

THE Business Connection

MAY 2013 • VOLUME 37 • ISSUE 5



"The mission of the Los Osos/Baywood Park Chamber of Commerce is to accept a leadership role and participate in activities directed toward creating, maintaining and improving an environment which is conducive to the establishment and successful operation of business enterprises in our community."

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ARTIST RECEPTION AND CHAMBER OF COMMERCE MIXER AT EDWARD JONES



(Top and middle) Edward Jones along with the LO/BP Chamber of Commerce host a reception/mixer featuring artist Lee Lawson, a central coast resident for over a decade. Lee's artwork can be viewed at www.leelawson.com

(Left) Chamber President Jim Stanfill visits with Stuart and Megan at the event.

MORE PHOTOS ON PAGE 4

Photos by Rose O'Brien and Dawn Rodden

The information contributed to *The Business Connection* does not necessarily reflect the opinion of The Los Osos/Baywood Park Chamber of Commerce. The editor reserves the right to edit information selected for publication.

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Chamber Business

PRESIDENT'S MESSAGE

I hope you are planning to come to the Los Osos/Baywood Park Chamber of Commerce's Business Showcase on Friday night, April 26, from 5:30 to 7:30, at the South Bay Community Center. It should be a fun and informative evening. It will be fun because of the food, music, and activities, and it will be informative as our local business members share what they do. Over 28 booths will be showcased to provide us with important knowledge about Los Osos/Baywood Park businesses.

Admission is FREE. There will be a small charge for a tri-tip sandwich (\$3), garden burger (\$2), and a water or soda (\$1). Beer and wine also will be available for a reasonable fee.

"Doing Business with our Neighbors" is the theme for this year's event. Chamber

Board member Joe Laurenzi (head of our library) put the event together and is manning the "Neighborhood BBQ" with the help of Jim Delmore (Jimmy Bumps Pasta House). We know the food will be great!

Come and spend some time together with friends and neighbors and support our business community. You'll be glad you did.

— Jim Stanfill

■ LOS OSOS/BAYWOOD PARK COMMUNITY COOKBOOK:

The LO/BP Chamber of Commerce is spearheading a Community Cookbook. Do you have a favorite recipe to share. You can submit you recipe to lobpccmarketing@gmail.com.

The DEADLINE has been extended until the goal of 150 recipes has been reached.

■ **LO/BP GOLF BALL DROP:** On Saturday, June 22 at 4pm, 500 golf balls will be dropped onto a target at Sea Pines Golf Resort. The ball making a hole-in-one or landing closest to the hole will win \$1000. ONLY 500 tickets will be sold! Contact the LO/BP Chamber of Commerce office 528-4884 to purchase tickets.

NEWSLETTER ADVERTISING

- Ad space in *The Business Connection* is limited to Chamber members only.

- Sizes available per month are:

Business card size (3.5" x 2") \$25

1/4 page (3.5" x 4") \$50

1/2 page (7" x 4") \$75

- Year contacts are available for:

Business card size \$180

1/4 page \$480

1/2 page \$780

An insertion order must be submitted for each ad requested. Insertion orders can be fill out at the Chamber office. Print ready ads accepted via electronic file. Send artwork in either of the following formats: **pdf**, **jpeg** (high res.), or **tiff** (300 dpi) to newsletter@creativedesigngraphics.com or lobpccmarketing@gmail.com

OFFICE & VISITORS CENTER HOURS

Monday – Thursday 10:00 a.m. to 4:00 p.m.

Friday 10:00 a.m. to 1:00 p.m.

Saturday 11:00 a.m. to 2:00 p.m.

Located at 781 Los Osos Valley Rd.

(805) 528- 4884

Stop by and see us!

(Member business cards, brochures,
menus & marketing materials welcome!)

We're working to make Los Osos a better place to live, work and do business!

Chamber Business

TOP 10 REASONS TO SUPPORT LOCALLY OWNED BUSINESSES

1. Local Character and Prosperity

In an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage.

2. Community Well-Being

Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

3. Local Decision-Making

Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

4. Keeping Dollars in the Local Economy

Compared to chain stores, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.

5. Job and Wages

Locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than chains do.

6. Entrepreneurship

Entrepreneurship fuels America's economic innovation and prosperity,

and serves as a key means for families to move out of low-wage jobs and into the middle class.

7. Public Benefits and Costs

Local stores in town centers require comparatively little infrastructure and make more efficient use of public services relative to big box stores and strip shopping malls.

8. Environmental Sustainability

Local stores help to sustain vibrant, compact, walkable town centers- which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

9. Competition

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

10. Product Diversity

A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

Reprinted from Institute for Local Self-Reliance www.ilsr.org

■ SUBMIT YOUR UPCOMING

EVENTS: Fill out an Event Submission form online at www.lobpccmarketing.org or email a psa to lobpccmarketing@gmail.com

MIXER DATES

Mixers are 5:30 - 7:00 pm

Mixers are held on the SECOND Wednesday of each month unless otherwise noted.

May	- Good Tides Organic Bistro
June	- OPEN
July	- OPEN
Aug	- OPEN
Sept	- OPEN
Oct	- OPEN
Nov	- OPEN
Dec	- OPEN

To schedule a Chamber Mixer please call the Chamber Office (805) 528-4884. Flyer insert fee waived for mixer inserts for Chamber Mixer hosts. Just have your flyer master to the Chamber Office by the 20th for scanning OR email an electronic file to lobpccmarketing@gmail.com.

FLYER INSERTS

Bring a hardcopy for scanning by 20th of the month (along with your check) to the Chamber Office OR email a digital file to lobpccmarketing@gmail.com. You will be billed for digital files submitted.

• MEMBERS \$25

• NON-MEMBERS \$75



Get construction updates on the Los Osos Wastewater Collection System. Visit the website, call the 24/7 DigLine or stop by during office hours for more information.

Website:
www.DigLosOsos.com

24/7 DigLine
805-546-2802

Public Office Hours
2025 10th Street, Los Osos

Tuesday: 1:00 p.m. - 4:00 p.m.

Wednesday: 1:00 p.m. - 4:00 p.m.

Thursday: 9:00 a.m. - 12:00 p.m.

* Office hours are subject to change. Please check the website & DigLine regularly.

Your Chamber membership is like a membership to the gym. You've got to use it to do any good.

Chamber Highlights

MORE PHOTOS OF THE ARTIST RECEPTION AT EDWARD JONES



Mixer guests enjoy both visiting and viewing artist Lee Lawson's beautiful paintings.



Chamber office volunteer Sandy McComas.



An enjoyable reception hosted by Deanna Richards (far right) of Edward Jones Financial. *Photos by Rose O'Brien and Dawn Rodden*



Earthscapes Landscaping of Los Osos donated hundreds of potted succulents for a sale by the Los Osos/Baywood Park Chamber. \$500 of the proceeds were donated to Kambria Wesch-Doherty to help in her fight against a rare and aggressive form of cancer. More information about the Wesch-Doherty family can be found at: <http://www.youcaring.com/medical-fundraiser/kambria-wesch-doherty-battles-cancer/37917>.

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Broker/Owner

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Website bayososbrokers.com



Membership News

TOUR OF CALIFORNIA GAME AT LO FITNESS

LOS OSOS, CA – Ever wonder how many steps you take in a day? During the month of May, join as a 12 or 18 month member and we'll give you a pedometer! Play our Tour of California game and get points riding your bike to the gym, using your pedometer and/or cardio in the gym. All in all - a fun way to get fit for life!

SBWN: ROSH WRIGHT OF SLO LITTLE THEATER FEATURED SPEAKER

LOS OSOS, CA – On Tuesday, May 7, 2013, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon. At May's luncheon meeting, Rosh Wright of SLO Little Theater will be the guest speaker. Since moving to the Central Coast twelve years ago, Rosh has been very involved in local theatre and independent movies, in addition to Improv comedy, TV commercials and radio. She has appeared in several SLO Little Theatre productions including The Trip to Bountiful, Daughters of the Lone Star State, Sherlock's Last Case and Enchanted April. She believes in the transformative power of live theatre both from the actor and the audience perspective.

SBWN is a non-profit organization open to all women on all job levels and in every occupation that wishes to share ideas, build friendships, and exchange support needed for personal and professional growth. The meeting fee, which includes informative speakers,

beautiful venue, networking and lunch, is \$16 for members and \$18 for guests. For required guests reservations and member cancellations please call 595-7296, email info@sbwn.org or book online at www.sbwn.org no later than 12 noon the Friday prior to the meeting.

WILDFLOWER WALK IN THE ELFIN FOREST

LOS OSOS, CA – Whether or not there have been April showers, the Elfin Forest always has May flowers because the Forest's hardy native plants are used to doing without water. Dirk Walters will take us on a delightful tour of every blooming plant that is visible from the boardwalk in the Elfin Forest on Saturday, May 18. There will be bright yellows of Fiddlenecks, Rush-roses, Deerweed, Golden Yarrow and of course California Poppies. White Popcorn flowers, Pearly everlasting and Yarrow plants are in abundance too, as well as pink Cobwebby Thistles and blue Wild Hyacinths. The Silver Dune Lupines at Bush Lupine Point should be covered with pale blue blossoms, and alive with honeybees and Moro Blue butterflies. Treat your- self to a springtime experience in Nature's own garden.

Walks in the Elfin Forest begin at 9:30 am at the north end of 15th Street Santa Ysabel in Los Osos. (16th Street for wheelchairs) Walk up the path at the end of the street to the boardwalk. Wear comfortable shoes, long sleeves and pants to avoid poison oak. Please park carefully, avoiding driveways and mailboxes. We ask that you not bring dogs or other pets. The easy paced walk last 1 1/2 to 2 hours. For details, call SWAP, 528-0392.

UPCOMING EVENTS AT THE BACK BAY INN

LOS OSOS, CA – **Wine Fest** (May 5-11). Baywood restaurants have FREE tastings.

June Fest (June 2) A Sunday afternoon concert with 3 bands: Cafe Musique, Zongo All-Stars and a third band to be announced. All on the Back Bay Inn's lawn. Starts at 2 pm.

Beer Fest (July 14-20) Baywood restaurants have FREE tastings.

Boatzart (August 25) Come by land or sea! Musicians set up on the Baywood Pier and start playing at noon. Sponsored by The Baywood Navy.

Bay Fest (September 1) The Royal Garden Swing Orchestra, Zongo All-Stars and a third band will be performing at 1 pm on the Back Bay Inn's lawn.

WINE TOURISM DAY, MAY 11

SAN LUIS OBISPO, CA – The concept of a Wine Tourism Day was born at the 2012 Wine Tourism Conference, where participants agreed this would be a stellar way to promote wine country travel and to highlight the economic impact of wine tourism. The first-ever Wine Tourism Day will take place May 11 and follows in the footsteps of the European Network of Wine Cities, which has organized the European Day of Wine Tourism since 2009. Wineries, associations, wine tour companies, and wine-area restaurants and hotels throughout North America are encouraged to offer special events to the public on Wine Tourism Day.

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SUPPORT LOCAL BUSINESSES

HELP YOUR CHILDREN AVOID STUDENT DEBT BURDEN

College graduates are leaving school with record amounts of student loans. If you have young children, can you help them avoid a heavy college debt load in the future?

You might want to invest in a tax-advantaged college savings account, such as a 529 plan or a Coverdell

Education Savings Account. You might also want to consider a custodial account, known as UTMA or UGMA.

Understandably, you're not saving for education in isolation – you likely have many goals you're trying to achieve, including retirement. But by starting to save and invest early, you can put time on your side — so you won't have to delay saving for one goal in favor of another.

Clearly, saving for college while simultaneously building resources for retirement is something of a “balancing act.” And, because everyone's situation is different, there's no one right answer for everyone. So take the time to find the solution that works for you.

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5 SMALL BUSINESS PROMOTION TIPS FOR TOUGH TIMES

During an economic downturn, business owners tend to stop everything—even what was working. Here are five ways to promote your business and avoid being dragged down by recession woes.

1. AH, AH, STAYING ALIVE

It is more important than ever for customers and prospects to know your business is still thriving. Keeping your network informed shows you are still going strong and that you really value your clients. Consider tying your news to current event or issuing a press release on a new product, service or event. Social media is also a cost-effective way to stay relevant. Create a page on Twitter, Facebook, MySpace, or LinkedIn and keep your contacts informed with

industry trends, innovative articles, books and events that will help your prospects meet their goals.

2. IT'S WHO YOU KNOW

There is no better way to get on a producer, reporter or blogger's good side than to help them out. Next time you are in need of a favor, the reporter will be likely to reciprocate. To do this, consider subscribing to HARO, which stands for Help a Reporter Out. It is a free service that lets you respond to reporter queries looking for industry experts.

Be warned: Don't answer the request if you are not the right person. You could be blacklisted or worse your pitch could land on the bad pitch blog.

3. PLAY TO YOUR STRENGTHS

You know more about your business than anyone. Host a free seminar for clients and potential clients to educate them about your specialty and showcase your expertise in the process. Think about the skills you have that your clients want and demonstrate them. Also, consider posting a video on YouTube with free tips or post your best presentation on Slideshare.net. Checking out other people's presentations might also inspire you.

4. ELVISHASLEFTTHEBUILDING – DON'T BE AN IMPERSONATOR – FIND OUT WHAT MAKES YOU, YOU

Consider what is first, unique, best and only about your business. Those

Continued on page 7

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characteristics differentiate you from your competition. Most importantly, analyze how your clients can benefit from your services and why they should choose you over someone else.

The first step in defining your niche is to figure out what situations/crisis/opportunities are your clients or potential clients facing that can be addressed with your service?

Send out tips, advice or case studies

that demonstrate your unique value proposition.

5. HOWDY PARTNER

Partner with other small businesses that can complement your offerings.

If you're an IT specialist, perhaps there is a website company you'd want to work with to create a more streamline customer experience? If you are a carpenter, maybe there is an interior decorator in need of help completing projects. If you are a design firm, maybe

an event planning company knows someone who needs a great invitation. Ask the business owner you partner with for a small finder's fee.

If partnering seems too risky, think about gathering a panel of like-minded experts in non-competing fields and promote the event. Invite the trade and local media to attend.

Adele Gambardella-Cehrs is the Founder & President of Washington, DC-based Epic Media Relations, LLC. Read more at <http://www.startupnation.com>

NEWSLETTER GUIDELINES: *Submission of FYI articles is open to all Chamber members to provide a variety of information to the general membership. We encourage all Chamber members to take this opportunity to share interesting, helpful and concise information with other members. We reserve the right to edit for space.*

Membership News

Continued from page 5

Wine Tourism Day is an excellent opportunity to promote the concept of wine tourism. Let's work together to get people thinking about visiting wine regions rather than traveling to the beach or an amusement park.

We will list your Wine Tourism Day event on the WTD website for free. We will promote Wine Tourism Day with a consumer giveaway and press releases. We've also created a Tool Kit to help you plan and promote your event – available on the WTD website. We will list your Wine Tourism Day event on the WTD website for free. We will promote Wine Tourism Day with a consumer giveaway and press releases.

Contact Brittany Garcia with any questions as the program pertains to San Luis Obispo County, brittany@visitsanluisobispo.com.

BOOK SALE AT LOS OSOS LIBRARY IN MAY

LOS OSOS - The Los Osos Library book sale was a great success bringing in just under \$3000, money that will help the Friends provide books and other materials for your library. Thanks for coming out to support us. Special thanks to Pastor Rich Bolin of Trinity United Methodist for providing us an inside venue. MaryAnn Jakes in the church office made the arrangements so easy for us, and we appreciate it.

Our next book sale will be back in the library parking lot on Saturday, May 11, from 9 am until 2 pm.

We can always use strong backs to help us set up tables and books. If you can help, meet us in the parking lot at 7:30 am.

Please submit all articles or press releases for inclusion in the next newsletter to the Chamber Office by the 20th of the month or fax the information to Creative Design Graphics 528-8119 or e-mail: lobpccmarketing@gmail.com

**BUSINESS CARD ADS ARE
AVAILABLE
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**Healthy communities are those with involved citizens.
Belonging to a chamber is a way to get involved!**

MARK YOUR MAY CALENDAR

2013 CHAMBER BUSINESS SEMINARS

Watch for email
notifications

7 South Bay Women's Network – La Palapa - 12 pm

8 MIXER– Good Tides Organic Bistro - 5:30 pm

14 Executive Committee – Chamber Office - 12 pm

20 Newsletter & Flyer Deadline

21 Board Meeting – Chamber Office - 8:15 am

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.....

NEW STORE HOURS
MONDAY – FRIDAY 12 NOON – 5 PM
(ALSO BY APPOINTMENT)

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The Most Important Ingredient in Creating a Great Community Cookbook is YOU!

What's your favorite recipe? Got something special passed down through generations? How about that delicious dish everyone raves about? Willing to share your secret ingredients with your friends and neighbors? Here's your chance to pass on your culinary expertise. The Los/Osos Baywood Park Chamber of Commerce is creating a Community Cookbook to be used as a fundraiser for the Chamber and other local non profits. Submit as many as you want, and add a personal touch at the end. Your name will be printed with every recipe, so here's an opportunity to become FAMOUS!

These cookbooks will be professionally published and contain pages about our community, a table of contents, an index, helpful cooking hints, and recipe category dividers.

**Just send the recipe to lobpccmarketing@gmail.com
Any questions, call Mimi Kalland at 528-0355.**

Submit your recipe in either a Word or PDF format or the body of the email.

HERE ARE THE GUIDELINES FOR SUBMITTING RECIPES:

1. List all **INGREDIENTS** in order of use in ingredient list and directions.
2. Use abbreviations e.g., pt., qt., pkg., env., c., ctn., Tsp., oz., lb., gal., doz., sm., med., lg., tsp. Include container sizes, e.g., 16-oz. pkg., 24-oz. can.
3. Keep **DIRECTIONS** in a paragraph form – not steps.
4. Use names of ingredients in the directions, e.g., "Combine flour and sugar." **DO NOT** use statements like "Combine first three ingredients."
5. Include temperatures and cooking, chilling, baking and/or freezing times.
6. Any special recipe notes (anything other than ingredients, directions, contributor name, serving size, or recipe title) should be kept as a separate comment on the bottom of your recipe submission.

Your recipes should fit one of the following categories:

Appetizers & Beverages
Breads & Rolls
Soups & Salads
Vegetables & Side Dishes
Main Dishes
Desserts
Cookies & Candy
Kids Corner

Your help in contributing recipes will ensure that our cookbooks will be a big success.

