

HOLIDAY HARMONY



DOWNTOWN PISMO BEACH

FEBRUARY HAPPENINGS

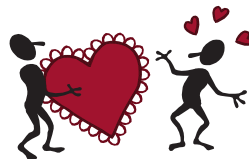
Monarch Butterfly Grove Talks
Daily Throughout the Month



February 5, CA. Western Monarch Day

February 4 Father/Daughter Dance
At The Vets Hall

Tri-Chamber Mixer TBD
Tri-Chamber Luncheon TBD



February 14 Valentine's Day



CHAMBER OF COMMERCE
581 Dolliver St.
Pismo Beach, CA 93449

OR CURRENT RESIDENT

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THE SOURCE

A Monthly Newsletter for Pismo Beach Chamber of Commerce Members

CHAMBER OF COMMERCE
581 Dolliver Street
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What's inside

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Martin Resorts
Pismo Beach Premium Outlets
Rabobank
Jamie Clark Insurance Agency
State Farm #0A94199

Splash Café
Tastes of the Valleys Wine Bar
Repro Graphics
Pacific Leisure Marketing
Beach Bum Holiday Rentals
KCOY 12 & Fox 11
Sea Venture Resort
Beach House Inn & Suites
Edgewater Inn
Sandbar Surf
Shell Beach Law Group

January, 2012

Meet Our 2012 Chamber Board of Directors

President—Roger Wightman



Roger is the General Manager of the Sandcastle Inn. He and his wife of 35 years have 4 sons and 7 grand children. They have lived in the Five Cities area for the past 27 years where Roger has been very active with numerous non profit organizations. They currently reside in Nipomo.

Vice President—Marc Lebad



Marc, MD, MDR is the co-director of Medical Dispute Professionals and a member of the Shell Beach Law Group, LLC. Marc is an Obstetrician/Gynecologist. He is the President of the Dinosaur Caves Preservation Society.

Treasurer—Rick Turton



Rick and his wife Kitty moved to the Central Coast in 1971 from Los Angeles and opened Pacific Leisure in 1987—a retail store that sells beachwear. Both have been honored with their own "Citizen of the year" (different years). Rick has been on the board continually since 94, is also our Web Guru and is a very valuable asset to the Chamber.

Secretary—Paul Jones



Paul Jones, an ordained minister, has been our City Chaplain for 8 years. He has been married to Joy for 62 years. They have 3 children, 4 grandchildren and 4 great grandchildren. They have lived in Pismo Beach for 22 years. In 2005, Paul was selected as Citizen of the Year

Anthony Wells



Tony is a long time member of the Chamber and plays an valuable roll with the Golf Tournaments & other events.

Joseph M Scott



Joseph Scott is a transplant from Orlando FL. He has been a chamber board member for 6 years & a member of the CVB for 5 years.

Ross Currie



Ross moved to Shell Beach in 1972. He was a SB County fireman for 13 yrs. In 1991, he bought Splash Café.

Narlene Carter-Keenan



Narlene has more than 24 years of successful real estate experience and is co-founder of The Keenan-Carter Group.

Dr. Robert Higginbotham



Robert has practiced eye surgery in SLO county since 1979. With Dr. Ahmad Amir, formed Pacific Eye Surgeons in 1984. He and his wife Shelly and three children have lived here since 1984.

Chris Ohara



Chris worked hospitality throughout California, before making her way to the Central Coast to the Dolphin Bay Resort & Spa as the Director of Sales & Marketing.

Ash Mehta



Ash & Lissa moved to Shell Beach in 2002, and are part owners of Tastes of the Valleys. He is a valuable asset to our Chamber activities, especially the Clam Festival activities.

Carla Soares



I thank God everyday for all my blessings: the joys of my life my children, the best job for 25+ years as a local banker, and living in paradise!

J.G. King



JG was born and raised in San Luis Obispo. He started A.J. Spurs restaurant with two friends in 1988 that sold in 2007. He is now part owner in several local hotels.

Mike Spangler



Mike has lived in Shell Beach since 1969. He is on the Parking Board and has been an active Chamber member for many years.

Please join us at the Lido Restaurant on January 19, 5:30 pm to 8 pm to welcome the 2012 Board and congratulate our 2011 Award winners. Look inside for insert of the registration form and information on making donations to the event's Silent Auction.

See you there!



From the Desk of the CEO
PETER CANDELA

Our Vision for 2012 will be a continuation of many of the successful areas that we have addressed during the past Chamber year. We will continue to develop working relationships with our SBA Partners, SBDC, Small Business Developing Center and the Cuesta College Business Entrepreneur Assistance Programs. These organizations will develop a comprehensive plan of action that will improve the Chamber's communication within our community as well as our members.

Our vision this year is to expand our membership campaigns and involve more volunteers. If you have not participated in the campaign, we hope that you will join us. New members and renewing members are the lifeblood of the Chamber and its community programs.

Our Vision is to work harder to promote tourism in the City of Pismo Beach, we will develop our relationships with China exploring the possibilities of exporting items we produce locally. In addition, we plan to begin tours to Pismo Beach originating from China. These are ambitious visions but are already in the process of development.

The Pismo Beach Chamber is a community Chamber. It is connected to the needs of its members and to the citizens of Pismo Beach. We operate an information and referral network of help for small business and citizens alike. The Chamber is the front door of our community and makes the type of impression that is critical to successful community development.

During 2012, our communities will face many serious challenges. Rest assured, your Chamber of Commerce will be there as a partner, as a problem solver and as an organization filled with talented and distinguished leadership to address these issues. We look forward to your participation as we work together in building a better Pismo Beach

From the Desk of the President

Roger Wightman, General Manager/Sandcastle Inn



Hello again fellow Chamber Members. Wow, what a year we have had. When I think back on the events of the past year and our accomplishments throughout the year, I am truly thankful to be part of this great organization, and am truly blessed to work with such a fine group of individuals. I have appreciated every minute serving as you president and have really enjoyed working side by side with you and getting to know you at our various events, mixers, ribbon cuttings and luncheons.

As we start the new year, our Board of Directors, CEO, Chamber staff, Ambassadors and numerous volunteers are committed to serving you better than ever. We believe that we have the internal team in place and are really looking forward to making 2012 our best year ever.

We are already looking ahead and beginning to plan our first event of the year with our annual Taste of Pismo. Behind every great event are great people, the "movers and shakers", who tirelessly behind the scenes to insure that each event goes off without a hitch. With that said, I would like each of you to reach deep down and ask yourself if you have what it takes to make our events the best they could be. If the answer is "yes, I do", please call Peter or Rochelle at the Chamber office so we can get you involved.

Next month I will report on the outcome from the Board of Directors' 2012 Planning Retreat. For now, I wish you a very Merry Christmas and a Happy, Healthy and Prosperous New Year. May God truly bless you and yours. Roger

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Beth Stewart

Newsletter Editor
Tommie O'Donoghue

Visitor Information Kiosk
Paul Lacey
Louis Montalbano
April Thomas

Chamber Volunteers
Judy Burrows

Chamber Ambassadors

Mike Ebinger, Chief Ambassador
KSBY TV

Gary Stone
Mackey & Mackey Insurance

Robin O'Hara
Keller Williams Realty

Peter Ward
Pismo Coast Village RV Resort

Brett Gibbs
Cottage Inn by the Sea

Sean Dasmann
AMS Entertainment

Arlene Gonzales Gee
Associate Member

Narlene Carter-Keenan
Keller Williams Realty

Deena Peak
Fidelity National

Tamara Burnes
Re/Max Del Oro

January 2012

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Business of the Month

The Coffee Bean & Tea Leaf
354 Five Cities Drive, Pismo Beach, CA
Martha Vaughn, General Manager



One can immediately feel the warmth with the first step in the door. Everyone on the staff greets visitors as if they were longtime friends. The aroma of fresh coffee and the wide assortment of tempting pastries complete the feeling that this is a place you want to just relax and let the world go by.

The Coffee Bean & Tea Leaf opened on March 10, 2005 and has continued to gain popularity. The comfortable, casual seating invites you to just select your favorite brew and sit back and enjoy the surroundings. It isn't easy to decide. There are 11 espressos, 8 coffees and several varieties of tea, hot chocolate and hot vanilla drinks. Each of these can be made with whole or nonfat milk and are offered in a variety of sizes. There are over 26 different blends of coffee ranging from light roast to dark roast, and over 10 different flavored coffees that you can take home and savor. On those days when you want something cool, the shop offers a large selection of iced coffees, teas, fruit drinks and coffee-free iced beverages. Any of these go great with the cookies, bars, cupcakes, tarts, muffins, scones and pastries available.

Martha Vaughn, the General Manager, visited another Coffee Bean & Tea Leaf and decided that she wanted to join this wonderful company. She applied for the position here in Pismo Beach and has been happily serving customers ever since. Martha was born in the Philippines and moved to the central coast when she was 14, graduating from Arroyo Grande High School in 2001. She and her husband Kirk, have an 8 year-old son and a daughter just 8 months old.

The Coffee Bean & Tea Leaf has an unwavering commitment to the concept of social responsibility, and Martha and her staff faithfully follow that philosophy. In the two years they have been Chamber Members, they have graciously donated fresh coffee to various events being held, the latest was warming up the many volunteers that participated in our Band Review with their delicious coffee. Every year, their customers and staff donate funds to purchase and mail gift packages to our troops overseas. One of Martha's most memorable moments was meeting the son of one of her regulars who had actually received one of those packages.

When asked what her favorite part of working in Pismo Beach was, she simply stated that this is paradise and the people here are so friendly. Her goal for the future is to be even more involved in the community and make every customer feel like they are part of the family. The company sponsors "The Caring Cup" that has several stateside and international initiatives to help those in need. Martha and her staff are outstanding examples of the Caring Cup philosophy. The company phrase is "you're not just buying coffee & tea" but are helping people here and around the world.

The Chamber is proud to nominate The Coffee Bean & Tea Leaf as January's Business of the Month. Drop by and visit Martha and her staff. The selection, comfortable surroundings and friendly staff will make you feel right at home.

Meet Our Farmers Market Vendors
By Violet Cavanaugh, Native Herb & Honey Co

Pismo Beach Chamber of Commerce hosts a year round farmers market on the Pismo Beach Promenade next to the pier. The winter hours of operation are Wednesdays from 2-5pm. PBFM features over 25 vendors and a large selection of produce and a wide selection of fresh, homemade foods. We are excited to provide the community with the opportunity to support local vendors, eat healthy and live simply. Please come visit us and taste what extraordinary samples our vendors have for you.

This month we welcome Spears-a-licious :Gourmet Pickled Asparagus and Other Products. We are a small, family run company that has been making gourmet pickled asparagus for years for family and friends. We are based in San Luis Obispo in beautiful central California not far from where the bulk of California asparagus is grown. Our quart size jar is a crisp and healthy snack with no sugar added. A delightful blend of pickling spices, with a little heat, will have you coming back for more! We take great care in producing a product that we are proud of. No preservatives or machinery – just a good ole fashioned product made with tender loving care! Spears-a-licious was founded by Terrie Hillis, Mark and Sheri Hillis, together with Brett Weaver at Kennedy Club Fitness. Please visit them at the market . or online at http://www.spears-a-licious.com/Spears-a-licious_Home.php



Terrie Hillis

ADVERTISING OPPORTUNITIES

Flyers for the Newsletter

Do you have a special event planned for Valentine's Day? Let everyone know about it by placing a flyer in our February's newsletter. We will need 450 copies by January 15. The cost is \$75.00 for handling and mailing. For \$75 your inserts will be sent to the entire membership. Any questions, please contact Rochelle at (805) 772-4382 or rochelle@pismochamber.com.



Hospitality Board

Give your business a 2012 boost by placing your advertisement on our Hospitality Board. We still have a few spaces available. Contact Rochelle at (805) 773-4382 for more information.

WELCOME NEW MEMBERS
Check out www.pismochamber.com
for our Membership Directory.

CITSLINC, International
Leo Liu
108 N. Ynez Ave, #205
Monterey Park, CA 91754
(626)571-0616 fax (626)571-7916
www.citsline.com
citsline@yahoo.com
TRAVEL

Kelsey See Canyon Vineyards
Dick Kelsey/Keith Kelsey
1947 See Canyon Rd.
San Luis Obispo, CA 93405
(805) 959-9700
www.kelseywine.com

MEMBERSHIP RENEWALS

Coffee Bean
Cypress Ridge
Morovina
Scotty's Bar & Grill
Sun Coast Smiles
Seaside Gallery
Sky's The Limit
Thai Talay
TJA
BJ's ATV Rentals
Blair Properties
Avila Lighthouse Suites
Best Western Shore Cliff
Pismo Brewing Company

Dolphin Bay Hotel & Residences, LLC
Downtown Project
Fidelity National Title
Gino's Pizza
Harry and David
KSBY TV6
Leonard Grant Architecture
Lido Restaurant
Mackey & Mackey Insurance
Mission Community Bank
Andrews & Associates
Arroyo Grande Community Hospital
Best Western Shelter Cove
Association of Amputee Surfers
Century 21 Hometown Realty

Member to Member Discounts



As a Pismo Beach Chamber member, you have the opportunity to offer discounts or specials to other members. The Member to Member Guide provides advertisement for your business as well as deals for other members. Take a few minutes to review it on line. You can revise or update any info anytime. If you haven't taken advantage of this guide, please call the Chamber and we can add you to the February edition. This is a win-win for everyone, so give us a call!

Front Display Windows

Now is the perfect time to start planning for your spring and summer advertising. Sign up now and give yourself plenty of time to design your display for the Chamber's front windows.



SILENT AUCTION ITEMS NEEDED!

The Pismo Beach Chamber of Commerce is requesting your help with the upcoming Installation and Awards Dinner.

We are looking for donations for the silent auction. How nice it would be to offer a dinner for two from your restaurant, a weekend getaway at your hotel, tickets for a performance, case of wine, plane rides, a round of golf, wine tour for a group, spa & massage package, or gift certificates for your retail shop. The possibilities are endless. All proceeds help support events and programs the Chamber sponsors throughout the year.

Businesses that generously donate items will be promoted on Chamber publications and highlighted the evening of the event. Please contact Rochelle or Peter at 805-773-4382, to let them know what you have to offer.

We appreciate your support, and look forward to seeing you at the dinner.



Chamber Board of Directors

President
Roger Wightman
Sandcastle Inn

Vice President
Marc Lebad
*Law/Disputed Solution
Medicine, DPCS*

Treasurer
Rick Turton
Pacific Leisure Marketing

Secretary
Paul Jones
Associate Member

Board Members

Anthony Wells
Beach Walk Resort, LLC

Joseph M. Scott
Associate Member

Ross Currie
Splash Caf 

Narlene Carter-Keenan
*Keller Williams
Keenan-Carter Group*

Dr. Robert Higginbotham
Pacific Eye

Mike Spangler
Associate Member

Carla Soares
Rabobank

Ash Metha
Tastes of the Valleys Wine Bar

J.G King
King Ventures

Chris Ohara
Dolphin Bay Lodge

YOUR CHAMBER WORKING FOR YOU

The Chamber Staff made the following referrals in October, in person, on the phone, by requested mailings and through email responses:

VIC	VIK	Lodging	320	Events	545		
Walk-Ins	917	Walk-Ins	505	Dining	603	Wine	170
Phone Calls	831	Out of Country	48	Recreation	907	Camping	193
Emails	196			Real Estate	20	Total Referrals	3155
Mailed Info	1285			Retail	397	Total Contacts	2253
Printed Brochures	875						
Out of Country	188						

Every visitor to the VIC and VIK is your potential customer.

CHAMBER TRIPS



Look for information flyer in this newsletter.

Travel with

Chamber Explorations (CST# 2048841-40) and the Pismo Beach Chamber of Commerce on a 9-day

Discover CUBA

on June 12, 2012.

Visit the cultural, religious, and economic centers of this mysterious, warm island.

Spend 6 nights in the City of Havana & 2 nights in Trinidad.

\$3899 dbl

Price includes:

Direct flight Airfare from LAX

Transfers to/from airports

Cuban Health Insurance

Cuban Travel Visa & 21 meals



TUSCANY AT \$2569. It's not too late to join your Chamber Team for this romantic adventure. Contact Rochelle at Rochelle@pismochamber.com for details to sign up for this wonderful vacation.

The Oldest Celebration

The celebration of the New Year was first observed by ancient Babylon about 4000 years ago. At that time, it was celebrated with the first New Moon after the first day of spring. The Babylonians festival lasted for eleven days, and modern parties welcoming in the New Year are calm compared to the activities of olden times.

The Romans observed the New Year in late March for decades, but in 153 BC, the Roman Senate declared January 1 to be the beginning of a new year. Ironically, when the Romans established the Julian calendar in 46 BC, they had to let the previous year go on for 445 days to get the calendar synchronized with the sun.

The acceptance by the Western nations of New Year's Day as a holiday did not occur until about 400 years ago. Many of the traditions of early times are still followed today. Their unrefined wine had a square of burned bread floating in the wine bowl to absorb the extra acidity and make it tastier. Eventually, the act of drinking in unison came to be known as "the toast" from the act of "toasting", or putting toast into the wine.

The tradition of making New Year's resolutions dates back to early Babylon. While many of us pledge to lose weight, quit smoking or save more money, the early Babylonians most popular resolution was to return borrowed farm equipment.

The use of a baby to signify the New Year began in Greece around 600 BC. To celebrate their god of wine, Dionysus, they paraded a baby in a basket to represent the annual rebirth of the god as a symbol of fertility. Early Egyptians also used a baby as a symbol of rebirth. The Germans have used the infant image since the fourteenth century and brought it to early America.

For centuries, it was thought that luck was affected by what people did or ate on the first day of the year. Hence, we gather with family and friends on New Year's Eve to ensure good luck for the rest of the year. Many once believed that the first visitor to a home on New Year's Day would bring either good luck or bad luck.

The oldest celebration continues to be a favorite holiday for everyone, so as you wait for the stroke of midnight so that you can sing Auld Lang Syne to bring in the New Year, and then join everyone eating those lucky black-eyed peas, remember to wish everyone in this wonderful country a successful and safe 2012.



Ambassador of the Month, January 2012 Mike Ebinger, KSBY TV6

Michael Edbinger has been with the Pismo Beach Chamber Ambassadors for over two years. He is professional and dedicated to whatever task lays before him. Not only is he the Ambassador for the month of January, he is our new Chief Ambassador. We are fortunate to have Michael to be part of the Pismo Beach Chamber Ambassador team. Here is Mike's Bio.

Michael Edbinger has been with the Pismo Beach Chamber Ambassadors for over two years. He is "After 23 years of traveling the country in the wholesale mortgage origination business my wife, Joyce, and I moved to the Central Coast to be closer to my mother who has lived in Nipomo for over 35 years. Yes, I have seen the Central Coast grow up and remember when Teft Avenue was just an on/off ramp. I remember the gas stations going in and my mother complaining "they're putting a gigantic Vons right next to my house." Of course me, my brother and sister thought "thank the lord we don't have to drive to Santa Maria for groceries anymore." I got into the media business upon moving here, first with the Valley Yellow Pages and then with KCOY. I recently joined the team at KSBY NBC 6 which has been great. I became involved with the Chamber to meet business owners and to serve the community, which has always been one of my core values. In 2012, I am honored to become the Chief Ambassador, as Gary Stone becomes Chief Emeritus after years of service in that position. My hope is that I can do half the job he has done. I am looking forward to this challenge and to my continued involvement with the Chamber helping propagate Pismo Beach and the Five Cities long tradition of the place to live and play on the Central Coast.



City Council Presentations and Proclamations, December 06, 2011

Item 4.B: George Edes, Administrative Services Director, Retirement Proclamation. (Rice) George Edes will be retiring December 30, 2011. He has been with the City since May 2004. His diligence has been a determining force in maintaining a positive financial position for Pismo Beach, and he will be missed.

Item 4.C: Plaque Presentation for City Clerk. (Rice) Emily Colborn has been a strong member of our leadership team. She has been selected as Deputy City Clerk for Redondo Beach. Her last day with us will be December 16. Emily was hired for Executive Assistant five years ago. Two years ago, Emily became the City Clerk. Her positive energy has been a vital part of our City Operation, including working as a member of the Public Information Team. Although the city will miss her greatly, Pismo Beach wishes her the best of luck in her new position.

Item 4.D: Proclamation in honor of Joseph Scott for Light up Pismo Beach. (Rice) Joseph Scott was honored for his fantastic job of lighting up Pismo Beach this holiday season. He planned, organized and implemented the decoration of Pismo Beach for everyone to enjoy. Without his attention and energy, this grass root effort would never have happened. Joseph definitely brought the Christmas spirit to our city.

Item 4.E: Proclamation Designating National Homeless Persons' Memorial Day. (Higginbotham)

The City Council designated the 21st of December (the longest night of the year) as the date to recognize those homeless individuals who have lost their lives because they had no place to go to find warmth and shelter. The City is committed to eliminating homelessness. In San Luis Obispo County, there are approximately 3800 homeless men, women and children. There will be a memorial for those lost at Mission Plaza with a candle light vigil from 5:30 pm to 6:00 pm on 21 December.

"Marty's Pismo Beach Community Corner" By Martin L. Meltz, Ph.D.

ASPC- The Adult Services Policy Council of San Luis Obispo County

Sometimes one wonders if the staffs of various organizations in government ever become aware of what each other is doing, resulting in gaps in needed services and missions unaccomplished because of a lack of communication. It was therefore a pleasant surprise to see that this is not regularly the case here in SLO County.

After serving as a volunteer with a background of concern about seniors (as a former AARP Chapter President in San Antonio), I learned here about the work of the Adult Services Policy Council of San Luis Obispo County. The ASPC was established in April of 1999 by the SLO County Board of Supervisors. The stated purpose was to better serve adult and aging residents, authorizing county departments that deliver services to adults and seniors to work together on prioritizing, developing, coordinating, creating and implementing an integrated service delivery system. This aspiration is no easy task to accomplish, with different and ever changing staffs, different department priorities, and ongoing budget challenges.

When the ASPC was formed, over forty public, private and non-profit service providers and community groups and advocates were involved in setting up the organization. Today, the ASPC Directory lists 36 member agencies, two legislative liaisons, and forty-one involved individuals (www.slocounty.ca.gov/ASPC). In addition, community volunteers representing the public attend the monthly meetings and are given the opportunity to participate. Guest speakers are invited to present on issues and activities that often impact on all of us, and not only seniors. The current ASPC Co-Chairs are: Janet Amanzio (SLO County Behavioral Health / Mental Health Services) and Kathleen Karle (SLO County Health Agency / Health Promotion Division).

Sitting in on these meetings, in a time of budget cuts, is not the happiest of experiences. What is good to see is the effort being made by the attendees to identify and review what is new and current to each of their efforts, to applaud any new or increasing efforts, and to continue to identify ways to collaborate to cope with increasing senior needs and decreasing funds. We all know about belt tightening, and these front-line community helpers continue to do as much for those in our community needing the help as possible!

If you know of a non-profit organization serving Pismo Beach, please email its name, the name of a contact person for that organization and his/her email address to martinL.meltz@sbcglobal.net. I will look into each such organization, and hopefully be able to write a column about its work.