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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.
PRESIDENT’S MESSAGE

Welcome Spring!

Our annual business showcase, “Watch Your Business Grow in Los Osos” is just a few days away. I’m really looking forward to checking out many of our local businesses as well as meeting up with members of our community. Thanks so much to our generous sponsors including The Bay News, Los Osos Auto Body, Edward Jones, Rabobank, Dos Perros, Bay Osos Brokers and Creative Design Graphics. Do check out this free event – you may find just the service or product you’re looking for! And bring an appetite to sample some of our local food offerings. Los Osos Community Center is the place to be on Friday, April 29th from 5:30 – 7:30 pm!

Thanks to all who attended our first Biz Seminar luncheon of the year which was held at Sea Pines Golf Resort on April 12th. I’d like to extend a BIG thank you to our speaker, Melanie Myerscough of M3Marketing Solutions. Melanie gave an exciting and information packed presentation on the various social media marketing tools available today. I have already started to use one of the tools Melanie discussed, and I suspect there are others who have done the same. And one last, but certainly not least, thank you to Brenda Boorman who made this luncheon happen. Watch this newsletter for news about another Biz Seminar luncheon coming up in June.

May 7th is our annual Hole in One Shoot-Out which at Sea Pines Golf Resort. Everyone participating has a chance to win the $50,000 prize. Qualifying begins at 9 am at the driving range. Gary Setting has lined up some of your favorite vendors and you’ll have the opportunity to test drive the latest and greatest in clubs, balls and all things golf. Thank you Gary for hosting this event – again!

May’s mixer will be held on Wed., May 11th at Volumes of Pleasure. This is a wonderful book (and gift) shop right in the middle of town (next to Carlock’s). The fun begins at 5:30 pm and food will be provided by Good Tides Coffee House. Please stop by to say hello and have a look at the many interesting items this store has to offer.

Lastly, a question to leave you with… there has been some discussion about a community wide garage sale – like the one held recently in Morro Bay. Would you participate? Please take a few moments to call Julie at our chamber office and let her know what you think about this idea.

– Carole Stockton
Welcome to the following businesses who have joined or renewed their membership in March.

✓ New Members
✓ Renewals
✓ Down by the Bay
✓ Baywood Fine Art
✓ Los Osos Rexall
✓ A Heart to Heart Wedding Consultant
✓ Farmers Insurance/Moriarty Ins. Agency
✓ O’Steen’s Italian Food & Deli
✓ Phone & Wireless
✓ Five Seasons Body Conditioning
✓ CCC Roasting
✓ BP General Engineering
✓ Donell Hoffman Bookkeeping & Payroll
✓ Prudential Hunter Realty
✓ Central Coast Polo Club, Inc.
✓ George-Cyr Attorneys
✓ Valley Liquor
✓ Back Bay Inn
✓ Sylvester’s
✓ Baywood B & B
✓ South Bay Women’s Network
✓ Julie Orr
✓ Morro Shores Mobile Home Park
✓ Crystal Springs Water
✓ Golden State Water co.
✓ Los Osos Pet Hospital
✓ Los Osos Valley Mortuary
✓ Merrimaker
✓ Rabobank
✓ S.W.A.P.

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

MEMBERSHIP REFERRAL BONUS OPPORTUNITY: Get a business acquaintance, friend, or neighbor to join the LO/BP Chamber and you will receive a FREE ad in the Chamber newsletter for one month. Call the Chamber, your best advocate for local business and ask for the Referral Bonus ad!

WEB SITE UPDATES:
- Event/calendar submission form NOW available on site under Community Calendar.
- Monthly newsletters are posted on the site in pdf format.

WEB BANNER AD PRICING
Rotating Banner (200 px x 250 px)
3 month contract $125
6 month contract $200
Marketplace Advertising (120 px x 90 px)
3 month contract $30
6 month contract $60
1 year contract $90
Design fees extra. Contact Chamber office for more information 528-4884.

MEMBERS $25
NON-MEMBERS $75

MIXER DATES
Mixers are 5:30 - 7:30 pm
Mixers are held on the SECOND Wednesday of each month unless otherwise noted.

May - Volumes of Pleasure
June - Kiwanis & Visitor Center*
July - OPEN
Aug - OPEN
Sept - Tri Chamber**
Oct - Rabobank
Nov - OPEN
Dec - OPEN

*3rd Wednesday (6/15). **Special Day (Thurs. 9/15). To schedule a 2011 Chamber Mixer along with your Business Spotlighted in the newsletter 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 newsletter@creative Designgraphics.com.

Bring a hardcopy for scanning by 20th of the month (along with your check) to the Chamber Office OR email a digital file to newsletter@creative Designgraphics.com. You will be billed for digital files submitted.
SOCIAL NETWORKING FOR BUSINESS IS THE TOPIC OF THE FIRST CHAMBER BUSINESS SEMINAR OF THE YEAR

Melanie Myerscough of M3 Marketing Solutions visits over lunch before her presentation on Social Networking for Business.

Chamber Executive Director greets Mark Monnin of Los Osos Family Chiropractic.

Melanie Myerscough discusses the many facets of Social Networking with Mike Konjoyan of State Farm Insurance.


Chamber members and guests enjoy lunch provided by Sea Pines Golf Resort.

Chamber Business Seminars are a great way to network and learn new ways to improve business.
Los Osos Christian Fellowship  
1335 7th Street, Los Osos, CA 93402  
(805) 528-2140  
What is your email and website?  
locf@sbcglobal.net  
www.locf.org  
What services do you provide?  
We: feed the poor; help build, heal and restore families, care for widows and single moms; give students and people in the marketplace a vision and proper motivation for excellence and service; help children and young people learn to honor and obey their parents; help young adults get ready for marriage; help bring about unity between the churches in our Coastal Region; help people develop a vital daily relationship with God; support missionaries around the world who are seeking to train and support nationals to do all of the above, etc.  
Is this a new business or relocation? No  
Tell us a little about you, your family and your hobbies:  
I have been the senior pastor here since Jan. of 1994. Been married to my wife Anne for 30 years. We enjoy long walks and gardening together and occasionally watching basketball and extending hospitality to others in our community and beyond. My son Joshua recently married Marina Whitacre and he is on part time staff at our church and leads his own business (Kingdom Cleaning). My daughter Caroline is a full time student at Cuesta.; and is our new office manager as of a month ago or so.  
What do you hope to gain from your membership in the Chamber of Commerce?  
Our primary motive/objective is to give and serve our community. Especially hoping we can encourage the business community in these difficult economic times.

SBWN MEMBER SHERRI PATTON WILL SPEAK ABOUT “THE IDEAL CLIENT”

LOS OSOS, CA – On Tuesday, May 3, 2011, South Bay Women’s Network (SBWN) will meet at 12:00 noon, at the Inn at Morro Bay, 60 State Park Road, Morro Bay. At this month’s luncheon meeting, Sherri Patton of Integrated Business Coaching will speak to the membership. Sherri’s topic is “The Ideal Client.” She will illustrate why it’s important to have an ideal client in mind and then how to determine who that is.

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 $17 for members and $20 for guests. For required reservations, please call 595-7296 no later than 12 noon the Tuesday prior to the meeting. Please visit our website at www.sbwn.org.

Continued on page 6

Healthy communities are those with involved citizens. Belonging to a chamber is a way to get involved!
LEARNING TO LISTEN TO THE SPIRIT

LOS OSOS, CA – A new series of Hollister institute presentations called “Learning to listen to the Spirit” will begin at 10 a.m. on Thursday, May 5 at St. Benedict’s Episcopal Church in Los Osos. The church is at 2220 Snowy Egret Lane, a block south of the intersection of Clark Valley Road and Los Osos Valley Road.

Presenters will be the Rev. Donna Ross, the Rev. Dr. Caroline Hall, Marianne Stowe and Lorienne Schwenk. The May 5 presentation will be “Finding new ways to listen to Scripture.” On May 12 the subject will be “Understanding the Biblical texts.” On May 19 “Inspired by the Spirit” and on May 26 “Praying with great Biblical themes.”

A $5 donation will be requested to cover costs of handouts. Books will be recommended. To register, email donnaross@chartter.net.

WILDFLOWER WALK IN THE ELFIN FOREST

LOS OSOS, CA – Regardless of whether 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 almost everything that’s in bloom in the Elfin Forest. 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 Morro Blue butterflies. Treat yourself to a springtime experience in Nature’s own garden.

Walks in the Elfin Forest begin at 9:30 am (unless otherwise noted) 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.
LIFETIME INCOME: A GREAT MOTHER’S DAY GIFT

Mother’s Day will soon be here. If you’re a mother, you will (hopefully) receive thoughtful cards and gifts. But there’s one present you may eventually want to give yourself, and it’s a gift that truly does keep on giving: a strategy for your retirement. Of course, it’s important for everyone to build adequate financial resources for retirement — but the challenge is even greater for women. Largely due to family responsibilities, women spend, on average, 12 years less in the workforce than men, according to the Women’s Institute for a Secure Retirement. Less time in the workforce equates to lost earnings, missed promotions, smaller and fewer raises and reduced retirement plan benefits. In fact, men have, on average, about $91,000 in Individual Retirement Accounts (IRAs), including all IRA types and the amounts rolled over from other retirement accounts into IRAs, compared to just $51,000 for women, according to a recent report issued by the Employee Benefit Research Institute.

Whether you’re married, divorced, widowed or single, you’ll want to build financial resources of your own and be prepared to manage your finances during your retirement years. You’ll be helping yourself, and, by becoming financially independent, you’ll also avoid the possibility of depending on your grown children for support.

To help ensure a financially secure retirement, consider these ideas:

• **Fully fund your IRA each year.** As the numbers above show, women are way behind men when it comes to funding their IRAs. And IRAs, with their tax advantages, are great retirement-savings vehicles. A traditional IRA have the potential to grow on a tax-deferred basis, while Roth IRAs have the potential to grow tax-free, provided you’ve had your account at least five years and you don’t start taking withdrawals until you’re 59-1/2. So make it a priority to “max out” on your IRA each year. In 2011, you can put in up to $5,000 to a traditional or Roth IRA, or $6,000 if you’re 50 or older.

• **Boost your 401(k) contributions.** Put in as much as you can afford to your 401(k) or other employer-sponsored retirement plan. At the very least, contribute enough to earn your employer’s match, if one is offered. (In 2011, you can put in up to $16,500, or $22,000 if you’re 50 or older.) Your earnings have the opportunity to grow tax-deferred and you have a range of investment options, so your 401(k) or other retirement plan can be an effective, flexible way to put money away for the future.

• **Invest in an annuity.** If you’ve reached the contribution limits of your IRA and 401(k), you may want to consider purchasing an annuity, which can be structured to provide you with regular payments for the rest of your life. And this lifetime income source is especially important to women, who, at age 65, can expect to live, on average, almost 20 more years, compared to slightly over 17 for men of the same age, according to the Centers for Disease Control and Prevention.

As a mother, you willingly spend a great deal of time and effort on your children. But it’s important to also think about yourself and your future, so review your strategy for retirement with your financial advisor, and take the actions needed to help make sure you can enjoy all the Mother’s Days of your life in the comfort you deserve.

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WANTED: SPEAKER RECOMMENDATIONS FOR BIZ SEMINARS

If there is a speaker you would like to hear or feel would be beneficial to the membership? Please contact the Chamber office with their name and contact information, 528-4884.

Thank you for your participation!
2011 CHAMBER BUSINESS SEMINARS

Watch for announcements in upcoming newsletters!

3 South Bay Women’s Network – Inn at Morro Bay - 12 pm
7 Hole in One Fundraiser – Sea Pines Golf Resort - 9 am
10 Executive Committee – Chamber Office - 12 pm
17 Board Meeting – Chamber Office - 8:15 am
11 MIXER – Volumes of Pleasure - 5:30 pm
20 Newsletter & Flyer Deadline

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We’re working to make Los Osos a better place to live, work and do business!
OPEN HOUSE-Chamber of Commerce

May 11  5:30—7:30
Join us for tea & scones (Alys- Good Tides)
30 years of serving Los Osos with books & gifts !!

The world is at your door when you open ours!
Gifts are easier with our helpful staff.
Fun for you & your kids
Save on gas shop with us.
Find great gifts under $10.
Our mystery section is terrific!!!
A bonanza of treats, treasures, & trinkets!
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Gifts  Gifts  Gifts

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THANK YOU for your continued support. More than a store we are here as part of the community.
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<table>
<thead>
<tr>
<th>Suite</th>
<th>Sq. Ft.</th>
<th>Rate/sq. ft.</th>
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