



# THE CHAMBER CONNECTION

A bimonthly newsletter of the Santa Maria Valley Chamber of Commerce, Visitor & Convention Bureau, and Economic Development Commission

March 2015

## Chamber's New Marketing Tools

The Chamber is hard at work on features and channels to best serve and communicate with our community and our members! Check out some of the exciting things I've been working on for you and feel free to contact me directly with your feedback.

### SantaMaria.com Development



If you've searched for a local business, event or resource lately, chances are you've seen our re-vamped website. We have

recently renovated our website: [www.santamaria.com](http://www.santamaria.com).

Our goal with this new website is to provide our visitors with a more user-friendly experience. All of the content has been restructured so that information is easier to find, navigate and read. Members can easily find access to login to their account at the top of each page. Social media icons are also there for easy access to interact with us. Individual pages incorporate social media functionality so that you may share content easily with others.

Another new, exciting feature is that we've now integrated online training courses. We have partnered with Coggnio to offer discounted courses on an assortment of topics from software to management. You can find these courses under Business Services in the Chamber section of the site.

This new version of our site is now mobile responsive. This means, the website will automatically adapt based on the size of the screen it is viewed on, changing the fit and layout to be easily readable on desktops, laptops and mobile phones.

I hope you find the new website easy to navigate and pleasing to browse. We are still updating some features and content, but I welcome your questions, comments and suggestions on the new site.

### SantaMariaChamberNews.com eDigest



I am very excited to announce this new offering as well. Since we have converted our newsletter fully to digital, there was not an efficient way to push updates to our members – until



**Marcy Maretta**  
Marketing & Communications Manager

now. We have developed a periodical that will feed recent posts right to your inbox twice a week. This not only means that you will always stay up to date on all of the Chamber and Member News, but also that anything a member submits will also be blasted out seamlessly to the rest of the membership. A true win-win!

Check your inbox for regular editions of the Santa Maria Chamber News.com Digest. All current members are already on this list and should be receiving these emails already! If you're not currently on the list and would like to receive it, you may opt-in on our facebook page ([fb.com/SMVCC](https://fb.com/SMVCC)) or by emailing us at [chambernews@santamaria.com](mailto:chambernews@santamaria.com). Soon we will also be adding a member-to-member eblast as well so stay tuned for that!

### MemberPlus App

Yet another exciting member feature we are proud to announce is the new MemberPlus App. Now members can stay connected with the Chamber on the go with this app. The app allows you to:

- Update your member profile information and photo
- View, register, pay for, and check in to events
- Receive important Chamber notifications
- Search for other members, groups, and favorites
- Retrieve and view members-only content and other important files
- Collaborate with other members via the community feed
- Link directly to our full-featured Member Information Center

You can download the MemberPlus app, log in using your current member credentials and begin using it immediately. It is FREE to download and available for iOS and Android devices. Simply search "memberplus."



## Welcome New Members!

The Santa Maria Valley Chamber of Commerce was pleased to welcome the following businesses as new members during the months of January and February. We appreciate their vote of confidence in our ability to add value to their business and to create a strong local economy together!

### Advanced Wireless

Jennifer Sears  
(805) 922-2252  
708 W. Betteravia Rd., Ste B  
Santa Maria  
[www.advwireonline.com](http://www.advwireonline.com)

### Barnett Cox & Associates

Maggie Cox  
(805) 545-8887  
711 Tank Farm Road, Ste. 210  
San Luis Obispo  
[www.barnettcox.com](http://www.barnettcox.com)

### Casa Bonita Furniture

Maggie Ferrer  
(805) 310-5050  
500 West Main St.  
Santa Maria

### Cielito Lindo

Rosa & Juan Gascon  
(805) 938-7958  
1130 E. Clark Ave #160  
Santa Maria

### Executive Janitorial

Marcia Slagle  
(805) 349-0952  
233 Granada Dr Ste D  
San Luis Obispo  
[www.executivejanitorial.net](http://www.executivejanitorial.net)

### First 5 Santa Barbara County

Katie Torres  
(805) 739-8740  
218 West Carmen Lane, Suite 111  
Santa Maria  
[www.first5santabarbaracounty.org](http://www.first5santabarbaracounty.org)

### Hacienda Realty

Rosa Gascon  
(805) 310-5678  
112 W. Jones St., #2  
Santa Maria  
[www.haciendarealty.org](http://www.haciendarealty.org)

### OPTIONS Family of Sevcies

Annabelle Rosa  
(805) 772-6066  
800 Quintana Rd., Ste 2C  
Morro Bay  
[www.optionsfs.org](http://www.optionsfs.org)

### State Farm Insurance

Ed Kertis  
(805) 922-1933  
722 E Main St Ste 111  
Santa Maria  
[www.edkertis.com](http://www.edkertis.com)

### Wine and Design Orcutt

Lauren Lowe  
(805) 868-1746  
3420 Orcutt Rd., Ste 105  
Orcutt  
[www.wineanddesign.com/orcutt](http://www.wineanddesign.com/orcutt)

### Camino Real Mortgage Bankers

Margarita Ferrer  
(805) 614-7111  
112 W. James St., Ste 1  
Santa Maria

### Cold Stone Creamery

Michael Saucedo  
(805) 934-9545  
4869 S Bradley Rd Ste#113  
Santa Maria  
[www.coldstonecreamery.com](http://www.coldstonecreamery.com)

### Dana Adobe Nipomo Amigos

Marina Washburn  
(805) 929-5679  
671 South Oakglen Avenue  
Nipomo  
[www.DanaAdobe.org](http://www.DanaAdobe.org)

### Healthy Habit Nutrition

Andres Rodriguez  
(805) 287-9667  
540 E. Betteravia, Ste D  
Santa Maria  
[www.facebook.com/healthyhabitwellness](http://www.facebook.com/healthyhabitwellness)

### Morgan Stanley

Virginia Souza  
(805) 928-4311  
2005 S. Broadway  
Santa Maria

### Roxsand

Debralee Coleman  
(805) 357-2288  
2280 Hutton Rd.  
Nipomo  
[www.roxsand.net](http://www.roxsand.net)

### SESLOC Federal Credit Union

Kelli Beck  
(805) 543-1816  
Coming Soon to Santa Maria  
[www.sesloc.org](http://www.sesloc.org)

### Taco Man Express

Ricardo Abadia  
(805) 266-4228  
[tacomanexpress.com](http://tacomanexpress.com)

## Congratulations to Hardy Diagnostics

As an employee owned company, Hardy Diagnostics was one of the honorees at the Family Business & Closely Held Company Awards at the Crowne Plaza in Ventura Beach, sponsored by the Pacific Coast Business Times. Hardy Diagnostics was nominated for this honor by the Economic Development Commission.

Hardy Diagnostics' ESOP (Employee Stock Ownership Program) has been in place for two and a half years. Jay Hardy, President of Hardy Diagnostics told the Pacific Coast Business Times that it stimulates retention since employees earn more shares by staying with the company. It also provides incentive since good work increase the share value.

A discussion of the value of the benefits of ESOP's (Employee Stock Ownership Program) will be provided at the Manufacturers Forum on March 24<sup>th</sup> at 7:30 a.m. at the Santa Maria Fairpark. Wayne Hamari, from J.W. Snipes Foundation will lead the discussion. It is part of the same program which will feature a presentation about the Santa Maria Valley Railroad.

## GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING CEREMONIES



Ribbon Cutting

**Yoga for Mankind**  
130 North Broadway, Suite B  
Orcutt



Ribbon Cutting

**Old Town Mexican Cafe**  
140 E. Clark Ave.  
Orcutt



Ribbon Cutting

**Springleaf Finance**  
2125 S. Broadway, Ste. 107  
Santa Maria



Ribbon Cutting

**William James Cellars**  
130 N. Broadway, Suite A  
Orcutt



Ribbon Cutting

**Siena Apartments**  
1245 Sonya Lane  
Santa Maria



Ribbon Cutting

**Wine & Design**  
3420 Orcutt Rd., Ste 105  
Orcutt



Ribbon Cutting

**Community Partners in Caring**  
120 E. Jones St, Ste 123  
Santa Maria



Ribbon Cutting

**The Berry Stop**  
Hwy 101 & Stowell Road  
Santa Maria



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**2014-2015 OFFICERS****Chairman of the Board**

Tim Ritchie  
Home Motors

**Chairman Elect/Treasurer**

Eddie Murray  
The Murray Group - Morgan Stanley

**Vice Chairman**

Cameron Stephens  
SM Tire

**Vice Chairman**

Ed Carcarey  
Mega 97.1

**Past Chairman**

Donna Randolph  
State Farm Insurance

**Board of Directors**

Dr. Ray Arensdorf  
Arensdorf Chiropractic

Trent Benedetti  
Benedetti & Associates

Donna Cross  
Next Day Signs

Jean-Luc Garon  
Historic Santa Maria Inn

Peggy Greer  
Santa Barbara County Education

George Majoue  
Knights of Columbus

Dan Pankratz  
One Way Board Shop

Hugh Rafferty  
CoastHills Federal Credit Union

Tim Rooney  
Rooney's Irish Pub

Debi Testa  
Testa Catering

John Tunnell  
Tunnell Roofing

Erika Weber  
VTC Enterprises

Dr. Kevin Walthers  
Allan Hancock College

Tim Woodbury  
Woody's Butcher Block

The ChamberConnection is the official bimonthly publication of the Santa Maria Valley Chamber of Commerce, 614 S Broadway, Santa Maria, CA 93454-5111, (805) 925-2403. Send corrections or good news submissions to chambernews@santamaria.com

# Community-Focused Leadership Critical to Success of Business

By Glenn Morris, ACE, Chamber CEO

Success in any arena requires a supportive environment, one where the conditions maximize the chances for success. That lesson is obvious here as we look at the way particular crops flourish in the unique blend of soil, water, and weather available in our region.

The lesson holds true for businesses and communities in general. When the environment is right, businesses stand a better chance of succeeding. When businesses succeed, they provide jobs, pay taxes, support schools and non-profits, and generally create a community where families and individuals can thrive. A supportive business climate includes predictable and reasonable regulations, an educational system that excels in preparing individuals to succeed at work and in life, and a quality of life that attracts top talent to come and work.

None of these elements, however, just appear. Just like our ag partners invest significant time and resources in preparing the natural elements, communities must invest in preparing leaders who understand how to maximize the conditions for business and community success.

One of the ways Santa Maria has been investing in high quality leadership for the past twenty years is through the Leadership Santa Maria Valley program. Annually, 15-18 individuals commit to a rigorous eleven-month program designed



**Glenn Morris**

Chamber Chief  
Executive Officer

to increase their understanding of local issues and solutions, expand their personal and professional networks, refine their leadership skills, and find ways to give back to their community. As the program celebrates its 20th anniversary this year, the alumni list of graduates will exceed 320 people. Graduates of the program include individuals who lead local businesses, serve on boards of local organizations, and in general provide the leadership muscle needed to make our community thrive.

Leadership Santa Maria Valley is designed to expand the community's civic leadership. Through an eleven-month program of monthly day-long workshops and seminars, participants engage in face-to-face discussions with experts and key decision-makers in areas of vital concern to the Santa Maria Valley. Spending time together in a small class atmosphere, individuals have an unprecedented opportunity to become aware of the current social and economic changes, and their impact on the Santa Maria Valley. It is also a prime opportunity to network and become acquainted with other existing and emerging community leaders.

Successful communities and businesses require strong leadership. If you are ready to be part of the solution and leadership of the community, we encourage you to join Leadership Santa Maria Valley! Applications for the 2015-2016 class will open in late March on the Chamber's website.

**The Luis Oasis Senior Center** has announced the hiring of Elaine Martin as data entry clerk and the addition of Paul Klock to the OASIS, Inc. Board of Directors.

**Local Copies Etc.**, has installed a new fleet of powerful printing equipment provided by Canon and American Business Machines. Self-service machines as well as product printers behind the counters have all been upgraded. This state of the art equipment offers customers higher quality prints and quicker print times.

Since their renovations have been completed, the **Radisson Hotel Santa Maria** has received glowing reviews from guests and now currently holds the #1 position on TripAdvisor.

**The Santa Maria Valley Railroad Company** has welcomed

# GOOD NEWS!

three new members over the last year: Westside Building Products, Santa Maria Crop Services and Lineage Logistics. Thanks to these and all of their other freight customers, SMVRR's traffic levels are the highest they have been since the Union Sugar Plant closed in 1993.

**Specialty Glass & Mirror** has just completed a showroom remodel which boasts brand new products and displays.

Local **State Farm Agent** and past Chamber Chairman, **Donna Randolph**, has been nominated for the Santa Maria Womens Network's Women of Excellence Award.

**Coastal Community Builders** is unveiling four new fully decorated models at their "Legacy At La Ventana" new home community on Saturday, March 21st.

## Ambassador of the Quarter



Ambassador of the Quarter,  
Oct-Dec 2014  
David Michels,  
Edward Jones Investments

Ambassador of the Quarter Awards are based on attendance to Chamber sponsored events, efforts to encourage participation among other Chamber members, as well as reaching out to non-members.

**Do you have good news to share?**

Members of the Santa Maria Valley Chamber of Commerce may submit their good news for future publication to chambernews@santamaria.com.

## Renewing Members

- 5 Star Business Services
- AG Laboratory & Consulting
- Allan Hancock College
- Altrusa Int'l Inc Of SM
- American GI Forum
- American Medical Response, Inc.
- American Red Cross
- American Self Storage
- Apio, Inc.
- Arbor Ridge Apartments
- Best Western Plus Big America
- Blakeslee & Blakeslee, Inc.
- Buvick Petroleum of Silvas Oil Co
- Cal Poly Arts
- California Hot Dog Co.
- CalPortland-Union Asphalt
- Canyon Self Storage
- Care Net Pregnancy & Resource Center
- Carmel & Naccasha LLP
- Central Coast Literacy Council
- Central Coast Music Academy
- Central Coast Remedial Resources, Inc
- Central Coast Sports Arena
- Central Coast Wine Services
- Chevron
- Classic Party Rentals
- Coldwell Banker - Jean Studer
- Community Bank of Santa Maria
- Cottonwood Canyon Winery
- Crystal Springs Water Co
- Culligan San Paso Co., Inc
- DiBuduo & DeFendis Insurance Brokers, LLC
- Dudley Hoffman Mortuary, Crematory
- Edna's Bakery
- Edward Jones Investments - David Michels
- EngineTech Machine, LLC
- Era Polly Real Estate
- Ever-Ready Electric
- Farmers Insurance District 12 Office
- First United Methodist Church
- Flower Carriage and Gifts
- Glenn Martin Company
- Gold Coast Senior Options/Dementia Care Associates
- Golden State Recovery, Inc.
- Gossage Group/Steamatic
- Historic Santa Maria Inn
- Home Depot
- Images Screenprinting
- imortgage
- Industrial Medical Group of SMV
- Kiwanis Club of Santa Maria Valley
- Klondike Pizza
- KSBY
- Lahr Industrial Welding, Inc.
- Leona Doidge
- Los Padres Artist Guild
- Lucia's Wine Co., Inc.
- Magnier Maloney Funeral Home & Crematory
- Mary Kay Cosmetics-Kathy Martinez
- Melby's Jewelers
- MindTap Technologies, Inc.
- Mission Linen Supply Of S M
- MIYB Spaces
- Morris & Garritano Insurance
- Nancy Paine/Marian Home Health, Hospice & Inf
- Newcomers Club of Santa Maria
- Old Orcutt Merchants Assoc.
- Pacific Christian Center
- Pacific Coast Excavation, Inc.
- Pacific Coast Smiles
- Pacific Gas & Electric Company
- Panera Bread
- PathPoint
- Perry's Electric Motors & Controls
- Plains Exploration & Prod. Co.
- Pre-Employment Profiles, A Division of Parker & Assoc.
- PricePoint Real Estate
- ResCareWorkforce Services
- Santa Maria Joint High School District
- Santa Maria Nissan Mazda
- Santa Maria Periodontics
- Santa Maria Town Center
- Santa Maria Valley Railroad
- Santa Maria Valley YMCA
- SeaCrest OceanFront Hotel
- Signs Of Success, Inc.
- Smith Electric Service
- Spokes
- St. Andrew United Methodist Church
- Starry Sky Coffee Company
- Stewart Olds, Inc
- Stowasser Buick GMC Trucks
- Strategic Vitality LLC
- Studio 23
- Target Marketing, Inc.
- The Natural History Museum
- Tolman & Wiker Insurance Services, LLC
- Town Center Gallery
- Tri W Enterprises, Inc.
- United Blood Services of the Central Coast
- United Staffing Associates
- Valley Christian Academy & Preschool
- Westar Associates
- Williams Homes
- Zodiac Seat Shells





## VANDENBERG AIR FORCE BASE

# 2015 SMALL BUSINESS OUTREACH EVENT IN SANTA MARIA

**LARGER, EXPANDED FORMAT! DISPLAY YOUR PRODUCTS AND SERVICES  
IN THE CONVENTION CENTER**

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**WEDNESDAY, APRIL 15th**  
**SANTA MARIA FAIRPARK**  
**937 S. THORNBURG - SANTA MARIA**

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**12:00 Noon - 4:00 p.m. Open Show and Displays in the Convention Center**  
**12:30 p.m. - 2:00 p.m. Program Presentations by Base Leaders and Experts in the Fountain Pavilion**


- ★ CONNECT DIRECTLY WITH BASE REPRESENTATIVES AND COMPANIES
- ★ DISPLAY TABLES AVAILABLE FOR YOUR PRODUCTS AND SERVICES
- ★ HEAR FROM SMALL BUSINESS EXPERTS

**No Cost to Attend  
but you must RSVP  
Display Tables Available \$100  
Register Now!**

**FOR INFORMATION AND  
REGISTRATION GO TO  
WWW.SANTAMARIAEDC.COM**

**Register Here**





From the Economic Development Director:

Economic development work with the Chamber of Commerce continues on many fronts. These efforts include prospecting for new businesses, retention programs for existing businesses, factory tours, surveys, events designed to educate and enhance the marketing outreach of local businesses, and collaborating with agencies to provide training for our workforce.

- We welcome Rabobank, N.A., which is consolidating its services to Santa Maria and is underway for a spring, 2015 opening. The company is taking over the 60,000 square foot building vacated by the UPS call center over 4 years ago. The EDC provided an extensive relocation package to Rabobank for the building, also about 4 years ago, but the recession intervened. Through the efforts of Pacifica Commercial Realty, Rabobank was able to take another recent look at the property, saw that it was still vacant, and decided to act.
- The Business Confidence Survey has been completed, and the EDC is compiling this information in a report to be presented on March 18th at the Santa Maria Fairpark in the Fountain Pavilion. The report will include other current economic data, including labor statistics, retail sales information, unemployment numbers, and housing information to provide a "snapshot" of Santa Maria's local economy. After the presentation, the report will be made available on the Chamber's economic development website: [www.santamariaedc.com](http://www.santamariaedc.com).
- If you have not already done so, register for the Vandenberg Air Force Base Small Business Outreach Event on April 15th. This exciting program is from noon - 4pm and provides an opportunity for businesses to connect with Vandenberg and also, Vandenberg agencies will be at the event, seeing what businesses have to offer. This is a win-win for every business. You can register by going to [www.santamariaedc.com](http://www.santamariaedc.com), right on the home page.
- The Chamber continues its successful series of Manufacturers Factory Tours and Forums which raise awareness of local industry and are highly attended events.
- Congratulations to Mr. Luciano Santini and Jean Nicolas from the Employment Development Department. They put together a highly successful Veterans Academy which helps Veterans to polish their resume and brush up on job seeking skills. Ten of thirteen Veterans who attended the first academy were hired. That's a phenomenal success rate! The Chamber of Commerce is a sponsor for the next Veterans Academy, which begins on April 28th. We need employers to be involved on an Employers Panel. If interested, please contact Dave Cross at the Chamber of Commerce or Jean Nicolas at the EDD at (805) 614-1215.

All in all, it has been an exciting year so far, and the Chamber of Commerce is looking forward to more successes as the year continues.

If you would like more information regarding economic development work at the Chamber of Commerce, contact Dave Cross, Economic Development Director at [edc@santamaria.com](mailto:edc@santamaria.com), or by calling (805) 925-2403 ext 817.

## Energy Watch Partnership News



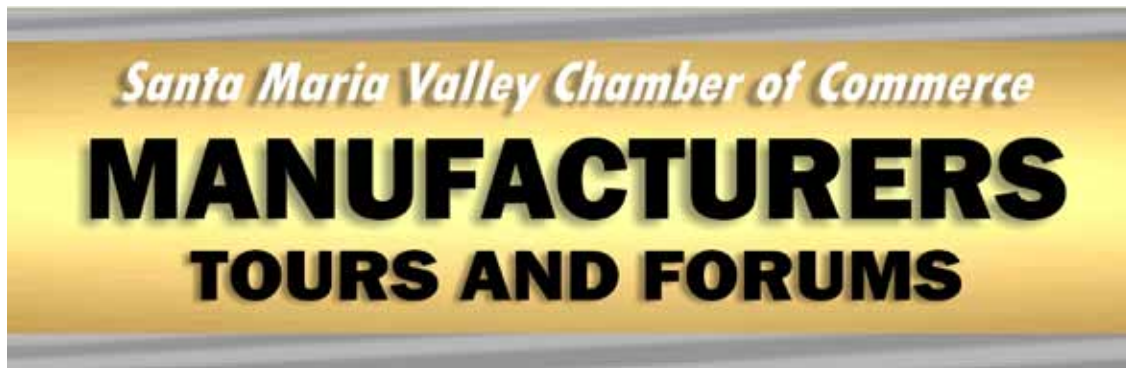
The Santa Maria Valley Chamber of Commerce has been the implementer for the Santa Barbara County Energy Watch Partnership since 2008. This successful Partnership has provided energy improvements to hundreds of businesses in Northern Santa Barbara County. On average, businesses that participate in the program save about \$1,600 per year on their energy bills. It is easy to do. All you have to do is call the Chamber and ask for your business to be included. Talk to Dave Cross at [edc@santamaria.com](mailto:edc@santamaria.com) or call (805) 925-2403 ext 817.

■ **EARTH DAY EVENT, WEDNESDAY, APRIL 22, AT VTC ENTERPRISES** - The Energy Watch Partnership is collaborating with the Vocational Training Center and sponsoring this year's Earth Day Event set for Wednesday, April 22. VTC Enterprises is now certified to recycle e-waste. Every business has e-waste, whether is old computers, printers or other electronic items. This event provides a chance to get rid of it and learn about energy efficiency and sustainability in the process. Have a little fun and win a raffle prize!

The Santa Barbara County Energy Watch Partnership will be there to provide energy efficiency information at the event as well. We hope to see you there!

The event is from 10am to 2pm; with e-waste collecting all day long from 8am -5pm. VTC Enterprises is at 2445 A Street in Santa Maria. For more information on how to participate, contact Erika Weber at (805) 928-5000.

■ The Energy Watch Partnership is the major sponsor for "Solvang's Grow Your Community Expo" on May 7, 2015. Everyone on the Central Coast is welcome to attend. The event hosted by the Solvang Chamber of Commerce and the City of Solvang promotes energy efficiency, sustainability, and all that Solvang has to offer. The time of the event is from 3-7pm on Thursday, May 7. For location and participation information, contact Sue Moulalim, Executive Director at the Solvang Chamber at (805) 688-0701.



Many thanks to Heritage Oaks Bank.  
Over the past three years they have been the  
major sponsor for Manufacturers Tours and Forums.



The production team at Images Screen Printing. Left to right: Aaron Gonzales, John Vander Meulen, Ian Divorty, Vincent Martinez. Not pictured: Michelle Vande Muelen and Cathie Olivera) from January's Tour.



General Manager Tony Caetano provides an overview of the Lineage Logistics facility to approximately 60 attendees on February 24, 2015.

### Next Event

**Tuesday, March 24, 2015 – 7:30am**  
**Santa Maria Valley Railroad**  
**Santa Maria Fair Park – Foundation Pavilion**  
**937 South Thornburg Street, Santa Maria**

Many of our local industrial companies use the Santa Maria Valley Railroad for distribution and material receiving. The Santa Maria Valley Railroad, serving the Santa Maria Valley's rail transportation needs since 1911, provides the most efficient, cost effective, and environmentally friendly method to transport products to any location in the continental United State. Products can also be transported to Canada and Mexico and to the ports for overseas delivery.

IN ADDITION: We will hear from Wayne Hamari, from J.W. Snipes Foundation, who will discuss the benefits of having an Employee Owned Business.

Don't miss this informative meeting!  
No cost, but you must RSVP to [register@santamaria.com](mailto:register@santamaria.com)  
Or call: (805)925-2403 x812

### SANTA MARIA MERCHANTS COMMITTEE


The Santa Maria Merchants Committee meets every third Thursday at 7:30am at MIYB Spaces, 429 East Main Street in Santa Maria. For additional information, contact Dr. Anne Cremarosa, Committee Chair, at (805)623-8434

**Meeting dates for March-May are:**  
**Thursday, March 19 – 7:30am**  
**Thursday, April 16 – 7:30am**  
**Thursday, May 21 – 7:30am**

### NEW COMMITTEE FOR VETERAN OWNED BUSINESSES

If you are a Veteran who owns a business, we want you to be involved in a group that has recently formed. The purpose of the group is to network, connect with Veteran resources, and assist each other in your businesses. Please spread the word to other Veteran business owners.

The next meeting will be on April 3, at 7:30am. For details and venue, contact Dave Cross at the Chamber of Commerce – (805)925-2403 x817.



**Veterans**  
Proven, Tested & True

## Veteran's Academy

A job search academy comprised of four sessions held over two weeks to improve veterans' resume writing, job search, and interviewing skills. All workshops are a prerequisite to final day employer panel.

**April 28 & 30, and May 5 & 7, 2015**  
10 a.m. – 12 p.m.  
Allan Hancock College  
Student Service Building, Room A103  
800 South College  
Santa Maria, CA 93454

Open to all job seekers

For additional information, please call  
**Jean Nicolas**  
805-614-1215

- Find out about job opportunities.
- Obtain benefits, training, and career information.
- Resume writing skills.
- Interviewing techniques.
- Employer Panel.

In partnership with the Employment Development Department, the Allan Hancock College and Santa Maria Chamber of Commerce. The EDC, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 805-346-3000 (voice). TTY users, please call the California Relay Service at 711.



## Mid-Year Highlights

- Transient Occupancy Tax Receipts received July-December, 2014: \$1,618,248.81  
Growth of 9% over figures from the same time period last year
- 940 visitors assisted via telephone, in person and online
- 70 groups (event planners, tour operators, meeting/convention planners) assisted with complimentary services
- Nearly 900 advertising leads
- 1,646 pieces of collateral distributed from Visitor Outreach Centers in and around Santa Maria Valley
- 42,037 pageviews on SantaMariaVisitor.com
- 17,379 pageviews on SantaMariaWines.com
- Nearly 280 domestic and international visitors came into our office for assistance and visitor information

## Live Music Fridays

[press-KEEL]  
'almost an island'

Unwind with Team Presqu'ile every Friday to welcome the weekend. Enjoy your favorite bottle of Presqu'ile wine with a charcuterie or cheese pairing while watching the sun set over the Santa Maria Valley. Presqu'ile Winery is excited to announce the March line up for Live Music Fridays. Kick off the weekend and welcome these local celebrities and traveling performers every Friday from 4:00-6:00pm in the tasting room, 5391 Presqu'ile Dr., Santa Maria.

**March 20 - BILLY MANZIK**  
Billy is a roots/blues/folk musician and recording artist originally from Canada, and now living on the Central Coast. His live show is an upbeat mixture of covers and originals that is sure to get your toes tappin'!

**March 27 - JOACHIM NORDENSSON**  
Joachim is a cross-over guitar artist and balladeer whose eclectic style meshes upbeat and mellow rock with a serving of jazzy folk. With vocal tones reminiscent of Jack Johnson and Dave Matthews, Joachim has a melody and style that set him apart from the rest, you don't want to miss it!

## Visitor and Convention Bureau Celebrating Tourism SAVE THE DATE!

Join the VCB to meet at beautiful Presqu'ile Winery to celebrate the amazing impact the tourism industry brings to our Santa Maria Valley!



Our annual celebration luncheon will be held on Wednesday, May 6 from noon to 1:30 or so, during the national Travel and Tourism Week event.

A uniquely wonderful event, a wine country picnic lunch will be catered by Bell Street Farms and our guests will use the available seating at the winery or enjoy a true wine country picnic by bringing their own blanket to sit on. Herb and citrus infused ice water will be served and Presqu'ile wine will be available for purchase by the glass or bottle.

Our dynamic guest speaker is world surfing champion, Mr. Shaun Tomson, with a special introduction from a fellow South African and avid sportsman, Mr. Keith Bowker.

We'll end our celebration with two special awards: The Mayor's Award is given to an individual or entity which has been instrumental in bringing in group business and the Robert P. Hatch Excellence in Hospitality award, bestowed upon a Visitor and Convention Bureau member who has utilized our Chamber benefits to increase business and revenue for their company.

This will be a most joyous occasion and we hope you will join us for wonderful camaraderie, networking, and delicious food one of Santa Maria's most beautiful places! Space is limited to 60 people. Further details will be announced in the near future!



**Gina Keough**  
Director, Visitor & Convention Bureau

APRIL 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Breakfast Club Coco's Restaurant 8:00 am	4
5	6	7	8 Strawberry Industry Recognition Dinner Santa Maria Fairpark 6:00 pm	9	10 Breakfast Club Coco's Restaurant 8:00 am	11
12	13 Transportation Committee Veteran's Memorial Hall 12:00 pm	14	15 VAFB Small Business Outreach Event Santa Maria Fairpark 12:00 pm	16 Santa Maria Merchants Committee MIYB Spaces 7:30 am Mixer Moxie Café 5:00 pm	17 Breakfast Club Coco's Restaurant 8:00 am	18
19	20	21	22 Executive Committee Chamber Office 9:30 am	23	24 Breakfast Club Coco's Restaurant 8:00 am Economic Development Commission City Hall 8:00 am	25
26	27 Board Meeting Radisson Hotel 11:30 am	28 Ambassador's Meeting Lucia's Wine Co. 11:30 am	29	30		

MAY 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Breakfast Club Coco's Restaurant 8:00 am	2
3	4	5	6 National Tourism Week Lunch Presqu'ile Winery 12:00 pm	7	8 Breakfast Club Coco's Restaurant 8:00 am	9
10	11 Transportation Committee Veteran's Memorial Hall 12:00 pm	12	13	14	15 Breakfast Club Coco's Restaurant 8:00 am	16
17	18	19	20 Executive Committee Chamber Office - 9:30 am Tourism Marketing Series Holiday Inn - 10:00 am Business Development Forum OUSD Superintendent, Deborah Blow Fountain Pavilion Bldg Santa Maria Fairpark - 11:30 am	21 Santa Maria Merchants Committee MIYB Spaces - 7:30 am Mixer Santa Maria Chrysler, Jeep, Dodge - 5:00 pm	22 Breakfast Club Coco's Restaurant 8:00 am	23
24	25 MEMORIAL DAY HOLIDAY OFFICE CLOSED	26	27 Manufacturer's Tour TBD - 7:30 am Board Meeting TBD - 11:30 am Ambassador's Tour TBD - 11:30 am	28	29	30

don't miss these

# Featured Chamber Events!

**Strawberry Queen  
Contest Registration**

March 13-April 17  
Coronation on April 24th

Santa Maria Chamber Office

**Strawberry Industry  
Recognition Dinner**

April 8th, 6:00pm

Santa Maria Fairpark  
Park Plaza

**Tourism Luncheon**

May 6th, 12:00pm

Presqu'ile Winery

AND DON'T FORGET TO PRE-REGISTER YOUR BOOTH FOR THE  
2015 BUSINESS TRADE SHOW COMING ON SEPTEMBER 10TH!

More details online at [santamaria.com](http://santamaria.com). Register online or by emailing [register@santamaria.com](mailto:register@santamaria.com)

Questions, Contact Jennifer Harrison at (805) 925-2403 x 815