama and offers loads of opportunities to boo the villain, cheer the hero, and laugh yourself silly at the crazy antics of the colorful characters that inhabit the rough and tumble world of the California Gold Rush!



SEPTEMBER 15 - NOVEMBER 10

Travel to a land of mystery, music and laughter in this hilarious horror story spoof. Full of musical parodies, pop culture references and one-liners, this is a show guaranteed to revive your sense of humor and tickle all of your funny bones! Happy Halloween from the Melodrama!



NOVEMBER 17 - DECEMBER 31

It's the most wonderful time of the year with our Holiday Extravaganza! See Scrooge find his Christmas spirit in a heart-warming tale of holiday magic, laugh until your sides ache at the NEW Fractured Fairytale, and celebrate the music of the season in our Holiday Vaudeville Review.

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

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

The SCCC Business of the Month criteria:

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

The Business of the Month is recognized in the Chamber’s monthly news publication “South County Business News,” on social media, and at the Chamber’s monthly breakfast or luncheon. The SCCC Businesses of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee members may also nominate businesses.)

...

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

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

Previous honoree:  
Pismo Beach  
Veterinary Clinic

CAPTIVE HEARTS'  
*Valentine's Dinner*  
AND LIVE AUCTION FUNDRAISER

*Saturday*  
FEBRUARY 11 5 - 9:30 PM

*The Dana Powers Barn*

CLICK TO REGISTER

*Coastal dressy attire recommended*

Auction items needed

DINNER ♥ DESSERT AUCTION ♥ LIVE AUCTION ♥ DJ ♥ DANCING

# Jazz Jubilee by the Sea brings New Orleans to the Central Coast January 12th to the 15th in Pismo Beach and Grover Beach

SOUTH COUNTY — Jazz Jubilee by the Sea will be celebrating the music and excitement of New Orleans on the Central Coast during the Martin Luther King weekend January 12th to the 15th. This event will feature 25 swinging bands from around the country at five dancing venues in Pismo Beach and Grover Beach.

The Jubilee, now in its 46th year, is a high-energy event, featuring a wide variety of hot swingin' jazz, Dixieland, New Orleans, Zydeco, Rock & Roll, R&B, Blues, Big Band, and Western Swing. This premier West Coast jazz event presents many of the most sought-after traditional jazz bands from across the nation. This weekend-long party also features great food, California wines, libations, and large wooden dance floors in every venue.

2023 headliners include dance favorites like the Cajun violinist Tom Rigney from the Bay Area, the High Street Party Band from Idaho, Blue Street

from Fresno and New Orleans, Comet Chop Suey from St. Louis. Joining them will be nationally known veterans Adrian Cunningham from NYC, the Midiri Brothers from New Jersey, St. Gabriel's Celestial Brass Band, the Yve Evans Trio and Gator Nation from the Bay Area and the Black Market Trust from LA. Many Central Coast stars will be featured too including the Jump Jax, the Big Sirs of Swing, the Creole Syncopators, Kathryn Loomis, Dawn Lambeth, and the Royal Garden Swing Orchestra. In all more than 25 bands and individual performers will be featured throughout the weekend.

Three venues are located in Pismo Beach along with two venues in Grover Beach. Bands will circulate to all five venues throughout the days and evenings Friday through Sunday. A premium kick-off show with a nationally known



trio plus a special guest is set for Thursday night at the Pismo Veterans Auditorium which will also act as the main Box Office for the Festival. Numerous free community out-

reach and promotional shows will happen all week in Pismo Beach, Grover Beach, SLO, and Arroyo Grande including Sat Jan. 7th (3pm) with Jump Jax at Grover Station Grill and Fri Jan 13th (4-6pm) Igor the Jazz Cowboy with Jeff Barnhart and Gary Ryan at The Agrarian Hotel in Arroyo Grande.

Pismo Jazz Jubilee three-day badges, single day tickets, and special evening event tickets are available now through [MY805Tix.com](https://www.my805tix.com). Major sponsors for the Festival are the City of Pismo Beach, the City of Grover Beach, and the Community Foundation of SLO County. Learn more about the concerts and schedule at [PismoJazz.com](https://www.PismoJazz.com).

## NEW BUSINESS WORKSHOP

FREE EVENT



JAN 19 | 11 AM TO 1 PM



Location: The Launch Pad  
391 Front St. Suite E in Grover Beach



RSVP at [southcountychambers.com](https://southcountychambers.com)

If you are thinking of starting a business, or have just started one, this free workshop is for you. Topics covered will include the fundamentals of getting started, business operation basics, business plans, and how to use and understand financial reports.

This free workshop will be led by Lew J Leichter and Michael Gordon, mentors for SCORE. SCORE provides free, confidential, one-on-one business counseling by phone, email, and in-person in San Luis Obispo County and the Santa Maria Valley. They also conduct workshops for both start-up entrepreneurs and seasoned small-business owners.



Lew J Leichter



Michael Gordon





**Open January 26, 2023**

The Bridge Cafe is a social enterprise by Restorative Partners, which provides employment and training for those previously incarcerated, serving as a bridge to community and self sufficiency.



1074 Higuera St., San Luis Obispo [thebridgecafe.org](http://thebridgecafe.org)



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# DANA ADOBE AND CULTURAL CENTER

## DANA CULTURAL CENTER PRESENTS

PHOTOGRAPHY OF MY DINÉ  
(NAVAJO) FAMILY AND IMAGES OF  
THE SOUTHWESTERN LANDSCAPE  
BY JOHN CRAIG

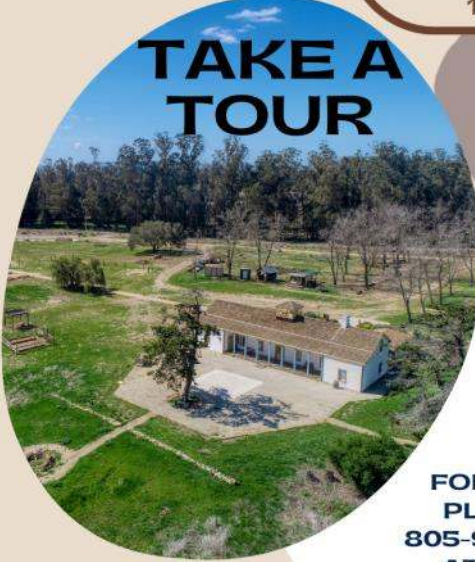


**JANUARY**  
**SUNDAY 22 AT 1 PM**  
**2023**

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**ADMISSION: NON-MEMBERS: \$8**  
**MEMBERS: FREE**

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**AT DANAADOBE.ORG**

# San Luis Obispo County Labor Market Update

SAN LUIS OBISPO COUNTY— In conjunction with the monthly Employment Development Department Labor Force Press Releases, below is a summary of San Luis Obispo County data from your Workforce Development Board Staff.

The California Employment Development Department (EDD) reported that in November 2022:

- 136,100 civilians were in the labor force in SLO County; down from a revised 136,400 in October

A. 132,300 were employed; down from a revised 132,900 in October

B. 3,800 were unemployed; up from a revised 3,400 in October

- SLO County Unemployment rate was

2.8% in November, up from the revised 2.5% rate in October.

- Unemployment rate increased to 4% from a revised 3.8% at the State level and remained unchanged at 3.4% at the National level during the same period

- SLO County continues to hold the 5th lowest unemployment rate in the state based on the data reported

According to the data, SLO County experienced decreases in both the civilian labor force and civilian employment, and there was an increase in civilian unemployment during the November reporting period. The data also shows that SLO County employers experienced a month-over gain of 200 jobs and a

year-over loss of 300 jobs since this time in 2021. The Government industry experienced the most gains this reporting period, adding 800 jobs. The Trade, Transportation & Utilities and Educational & Health Services industries also experienced small job gains in November. The Professional & Business Services and Other Services industries both experienced job losses this reporting period, losing 200 and 100 jobs, respectively. All other industries remained unchanged.

For more information, please visit [SLOworkforce.com](http://SLOworkforce.com) — Workforce Development Board of San Luis Obispo County

## What does a Chamber of Commerce do, continued from page 1

necessary to our continued success, and that our quality of life in South SLO County is driven by our businesses. Our mission, programs, tools, services, and focus areas are diverse in order to best serve local businesses, and our support for our businesses is consistent and steadfast.

The South County Chambers' efforts in the community include three distinct yet connected roles:

- **Regional Chamber of Commerce:** We work to provide South SLO County businesses with networking, education, services, and collaborative opportunities

with the goal of strengthening our local business community and advocating for our business community at city, regional, and state levels.

- **Destination Sales & Marketing:** We work to promote the entire South SLO County as a year-round destination to potential in-state, out-of-state and international visitors.

- **Economic Growth & Advocacy:** We work to ensure our economic health stays strong for years to come. We work to help existing businesses thrive and recruit new businesses that have the potential to support our local economy.

The question remains: What is the South County Chamber doing to support our community? The answer is a resounding "everything we can!" said Kathy McCorry, CEO of the South County Chambers. "We continue to focus on being a 3C Chamber—on being a catalyst for growth, a convener of leaders, and champion for a stronger community. Never satisfied with good enough, we continue to evolve and grow to suit the needs of our businesses. And we always will. The South County Chambers is 3C strong!"

Reach our office at (805) 489-1488.

## Grover Beach News, continued from page 3

reduced parking requirements, and the use of fractional density calculations, among others.

We plan to finalize the West Grand Avenue Streetscape design for 4th to

8th Streets in April 2023. This work will aid to calm traffic as well as encourage walkability and biking for easier and safer access to our local businesses.

Grover Beach and Arroyo Grande are working with a consultant to assess service and funding needs to help determine the "what and how" in order to bet-

ter serve our future fire services needs.

All that to say, Grover Beach continues its upward trajectory and I am immensely proud and thankful to be a part.

Here's wishing you a Healthy, Happy, and Bright 2023!

**Karen Bright**  
Mayor, City of Grover Beach

## We appreciate our renewing Chamber members for their continued support

Habitat for Humanity  
for San Luis Obispo County  
ZenBusiness  
Central Coast New Tech High School  
Forde Properties and Construction  
Julia's Juices/Farm Fresh Cafe  
Deltina Coffee Roasters  
Harvest Church  
Family Home Care Inc.  
The Oceano Depot Association Inc.

Vitality Advisory Council of Oceano  
Dimes Media  
Eckerd Connects  
Arroyo Grande Veterinary Hospital Inc.  
California Fine Wire  
The Great American Melodrama  
FzioMed Inc.  
Sports Dugout Arroyo Grande  
Fort Hope Inc.  
Anita Shower with her radio show:

The Pismo Beach Today! Show  
Nipomo Community Services District  
Whittle Fire Protection  
Basin Street Regulars  
Burke & Pace Lumber  
Best Western Plus  
CASA  
Santa Maria Tire  
St Barnabas Thrift Shop  
Tar Creek Ranch





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## 9th Annual Comedy Night

Saturday, April 29th, 2023

**CAMP ARROYO GRANDE TABERNACLE**

**5PM-7PM**

**7:15 PM**

Drinks, hors d'oeuvres

Silent Auction

**SHOWTIME**

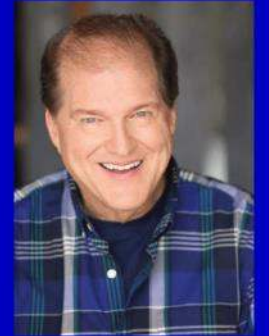
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## RANDY LUBAS

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\$75



For tickets and tables, contact Allan Real Estate Investments (805) 473-7500



**HAPPY NEW  
YEAR 2023**

## State of the Chamber 2023

Learn about the Chamber's plans for  
2023 to serve the business community

**Wednesday  
January 18**  
7:30 am  
to 9 am

Location: South County Regional Center in Arroyo Grande  
Please RSVP at [southcountychambers.com](http://southcountychambers.com).

- ✓ Chamber goals for the new year
- ✓ County updates
- ✓ City updates

Free Event

Coffee & Pastries

# 2023 Chamber Board of Directors, Staff, & Ambassadors

## Board of Directors:

Kristen Palera  
The Lodge at Two Moons  
**Chairperson**

Josh Erdman  
Torchlight Marketing  
**Vice Chairperson**

Jeff Chambers  
Tommy Hilfiger  
**Immediate Past Chairperson**

Anthony Salas  
Epic Entertainment  
**Treasurer**

Marshall Brown  
associate member  
**Secretary**

Ron Reilly  
Garing, Taylor, & Associates

Ken Dalebout  
Arroyo Grande Community Hospital  
Dignity Health

Mary Gardner  
SLO Regional Transit Authority

Kim Banks, BBSI

Stacie Lager  
SLO County Farm Supply Company

Kassi Dee  
Nan's Pre-Owned Books

Nicole Moore,  
SeaCrest Oceanfront Hotel

Adam Verdin  
Old Juan's Cantina

Tim Jensen  
CoastHills Credit Union

Mary Ishikawa, Allstate Suncoast  
Insurance Services

**Chamber Staff:**  
Kathy McCorry  
**CEO**  
ceo@southcounty Chambers.com

Ligia Zavala  
**Chief Operations Officer**  
office@southcounty Chambers.com

Holly Leighton  
**Marketing & Tourism Coordinator**  
info@southcounty Chambers.com

Jessica Blanco  
**Business Engagement Liaison**  
cowork@southcounty Chambers.com

Megan Leininger  
**CWC Manager**  
California Welcome Center (CWC)  
megan@southcounty Chambers.com

## Chamber Ambassadors:

Donna Milne, 1st Capital Bank  
**Chairperson**

Vanessa Oms, Envoy Mortgage  
**Vice Chairperson**

Linda Vleit  
Linda Vleit Insurance Services

Kassi Dee, Nan's Pre-Owned Books

Lettie Fuller, Mechanics Bank

Sue MacCagno Palmer  
Sue's Mobile Notary/Signing Service

Mary Ishikawa, Allstate Suncoast  
Insurance Services

Kris Sinay  
Garing, Taylor & Associates

Shannon Bowdey & Michelle Mills  
SLO Happy Homes

Kim Banks, BBSI

Erika Weber, Guadalupe-Nipomo  
Dunes Center

Kimberley Victor  
Mary Kay Cosmetics  
& Fashions for a Purpose

Geadell Giatti, associate member

Samantha Coelho,  
Balanced Beauty Boutique

Carole Brown  
Gold Coast Express Registration

Rod Brown,  
Geriatric Care Management  
and Dementia Consulting

Fernando Granados  
Envoy Mortgage in Arroyo Grande

Rachelle Krelle, eXp Realty

Todd Huebler, State Farm Insurance

Vanessa Oms, Envoy Mortgage

Robyn Brnkerhoff, Empower Yoga  
and Community Boutique

Dillon McGill, Wacker Wealth

Rebecca Baker, associate member

Andrew Paul,  
Edward Jones Investments

Alicia Paniagua, Cuesta College

Dan Snowden,  
CoastHills Credit Union

Heidi Brodmarkle-Brun,  
Damsel in Defense

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

### Founding Level Sponsors



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# BRUNCH

Sundays | 9 a - 1p

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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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Chambers of Commerce**

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NIPOMO • OCEANO • PISMO BEACH

**Chamber mailing address:**

PO Box 672  
Arroyo Grande, CA 93421

Chamber office phone: (805) 489-1488  
Email: [office@southcountychambers.com](mailto:office@southcountychambers.com)

Offices:

800-A West Branch St.  
in Arroyo Grande (805) 489-1488  
(please call ahead for an appointment)

391 Front St. Suite E (cowork office)  
in Grover Beach (805) 574-1981  
(please call ahead for an appointment)

333 5 Cities Dr. Suite 100 (welcome center)  
in Pismo Beach (805) 668-7354  
(open seven days a week: 10 am to 6:30 pm)



**ADDRESS SERVICE REQUESTED**



# Membership Mixer

**Birchwood Garden in Nipomo**  
**Wednesday, January 25th, from 5 pm to 7 pm**

Enjoy networking at this beautiful garden venue with appetizers from PiWhole Pizza; beer, wine, and charcuterie from Birchwood Garden; and music from Epic Entertainment. Please RSVP at [southcountychambers.com](http://southcountychambers.com).