

PARTY ON PRICE STREET



Pismo Beach

SEPTEMBER HAPPENINGS

Sunday, September 4

Art in the Park
Dinosaur Cave, Shell Beach

Thursday, September 15

Classic California Golf Invitational and
Tri-Cities Mayor's Challenge
Cypress Ridge Golf Course
Noon Shotgun Start.

Wednesday, September 14

Pismo Beach Tri-Chamber
Luncheon 12:00 at Steamers
Restaurant

Wednesday, September 28

Grover Beach Mixer
5:00 pm at Rabobank in Grover Beach



Thursday,
September 29
and
Friday,
September 30
Savor the Central
Coast



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

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CHAMBER OF COMMERCE

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What's inside

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- ◆ September Happenings
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- ◆ City Council Vote
- ◆ Business of the Month

The
President's Circle

Rabobank
Martin Resorts
Pismo Beach Premium Outlets
Jamie Clark Insurance Agency Inc.
State Farm Insurance #0A94199
Splash Café
Tastes of the Valleys Wine Bar
Repro Graphics
Pacific Leisure Marking
Beach Bum Holiday Rentals
KCOY 12 & Fox 11
Sea Venture Resort
Edgewater Inn
Sandbar Surf
Shell Beach Law Group

September 2011

The Source.

A MONTHLY NEWSLETTER FOR PISMO BEACH CHAMBER OF COMMERCE MEMBER



HONORING AMERICA'S WORKERS



Labor Day is one of the most popular holidays in the United States. For most, it symbolizes the end of summer and the time our children return to school. For the sports fanatics, it marks the beginning of football season. The day is spent having picnics, barbecues and watching parades. With all the fun activities, we sometimes forget the real reason for Labor Day. It is the holiday designated to honoring all those American workers who contributed to the greatness of our country in the past and continue making our country strong today.

America started out as an agricultural nation, but by the beginning of the 1800's, our economy was quickly turning to industry. Without the determination and perseverance of the American worker, we would not be the world economic and political power that we are today.

Labor Day originated during one of our history's worst chapters. At the height of the Industrial Revolution in the late 1800s, the average American worker faced 12-hour, seven-day weeks for low pay and dismal environments. They endured unsafe working conditions, such as limited access to fresh air, sanitary facilities and proper breaks. Although laws prohibiting child labor existed, children as young as 5 or 6 worked in mills, factories and mines for a fraction of the pay of adults.

As industry grew, labor unions began to form and become more prominent. They organized strikes and rallies to protest abhorrent working conditions and compel employers to renegotiate hours and pay. Many of the rallies became violent. The infamous Haymarket Riot of 1886, when several policeman and workers were killed, was one that truly focused on the plight of our dedicated workers. On May 11, 1894, the government response to the Pullman Palace Car Company in Chicago was to send in troops that resulted in the death of over a dozen workers.

Congress and President Grover Cleveland had to find a way to calm the massive unrest, and passed an act making Labor Day a legal holiday in the District of Columbia and the territories. However, the first Labor Day holiday was celebrated on Tuesday, September 5, 1882, in New York City. There is some confusion as to who originally suggested a day to honor those "who from rude nature have delved and carved all the grandeur we behold." Some records show that Peter J. McGuire, general secretary of the Brotherhood of Carpenters and Joiners was the first to suggest the holiday, while many believe that Matthew Maguire, a machinist, founded the holiday.

The first state to introduce a bill creating Labor Day was New York, but Oregon was the first to make it a law on February 21, 1887. By 1894, 26 states had adopted the holiday in honor of workers, and on June 28th of the same year, Congress passed an act making the first Monday in September of each year a legal holiday.

American workers were the vital force that added to America enjoying the highest standard of living and the greatest production the world has ever known. They continue to contribute to our country's strength, freedom and leadership.

So, while Labor Day gives all Americans a last chance for fun and recreation before summer ends, it is important to remember that we are who we are because of all those who have struggled and sacrificed to make our country great. We owe them all our appreciation and gratitude, and should support those who continue to work hard to keep America on top. Happy Labor Day to all!



From the Desk of the CEO

PETER CANDELA

Pismo Beach has livened up this summer. Just look at the "Party on Price Street" event. It drew a record crowd! Price Street Businesses experienced literally hundreds of visitors coming into their stores; some of them for the first time! Special thanks to Carla Soares of Rabobank who anchored the event. She did an amazing job while still working full time at her job. Ross and Joanne Currie of Splash Café provided great food. Our Staff, Chamber Ambassadors, and Directors were the backbone of the Party on Price Street. Their attention to detail and hospitality became Pismo's success. Last, but not least, thank you to all of the participating businesses, I am still getting comments about your businesses and how they sparkled.

When the Pismo Beach community works together to bring people into our businesses, we create success for everyone. Our event season lasts throughout the year – come be an active part of our events:

- September 14: Tri-Chamber Luncheon - Topic "Paper or Plastic, Steamers, 12:00
- September 15: PB Golf Classic, Cypress Ridge, 12:00 Shotgun Start Players/Sponsors Needed
- October 14: Wine Walk 25, Pairing Businesses and Wineries
- October 15 & 16: Clam Festival
- October 24: The Chamber's first trip to China (Look for Tuscany Trip, March 2012)
- November 5: Band Review 20 plus High School Marching Bands
- November 11: Veteran's Day, 11-11-11 at 11:00 AM
- December 2: Holiday Harmony, City of Pismo Beach & the Chamber collaboration
- December 2: Light Up Pismo Beach

The Chamber is always working for you.

From the Desk of the President

ROGER WIGHTMAN, General Manager / Sandcastle Inn

I trust that you all are continuing to have a great summer. From all indications, it appears that August is just about as busy as it was in July around Pismo Beach. It seems that just about every day this summer our streets have been packed with visitors. What a great feeling to know that our economy is finally on the upswing.

Your Chamber CEO Peter Candela has put together a fantastic committee to head our 65th Annual Clam Festival October 14th, 15th & 16th. We meet every Monday at 4:00PM at the Edgewater Hotel and just finalized the complete list of events this past week. Now, we are in need of a few great members who would love to assist us not only in the planning stages but also during this memorable event as well. If you have always had that burning desire to be involved with something but have never been formally asked, well now is your chance to shine. We would love to have your creativity on our team and I am formally asking.

One specific need at this time is for someone to take charge of our parade to be held on Saturday, October 15th. This would involve contacting member businesses, city departments and citizens alike in an effort to get as many floats, groups, decorated vehicles, etc. to participate in this fun event. Ask yourself this question: Do I have what it takes to make this years parade the best ever? Well, if the answer is a resounding YES, then we are looking for you. You know who you are and we would love to hear from you. If you have any questions whatsoever about this or any other areas that you may be of assistance, please call Peter at the Chamber. I know I can speak for him in saying that he can't wait to hear from you.

Besides our upcoming Clam Festival, be sure to mark your calendars for our annual Marching Band Review the weekend of November 5th. I'll also be looking forward to having some of you assist with this great event as well. So, think back to High School days...whether you were actually in the band as it marched around the football field at half time or you sat in the stands during the big game wishing and hoping that someday you could be involved in some way, well your chance is nearer than you think. So, think about this great opportunity as well and feel free to call me for further details...Cheers!

Chief Executive Officer

Peter Candela
Peter@PismoChamber.com

Information Specialist VIC

info@PismoChamber.com

Visitor Information Center

Courtney Rave
Aveda Stafford
Beth Stewart

Newsletter Editor

Tommie O'Donoghue

Visitor Information Kiosk

Paul Lacey
Louis Montalbano
April Thomas

Chamber Volunteers

Judy Burrows

Chamber Ambassadors

Gary Stone, *Chief Ambassador*
Mackey & Mackey Insurance

Mike Ebinger
KCOY-TV

Robin O'Hara
Keller Williams Realty

Peter Ward
Pismo Coast Village RV Resort

Brett Gibbs
Cottage Inn by the Sea

Sean Dasmann
AMS Entertainment

Elizabeth Allen
Central Coast Flowers & Design

Narlene Carter-Keenan
Keller Williams Realty

Julia Waldorf
Central Coast "Ocean View"
Coldwell Banker Realty

Deena Peak
Fidelity National

Tamara Burnes
Re/Max Del Oro

YOUR CHAMBER WORKING FOR YOU

The Chamber Staff made the following referrals in July in person, on the phone, or through email responses:

VIC	Walk-ins 1669	Phone Calls 1205	Emails 125	Mailed Info 512	Printed Brochures 315	VIK	Walk-ins 2926	Out of Country 443	Lodging 938	Dining 1406	Recreation 1970	Real Estate 58	Retail 768	Events 1024	Wine 505	Camping 681	Total Referrals 7350	Total Contacts 6243
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Every visitor to the VIC and VIK is your potential customer.



Ribbon Cuttings at PISMO TEES and PISMODISE



PISMO BEACH FARMERS MARKET

MARK WILDER
juggling • unicycling • comedy
FUN FOR ALL AGES!
AVAILABLE FOR PARTIES, EVENTS, ENTERTAINMENT
Thursdays at Farmer's Market • San Luis Obispo
•April 7 •April 21 •May 19 •May 26
•June 9 •June 23 •June 30
(530) 902-3293
WilderJuggler@gmail.com
Find Me on Facebook!





Ambassador of the Month

Deena Peak

Escrow Officer/Assistant Vice President
Fidelity National Title

The Source is starting a new feature article, honoring our hard-working Ambassadors who dedicate time and energy to assisting the Pismo Beach Chamber of Commerce to better serve our members. Our first honoree is Deena Peak.

Deena Peak currently resides in the South County and has been actively involved in our community for the past several years. As an Ambassador for the Pismo Beach Chamber of Commerce, Deena has thoroughly enjoyed being an active participant in many of the events held by the Chamber. Her favorite event this year was "The Taste of Pismo" which is our very popular, heavily attended local wine and food tasting gala honoring wineries and restaurants on the Central Coast.

Deena was born and raised in Kansas City, Missouri and moved to the Central Coast 22 years ago. She is currently one of Fidelity National Title's Top Producing Escrow Officers in the San Luis Obispo Branch. She has been in the Title and Escrow industry for almost 25 years and has proven to be one of the Counties's most dedicated Escrow Officers.

Deena is a sports fanatic and enjoys spending her free time watching football, hiking and hanging out on the beach. She loves spending time with her 2 pugs, Lambeau and Gina.

The Chamber is fortunate to have Deena as one of our Ambassadors, and is proud to name her as our first Ambassador of the month.

ADVERTISING OPPORTUNITIES

Flyers for the Newsletter

What special sale or event do you have planned for October? To ensure everyone knows about it, place a flyer in the Newsletter. We will need your copies by September 15th. Email your one-sided color flyer of standard portrait size in PDF to info@pismochamber.com and we'll do the rest. The total cost is \$150, \$75 for printing and



\$75 mailing.
Hospitality Board

The Chamber's Hospitality Board still has a limited number of spaces available. Don't miss out on the opportunity to catch every visitor's attention. The coded desk phone gives each visitor immediate access to your business. Call (805)773-4382 or send an email to info@pismochamber.com while there is still an opportunity to secure a space.

Window Advertising

The gold and red of the season's change offer outstanding opportunities for attention getting advertisements for your business in the Chamber's front window. One of our Visitor Hosts will be more than happy to assist you in a design, so reserve your space for fall or winter by contacting a staff member at (805) 773-4382 or email the Chamber at info@pismochamber.com.



Member To Member Discounts

The Member to Member Discount list continues to add new discounts. Check out the enclosed list and start using your tag to visit businesses for savings on services and merchandise. For additional information or to join the Member to Member Discount program, contact the Chamber at info@pismochamber.com.

Chamber Board of Directors

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Sandcastle Inn

Vice President
Marc Lebad
Law/Disputed Solution Medicine, DPCS

Treasurer
Rick Turton
Pacific Leisure Marketing

Secretary
Paul Jones
Associate Member

Board Members

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Beach Walk Resort, LLC

Joseph M. Scott
Pismo Beach Premium Outlets

Ross Currie
Splash Café

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



Business of the Month

Zorro's Cafe & Grill

Cindy Forsee, Owner
927 Shell Beach Road, Shell Beach, CA 93449



This very busy restaurant at the corner of Shell Beach Road and Placentia Avenue is one of the favorites of locals and visitors alike. The fantastic aromas floating around entice diners in, who often stand in line to wait for seating.

When Cindy took over the little restaurant in 2005, she brought over 24 years of restaurant experience with her. She was the Manager of Trader Nicks for 12 years, and then at F McLintocks Saloon & Dining House for another 10 years. During her time at McLintocks, she also worked part time at what is now Zorro's Café & Cantina.

Cindy and her husband Steve selected the name Zorro in fond remembrance of their Blue Merle Australian Shepherd. Because they wanted to attract both American and Mexican food lovers, they added Café & Cantina to the restaurant's name. In addition to naming this wonderful café after their beloved pet, Zorro's outside patios invite patrons to bring their canine companions with them, and Cindy makes sure there are treats and special bowls for the extra guests.

The restaurant, voted the best in Shell Beach in 2010 and a close runner-up in 2011, is open 7 days a week. Every day from 5 to 6 PM, "Tacorona Hour" offers \$2 tacos and \$2 Coronas. There is live Mexican music on Friday nights, and on Thursdays and Sundays, diners enjoy their meals to the soothing music of a guitar soloist.

Among the favorite dishes served are the fresh strawberry French toast and their vegetable omelet. The Chili Verde and the Chili Relleno & eggs are delicious Mexican fare. Breakfast and lunch are served from 7:30 AM until 3 PM, and dinner is offered from 3 PM until 9 PM. The staff is always ready to accommodate special requests, so if you want Clam Chowder in the morning, this is the place to go.

In addition to the main dining area and the beautiful outdoor front patio, Zorro's has a special banquet room and a very private outdoor patio to use for private parties.

Cindy and Steve have one son, Eric, who works at the San Luis Obispo Airport, but their daughter-in-law works at the restaurant with them. Steve makes the now famous Zorro's Hot Sauce, another favorite of their customers. Cindy's favorite things about working in Shell Beach are the quaintness of the town, the fantastic climate and of course, her large cliental of local residents.

At the very top of their menu are the words "We are a local, casual café that believes in wholesome food made with quality fresh ingredients along with a feeling of being at home." The menu is chocked full of delicious sounding American and Mexican dishes, and by just watching the happy diners, one could tell Zorro's lives up to its motto. Visit soon to enjoy one of Shell Beach's favorite dining spots.



MY COP PROGRAM – PISMO BEACH POLICE DEPARTMENT

Commander Jake Miller

In the past several editions of the Clam Chronicle, we introduced you to a brand new program from the Pismo Beach Police Department, called “My Cop”. “My Cop” is a form of “Community Oriented Policing”. Each officer on the department is assigned a specific zone and is the contact person for residents living in the zone on non-urgent matters.

We are encouraging more people to sign up for the program. Over the past year we have increased the number of participants by 135%. By registering you will be able to receive important information for your area within the city that might be impacted by traffic, parking etc. during special events as well as information relating to crime within your zone.

So the time is now to register. Simply go on-line to the City of Pismo Beach Website www.pismo-beach.org and select the Police Department, which will take you to the “My Cop” Program describing it in more detail or simply send an e-mail to mycop@pismo-beach.org with your name and the street you or your business is located on and we can automatically register you into the program.

Any questions fill free to contact Commander Jake Miller @ 805-773-7095.



NEIGHBORHOOD WATCH PROGRAMS

The National Sheriff's Association (NSA) formed the National Neighborhood Watch program in 1972, but programs uniting neighbors for their mutual protection started many years before that. Even in Colonial America, individuals walked the cobblestone streets at night keeping watch for any suspicious activity.



One of the earliest examples of citizens keeping watch on their own areas was when Mrs. Cunningham of Memphis, Tennessee came up with the idea of organizing her neighbors into a group that would keep an eye on the quarter of Hogshed where she lived. A new man named Mr. Cookson, had relocated there from California and Mrs. Cunningham found his behavior suspicious. After a visit to Mrs. Jones, the women formed what could have been the first official neighborhood watch on April 18, 1879. Before long, the idea was spreading like wildfire across America. As an added note: Mr. Cookson was later on trial for conspiracy to steal a pound of flour from a local grocery store.

The first years after the official creation of the program were devoted to educating people about burglary and how to secure personal property and reduce break-ins. Later, it stated promoting cooperation between law enforcement agencies and local Watch groups. Within 10 years, 12 percent of the U.S. population was involved in watch programs, according to the NSA.

There have been some dark times in watch programs. In the 1920's, male-organized watches targeted women going out to vote. The “Red” scare during the 1950's and the split of individuals during the 1960's and 70's due to the Civil Rights Movement caused more harm than good. However, for the most part, watch groups have been an important part in personal safety.

Today's Neighborhood Watch programs do more than alert neighbors to suspicious activities, they encourage clean-up and pride of homes and environment. The biggest success in most block watch areas has been a reduction in home invasions. Each citizen is asked to be alert and protective of their own neighborhood and report all suspicious activity to the proper authorities. Burglars are far less likely to try break-ins in residential areas clearly identified as “Neighborhood Watch” communities.

Americans take pride in watching out for each other. Neighborhood Watch programs do more than prevent crimes. They enhance the relationships in a community. They are an effective crime prevention tool as well as a source of bringing communities closer together.

CITY COUNCIL VOTE

Tuesday, August 8, 2011

1. A RESOLUTION ADOPTING THE DRAFT INITIAL STUDY/MITIGATED NEGATIVE DECLARATION PROJECT P10-000112 (PRICE CANYON VILLAS) 0 PRICE CANYON

Ayes: 4 Mayor Higginbotham, Councilmember Waage, Councilmember Ehring, Councilmember Reiss
Noes: 1 Mayor Pro Tem Vardas,
Absent: 0
Abstain: 0

2. A RESOLUTION APPROVING PROJECT NO. P10-000112 A PLANNED DEVELOPMENT PERMIT AND CONDITIONAL USE PERMIT FOR THE CONSTRUCTION OF 23 DETACHED SINGLE FAMILY RESIDENCES ON 23 EXISTING LOTS LOCATED ALONG PRICE CANYON ROAD - 0 PRICE CANYON

Ayes: 4 Mayor Higginbotham, Councilmember Waage, Councilmember Ehring, Councilmember Reiss
Noes: 1 Mayor Pro Tem Vardas,
Absent: 0
Abstain: 0

Marty's Pismo Beach Community Corner

When I first introduced this column, I made the point that “Community” can best be served by a coming together of the residents and businesses of the City of Pismo Beach. This is exemplified by the activity of the Rotary Club of Pismo Beach\Five Cities, which was itself sponsored and formed by the Arroyo Grande Rotary Club in 1984. The current club membership includes over sixty (60) business owners and leaders (including retirees), who participate actively to improve life in Pismo Beach.

One of Club's major activities is an ongoing “Community Giving Program,” where in the 2010/2011 year alone the Rotary Club of Pismo Beach\Five Cities donated \$20,000 to local community charities, assisting a wide range of people in the community. It also undertakes (sponsors and organizes) over twenty (20) projects every year, including Youth Soccer tournaments, a Christmas party for under-privileged families, and an ethics education program. One major Pismo Beach project undertaking began in 2004 and continued through 2005; this was the raising of over \$100,000 and the building of the Amphitheater at Dinosaur Caves Park, with thousands of hours worked to complete the project. Another project, undertaken a few years ago, was the remodeling and painting of the YMCA house on Pomeroy.

Any Pismo Beach business leader interested in helping our community can volunteer by contacting the Club's Membership Chairman, Mark Olson, at (805) 459-6899. Ashley Boyer is the current Club President. John Murphy, currently the Sergeant-at-Arms was the Charter President.

On the web, information can be found at:
<http://pismo-beachrotary.org>
<https://www.facebook.com/PismoBeachRotary>
<https://twitter.com/pismorotary>

Thanks to the Club's Michael Boyer for making information about the Club available.

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 martinLmeltz@sbcglobal.net. I will look into each such organization, and hopefully be able to write a column about its work.