THE Business Connection

SEPTEMBER 2011 • VOLUME 35 • ISSUE 9

"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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CHAMBER MEMBER SATTIE BLANTON,M.A. MFT SPOKE ON SELF ESTEEM AT BUSINESS SEMINAR LUNCHEON

Chamber President Carole Stockton welcomes Chamber members and guests to the September luncheon at Round Table Pizza.

Sattie Blanton shares information on how to help increase our self esteem.

Sattie leads all luncheon guests in an exercise on writing your name in the air.

Carole along with Robbie Sworde have fun with the exercise.

Bob Davis of Keller Williams Realty and Dawn Rodden of Creative Design Graphics.

Chamber Business Seminars are great for learning and networking.

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

Our First Annual Estero Bay Chamber Mixer, joining Los Osos/Baywood Park, Morro Bay and Cayucos chambers all in one place at the same time, will be held on Thursday, September 15, 2011. Each year this event will rotate among the 3 communities. This year this extravaganza will be held at The Boatyard (845 Embarcadero) in Morro Bay from 5-7:30 pm.

This year's focus will be the local fishing industry with many representatives of the Morro Bay Commercial Fisherman organization and Central Coast Women For Fisheries in attendance. There will be opportunities to learn about the fishing industry and, (drum roll)…fresh, locally caught fish to nibble on! Donati Family Vineyard, Cayucos Cellars and Full Moon Wine Tasting will be there pouring their wonderful wines. And to top off, Brown Butter Cookie Co. of Cayucos will serve up their tasty treats for dessert.

One of the many benefits of being a member of any Chamber of Commerce is the opportunity to network with other business owners in your community – well, here is an excellent chance to do just that! I hope you'll join me, and many of our board members, in attending this first ever tri chamber event in our area.

Next up on the calendar is our 32nd Annual Dinner and Auction which will be held on Saturday, September 24, 2011 at the South Bay Community Center. This year's theme is Jungle Fever and our Chamber is partnering with Los Osos Middle School to put on this exciting and fun event. We're hoping for a very successful event so we can make a substantial donation to the school's PTSA. Doors open at 5:30pm and there will be a BBQ tri-tip dinner served up by Bay Osos Kiwanis, entertainment, silent and live auction items and a raffle for an extensive wine collection. We are still in need of a few sponsors and are seeking several silent auction items. Please contact me directly (805-254-4073) if you can help. Thanks so much!

Looking ahead to October, Sunday October 30th to be exact, is our 33rd annual Oktoberfest and 6th Annual Car Show by the Bay! The festivities start at 8am with a pancake breakfast followed by a 4-mile run. There will be music and live entertainment, from 11am until 6pm, by The Shival Experience, Pacific Dance Center, Cuesta Ridge, Benet Serat Bellydancers, Burning James & The Funky Flames, Bayside Martial Arts and Zongo Allstars. Don't forget the Beer Garden! This is a family friendly event featuring children's activities, bounce houses, commercial/food/arts & crafts

Continued on page 3

VISITORS CENTER STATS

2011 STATS

Month	Visitors	Phone Calls	Relocation Requests	New Member Packets
July	98	115	0	6
June	105	135	0	7
May	115	150	0	6
April	119	160	1	5
Mar	115	140	1	6
Feb	118	148	0	5
Jan	130	165	0	2

OFFICE & VISITORS CENTER HOURS

Monday 10:00 a.m. to 2:00 p.m.
Tuesday – Friday 10:00 a.m. to 4:00 p.m.
Saturday 10:00 a.m. to 2:00 p.m.
Located at 781 LOVR
(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

New & Renewing Members

Welcome to the following businesses who have joined or renewed their membership through August. ✓ ***New Members*** • ***Renewals***

✓ The Traveling Notary
✓ Maggie's Meticulous Mat and Frame Shop
✓ Sonshine Preschool
• Earthscapes
• CC Natural History Museum
• Rotary Club of Bay Osos
• Joyce Albright
• Jimmy Bumps Pasta House
• Mark's Baywood Cyclery
• Sattie Blanton M.A. MFT
• Rozanne Griffiths Interior Designs
• Debbie Wacker, CPA
• Steve Auslender Real Estate Group
• Van Beurden Insurance
• Amber Schaffner/Mary Kay
• Sea Pines Golf Resort
• Edward Jones Investments
• Miner's Ace Hardware
• SLO Chamber
• First Baptist Church of Los Osos
• Gary Englund, O.D.

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!

MIXER DATES

Mixers are 5:30 - 7:30 pm

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

Sept	-	Tri Chamber**
Oct	-	Rabobank
Nov	-	OPEN
Dec	-	OPEN

Special Day (Thurs. 9/15) Includes LO, Morro Bay and Cayucos Chambers. Being held at The Boatyard behind Morro Bay Visitors Center. 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@creativedesigngraphics.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@creativedesgngraphics.com. You will be billed for digital files submitted.

• MEMBERS $25

• NON-MEMBERS $75

PRESIDENT'S MESSAGE

Continued from page 2

vendors and a car show. Vendor booths are still available. Please contact Julie at the Chamber office for an application. Entries for the car show can be found at http://bearmetalkustoms.com/pdf/Oktoberfest-CarShowApp-2011.pdf

We are getting ready to go to press with our new Membership Directory and there are still a couple of ad spots available. You can also choose to BOLD your listing to make it stand out. Here's another of those member benefits – as a member of the Los Osos/Baywood Park Chamber of Commerce your business will be listed in our new directory. This directory is mailed to all residences in Los Osos/Baywood Park and extra copies are distributed from the Visitor's Center and other locations around town. Please make sure we've got current information about your business, and if you're not sure, Julie would be happy to assist you – just give her a call 528-4884.

Summer is drawing to a close, school is back in session and fall is just around the corner. For those of us who are fortunate enough to call the Central Coast home, we know our best weather is almost here! Enjoy!

– Carole Stockton

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Chamber Business

JUNGLE FEVER
32ND ANNUAL COMMUNITY AUCTION

AUCTION SPONSORS AND DONATIONS NEEDED

LION CIRCLE – A donation of $750 or more. These donors will be included in all our advertising as Event Co-Sponsors, and will be listed on our posters and in our event program. **Eight complimentary dinner tickets are included.** Special recognition of he donors will be given at the event.

CHEETAH CIRCLE – A donation of $500 -$749. These donors will be included in all of our advertising, and will be listed on our posters and in our event program. **Six complimentary dinner tickets are included.** Special recognition of the donors will be given at the event.

GIRAFFE CIRCLE – A donation of $250 -$499. These donors will be listed on our posters and in a special section of our event program. **Four complimentary dinner tickets are included.** Special recognition of the donors will be given at the event.

ZEBRA CIRCLE – A donation of $100 -$249. These donors will be listed in a special section of our event program. **Two complimentary dinner tickets are included.** Special recognition of the donors will be given at the event.

Portion of Proceeds to Benefit Los Osos Middle School

VENDORS NEEDED!

33rd Annual Oktoberfest
Car Show by the Bay

Vendor Booth space is available for this year's Oktoberfest.

Applications available online at www.lobpchamber.org or by contacting the Chamber office, 528-4884.

NEW MEMBER PROFILE

The Traveling Notary
Mailing address:
1241 Johnson Ave.
#110 San Luis Obispo, CA 93401
(805) 540-4152

What is your email and website?
David@TravelingNotary.biz
www.travelingnotary.biz

What services do you provide?
I am a notary public and I provide notarization of Acknowledgments, Jurats, and Copy Certifications.

Is this a new business or relocation?
This is a new business, which opened July, 2011.

What brought you (if you just moved here) to the Los Osos/Baywood Park area?
I moved back to the San Luis Obispo area after completing my Bachelor Degree in Accounting at CSU Bakersfield. I had been in the San Luis Obispo area for 15 years before moving to Bakersfield.

Tell us a little about you, your family and your hobbies:
I am an avid mystery reader and I love biographical and historical works too. I also square dance occasionally. I am also a tax preparer during tax season.

What do you hope to gain from your membership in the Chamber of Commerce?
I hope to become more involved with the community and to be able to help others with their notary and other business needs.

Membership News

BEYOND OUR BORDERS

LOS OSOS, CA – Three Hollister Institute programs offered in September at St. Benedict's Episcopal Church in Los Osos are designed to expand understanding of vital social justice issues. "Health Care for All," a two-part program will begin with a video at 10 a.m. on Thursday, Sept. 1, followed by a discussion from 10 a.m. to 2 p.m. on Thursday, Sept 8. "HIV/AIDS and Hepatitis C" will be discussed by representatives from the AIDS Support Network from 10 to 11:30 a.m. on Thursday, Sept. 15. "Human Trafficking," a video presentation on the horrors of modern human slavery, will be offered by Call+Response from 10 a.m. to noon on Thursday, Sept. 22. All programs are free and open to the public. St.. Benedict's is at 2220 Snowy Egret Lane, a block south of the intersection of Los Osos Valley and Clark Valley roads. For information phone (805) 528-0654.

INSECT WALK IN THE ELFIN FOREST

LOS OSOS, CA – Although we generally see just a few kinds of insects and spiders while walking through the Elfin Forest, there are dozens, perhaps hundreds of different species of arthropods living in the Forest. Local naturalist Al Normandin will search every nook and cranny along the boardwalk, Saturday, September 17, for the Good, Bad, and Ugly of these creatures, as well as the pretty late summer butterflies. The important and ecology of our local insects will be discussed during the walk. Bring a hand lens or close-focusing binoculars if you have them.

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.

MEDITATION AT LO FITNESS

LOS OSOS, CA – Every Sunday from 9:30-10:30 am at Los Osos Fitness, please join Carole Maurer for meditation. This is an all level class and open to the public. Take an hour out of your day and sit and do nothing!

SBWN SEPTEMBER LUNCHEON MEETING

LOS OSOS, CA – On Tuesday, September 6, 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. Join us at September's luncheon meeting to hear Paden Followwill of Collaboration Business Consulting speaking on the Basics of Business Etiquette.

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 guests reservations and member cancellations, please call 595-7296 or email info@sbwn.org no later than 12 noon the Tuesday prior to the meeting. Visit our website at www.sbwn.org

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: newsletter@creativedesigngraphics.com.

Healthy communities are those with involved citizens. Belonging to a chamber is a way to get involved!

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BE AWARE OF KEY BENEFITS OF LIFE INSURANCE

You may be unaware of it, but September is Life Insurance Awareness Month. And while a whole month may seem like a long time to focus on life insurance, it's actually a good opportunity for you to realize the important role that life insurance can play in your life.

Unfortunately, many people don't have sufficient insurance. A recent report by LIMRA, a research and consulting group, shows the following:

• Individual life insurance ownership among U.S. households has reached a 50-year low.

• Three out of every 10 households (about 35 million households) currently have no life insurance — an increase of 11 million households since 2004.

These figures help explain why the nonprofit LIFE Foundation coordinates Life Insurance Awareness Month each September. Simply put, many people don't realize how many ways that life insurance can help them and their families.

To be specific, life insurance can:

• *Educate your children* — If you were to die prematurely, your life insurance policy can pay, in whole or in part, your children's college education. And if you live a normal life span, life insurance can help to pay for your grandchildren's college education.

• *Pay off your mortgage — If you have sufficient life insurance*, the death benefit can pay off your mortgage, so your family wouldn't have to move.

• *Help pay for your spouse's retirement* — Your spouse might be counting on sharing some of the money you eventually withdraw from your retirement plans — such as your 401(k) and IRA — to help with his or her own retirement. If you were to die early, your spouse, as beneficiary, would receive the existing account balances in these plans, but your future contributions would, of course, die with you.

• *Help pay for your retirement* — You don't even have to die to reap some benefits from your life insurance. If you've purchased some form of permanent insurance, such as whole life or universal life, you have the opportunity to build a cash balance. And through policy loans or withdrawals, you can tap into this cash to help you pay some of your expenses during retirement.

• *Help you leave the legacy you desire* — Life insurance can be an important part of your estate plans. To use life insurance properly for estate planning, consult with your legal advisor.

Of course, one big question that you may ask is this: How much life insurance do I need? You've probably seen those estimates that say you should have insurance that's worth a certain number of years times your annual income. While this might not be a bad estimate, it's not a hard-and-fast rule for every single individual. The amount of insurance you need will depend on a variety of factors: your age, income, size of family, value of home, employment situation and so on. Your financial advisor can help you determine the level of insurance that's appropriate for your needs.

Now that you've seen how life insurance may help you over the years, and you've got a sense of how to determine the amount of coverage you need, you can appreciate the message behind Life Insurance Awareness Month — so take it to heart and make sure you've got the proper insurance plan in place.

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MAKING SENSE OF INVESTING

SENATOR BLAKESLEE OFFERS CHAMBER GATHERING AN OPTIMISTIC OUTLOOK FOR NEXT DECADE

Over two hundred central coast business owners and community members enjoyed a light breakfast and presentations at the San Luis Obispo Chamber of Commerce's Good Morning SLO event. Senator Blakeslee spoke candidly to the crowd about the decade ahead and the signs of political change which he hopes will translate into improvements for the business climate of California.

The Senator gave two primary reasons why he believes progress is on the horizon. First - in last fall's election, Californians voted in favor of open primaries. Blakeslee explained to the audience that the two candidates which receive the most votes, no matter what party they belong to, will both be on the ballot. Previously, only one candidate from each party was allowed no matter if the top two vote getters were from the same party.

Additionally, registered voters will now be able to vote for whomever they choose regardless of political party, even in primaries. Senator Blakeslee is hopeful that this election change will ensure that elected officials are held accountable for the votes they cast and how they represent every voter rather than just those of a certain party.

Second - because any two candidates can end up on the ballot, the financial backing of political parties during campaigns will not be as focused and influential. Senator Blakeslee is optimistic that a new crop of legislators will come to Sacramento who are better prepared, more in tune with their constituents, and less likely to adhere to political stereotypes. A fresh body of representatives who are willing to listen and approach issues honestly and objectively would be a huge step toward righting California's ship.

BLAKESLEE DECRIES NEW ANTI-JOBS LEGISLATION

As California continues to post amongst the highest unemployment numbers in the nation, Senator Sam Blakeslee is taking aim at anti-job legislation that would require all lodging establishments use fitted bottom sheets on their beds. Despite no evidence or studies linking fitted sheets to improved occupational safety, SB 432, authored by Los Angeles Senator Kevin de Leon, would make the use of unfitted sheets a new state crime.

"As though we needed more proof of how out of touch the Sacramento establishment is, here comes the 'fitted sheet' bill," said Blakeslee. "We have sky-high unemployment. Our state budget is out of balance. And now, rather than Sacramento getting its own business in order, we're going to spend our time making it a crime for a hotel to use a flat sheet. No wonder the public is fed up."

In another stunning display of Sacramento's disregard for jobs and the economy, a bill making its way through the Senate would force contractors who have been awarded a new contract to offer employment to the staff of the previous contractor. The employees of the new company would be displaced in order to make room for this requirement to retain the employees of the former company. In a scathing editorial criticizing this job killer bill, the San Francisco Chronicle notes, "Concern No. 1 with this Service Employees International Union special is that it overlooks the reason many businesses change such contractors: bad service. It deprives the new contractor of the ability to screen, hire and train the workers that will be its responsibility. Companies that hire security guards have good reason to be especially sensitive about their inability to determine their workforce."

"Sacramento has spent the nine months of this legislative session easily passing one job killer bill after another on party line votes," said Blakeslee. "I continue to ask my colleagues - when are we going to get serious and acknowledge the jobs crisis so we can begin working together to fix our state?"

District Mobile Office Hours
Wednesday, August 31st – 11am-1pm
Los Osos Public Library
2075 Palisades Avenue, Los Osos, CA 93402

Submitted by Ryan James, District Representative | Office of Senator Sam BlakesleePhone: (805) 549-3784| Fax: (805) 549-3779

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MARK YOUR SEPTEMBER CALENDARS

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32ND ANNUAL COMMUNITY AUCTION
SATURDAY, SEPTEMBER 24, 2011
SOUTH BAY COMMUNITY CENTER
2190 Palisades Ave., Los Osos
DOORS OPEN AT 5:30 PM
Sponsors and Donations Needed
Call Chamber at 528-4884
Portion of Proceeds to Benefit Los Osos Middle School

6 South Bay Women's Network – Inn at Morro Bay - 12 pm

6 Executive Committee – Chamber Office - 12 pm

13 Board Meeting – Chamber Office - 8:15 am

15 Tri Chamber Mixer – Morro Bay Chamber - 5:30 - 7:30 pm

20 Newsletter & Flyer Deadline

24 Community Auction – SBCC - 5:30 pm

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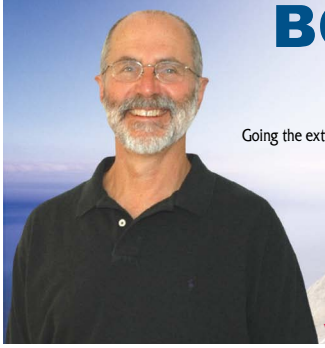

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